

♦ 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
- 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 400+ 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. Strategically connect with others so you can help them and vice versa. When requesting a connections, *always* personalize the message.
- 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 college and corporate alumni, industry and geography peers, clients/prospects.

With over 50 years of collective experience serving entrepreneurs, small business, non profits, and Fortune 500 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 their signature **B.O.O.S.T.™ My LinkedIn** strategies, T-LC **generated \$500,000+ in new consulting revenue through LinkedIn in the 1st 24-months of strategy implementation.** Want to move your profile from being one in a million to being the top ranked out of millions? Contact Taylor-Leonard Corporation today!