

# LinkedIn Profile Review



A lot of what happens on LinkedIn reflects your personal brand. Don't worry, this concept is incredibly painful for most people—but leveraging the unique stuff that makes you who you are can actually be really awesome, both personally and professionally.

We want your “vibe” on LinkedIn to reflect the person that your colleagues know and respect—this includes your manner of speaking, the stuff about your job/industry that gets you excited, and even your non-work interests and passions.

## In other words, we're developing a core value proposition

This should not be bland! Just to give you a couple from the classic business book, *Becoming a Category of One*, by Joe Calloway:

**NOT** “We will constantly strive to improve our processes and procedures”

**BUT RATHER** “We hate bureaucracy and all the nonsense that comes with it. We will kill red tape wherever we find it.”

**NOT** “We will be the market leader in providing healthcare products and services.”

**BUT RATHER** “We help people when they're hurt.”

**NOT** “Providing quality optometric care.”

**BUT RATHER** “Giving people the gift of sight.”

Great branding is a way of telling people what you do in a way that actually means something to anyone who's listening—as the kids say, it hits people in the feels.

## Your Review

### PERSONAL PHOTO

Did you know that people view you as more competent and influential if you smile? If you hate smiling or showing your teeth (which doubles likability—crazy, isn't it?) that's still okay: the key is that you look and feel comfortable. We're looking for a recent, well-lit photo that captures your energy and spirit. Ideally 400x400 (up to 8mb) and zoomed in enough that your face takes a majority of the image space.

### HEADER PHOTO

Do you have one? Does it support either your business brand or yourself? Generally, it's recommended that you avoid overly busy backgrounds, but for some brands/industries it can make sense!

### HEADLINE

More than just a job title! How do you see your role, why do you do what you do? Level of flexibility on this is highly dependent on your personal and company brand (and the way you use LinkedIn for that matter), but it's useful to look outside of your title.

## ABOUT

Make it into your own story! This section can help personalize and bring your skills to life—even if you don't incorporate personal stories or passions here, it's a great place to help people understand you and your role better. We should know what you do, why it matters, what value it brings, and (critically) that you're pretty excited about all that.

## BUZZWORD CHECK

It's all too easy to overuse buzzwords like experienced, skilled, strategic, passionate, expert, creative, etc. These aren't bad in themselves, but you want the emphasis of your About section to be on showing rather than telling.

## ACTIVITY

Are you sharing relevant content that's a reflection of your role, your priorities, and your skills?

## NETWORK

Make sure you're synched up with your address book. Follow/connect with people you know and take a few min to react to others' posts. For business leaders: are you following and promoting your employees' accomplishments?

## FOLLOWS

Are you following relevant thought leaders and influencers in your field?

## RELEVANT SKILLS AND ENDORSEMENTS

At least 3-5 key skills for your role—or desired role or position in the world!

## PUBLISH

Do you publish your own thought leadership via publications?

## Recommendations

How can you leverage LinkedIn even more to benefit your business and your brand?

### IMPORTANT NOTE ON RECOMMENDATIONS

Any media or even traditional PR effort is a long game—it's not going to change your life or your business instantly. I often relate it to a new exercise program. At the beginning, it's awkward and painful but you're likely to see some pretty rapid gains as you gain fitness. After that, if you don't enjoy the process it's going to start feeling like a slog. Those are the plateaus, and the only way to get through them is to keep going.

In short, regardless of whether you're using social media to generate leads or simply cement your reputation, achieving your goals will require patience and consistent effort over time. Those with the largest social media followings have often spent years in relative obscurity building their audiences—even if you don't aspire to social media stardom, there are simply no shortcuts to optimizing it for your business or your personal brand.

