

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

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

**Operating Rhythm Checklist**

After “optimizing” your profile, *get [and stay] engaged with the LinkedIn community* by integrating these simple actions 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"/>	Share Updates [Personal Profile & Company Page] + Posts	Update 2-3 times/Week Post Monthly/Quarterly	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. Increase engagement with a “call to action”.
<input type="checkbox"/>	Review Advanced Searches [People & Jobs]	Daily/Weekly	This is your pipeline. Use LinkedIn’s Boolean logic to create searches. As you receive results from saved searches, send connections requests to engage them.
<input type="checkbox"/>	Make Recommendations	Monthly/Quarterly	Set a goal to give well written recommendations. Think “givers gain”.
<input type="checkbox"/>	Join Groups	Monthly/Quarterly	<ul style="list-style-type: none"> <li>Identify, then join Groups containing your peers, partners, and/or prospects. Contribute to Groups by providing relevant content.</li> <li>Evaluate existing Groups; ask yourself if you’re contributing/receiving meaningful benefits from being in the Group.</li> </ul>
<input type="checkbox"/>	Follow Companies	Weekly/Monthly	Identify companies of interest. Following them helps you to stay abreast of what’s going on internally.

**LinkedIn Optimization ... “Moving Your Profile From One in a Million to The Top Ranked Out of Millions”**