

♦ Is Your LinkedIn Profile A.L.I.V.E.™? ♦

A – Accurate **L** – Locatable **I** – Impactful **V** – Value-based **E** - Engaging

Profile Optimization Checklist

- Is Your Profile Complete?** Users at 100% completion are *40 times more likely to receive inbound inquiries.*
 - ✓ Industry and postal code
 - ✓ A current position with description
 - ✓ Two more positions
 - ✓ Education
 - ✓ At least 5 skills
 - ✓ **Profile photo**
 - ✓ At least 50 connections
 - ✓ A summary
- Value-based Headline** Does it answer the question “why should I connect/do business with you?”, “what value do you bring to the marketplace?”
- Concise Professional Summary** 2-3 short paragraphs highlighting your background/expertise and measurable accomplishments. Include a “call to action” in the final paragraph, along with your contact information (email, telephone #).
- SEO-friendly Content & Keywords** Use keywords and skills that best describe your professional capabilities. What words would your ideal connection use to search for your skills/services?
- Profile is Public** Is your profile visible to LinkedIn’s 300+ million users or are your privacy settings limiting who can find you/your services?
- Profile is “linked” to Company Page** If you don’t see your corporate logo next to your current position, your profile is not linked.
- Follow your Company Page** Doing so allows you to easily share company updates/content with your network. *Also follow client and prospect company pages.*
- Grow Your Network** Build your network. Connect with others so you can help them and vice versa.
- Give/Get Recommendations** Build your credibility. Only ask for recommendations you have a willingness to draft and [when doing so] be sure to include SEO-friendly content and keywords.
- Join relevant Groups** Contribute to group discussions to build credibility as a subject matter expert. Join groups containing alumni, peers, clients/prospects.

With over 50 years of collective experience serving entrepreneurs, small business, Fortune 500 and 100 companies, the leadership team at **Taylor-Leonard Corporation (T-LC)** brings the best practices of global, multinational organizations to the marketplace, delivering affordable, customized business solutions to drive organizational excellence and profitability. Leveraging the LinkedIn strategies they teach, **T-LC has generated over \$500,000 in consulting revenue in their core expertise through the LinkedIn Community.** To move you and/or your company from being one in a million to being the top ranked out of millions, contact Taylor-Leonard Corporation today!

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Operating Rhythm Checklist

After “optimizing” your personal profile, *get [and stay] engaged with the LinkedIn community* by integrating these simple processes into your LinkedIn strategy.

	Process	Frequency	Rationale Call to Action
<input type="checkbox"/>	View Updates	Daily	Like, comment, and/or share your network’s updates to show you have an interest in them and to stay “top of mind”.
<input type="checkbox"/>	Check “Who’s Viewed Your Profile?”	Daily	Send personal connection requests to individuals you’re not currently “linked to”. For others you’re already connected with, engage them in dialog .
<input type="checkbox"/>	Post Relevant Updates [to Personal Profile & Company Page]	2-3 times/week (min) Once daily (max)	Share industry updates/topics, inspiring quotes aligned with your business philosophy, promote for events, special announcements, etc. Focus on content that will have perceived value to your network. To increase engagement, provide a “call to action”.
<input type="checkbox"/>	Review Saved Searches [People & Jobs]	Daily/Weekly	This is your pipeline. As you receive results from saved searches, send connections requests to engage them.
<input type="checkbox"/>	Make Recommendations	Monthly/Quarterly	Set a goal to compose well written recommendations; ones supported by a business case.
<input type="checkbox"/>	Join Groups	Monthly/Quarterly	<ul style="list-style-type: none"> • Identify, then join groups containing your peers, ideal client, and/or special interests. Contribute to the group by providing meaningful content. • Evaluate existing groups; ask yourself if you’re contributing/receiving meaningful benefits from being in the group.
<input type="checkbox"/>	Follow Companies	Weekly/Monthly	Identify companies of interest and/or that you’d like to potentially do business with. Following them helps you to stay abreast of what’s going on internally.

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