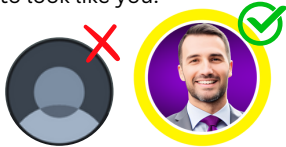


### 1 START WITH YOUR PROFILE - THE FOUNDATION OF EVERYTHING YOU DO ON LINKEDIN.

#### Your profile photo

- Make eye contact with the camera, and smile.
- Keep it current, it has to look like you.
- Make sure it pops.



#### Your headline

- Avoid the generic "Job at Company"
- Avoid using technical jargon and acronyms.
- Make it crystal clear what you have to offer.



#### Your banner

- Keep it relevant.
- Show off your personality.
- Don't be like everyone else.

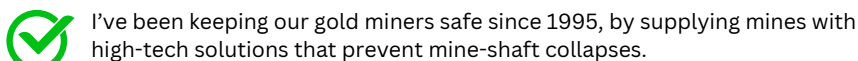
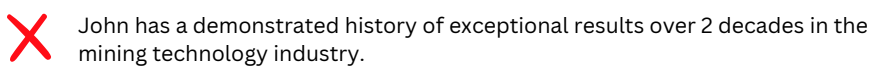
#### Top Tip:

Try creating a new one in [Canva](#)



#### Your About section

- Write it in your words, in the 1st person.
- It's about you, not your company.
- Express your personality.
- It's your story.



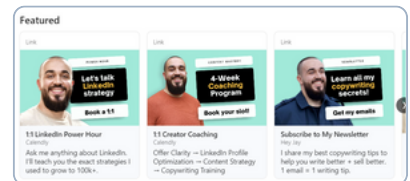
#### Experience & Skills

- List all your professional experience.
- List your top most relevant skills.
- Ensure your current position is assigned to the correct LinkedIn company page so that the logo shows in your intro section.



#### Featured Section

- Your professional portfolio.
- Use it to highlight information you want other people to find easily.
- Use 3 or 4 items, and design them with a consistent look and feel, focus on value-add.
- Utilize this section to call your profile visitors to action. eg. download a free resource.



#### Recommendations

- The most under-utilized section.
- Give recommendations proactively.
- Ask for new recommendations every quarter.
- This is the ultimate in social proof - people want to know what it's like to work with you!

#### Recommendations

Received Given

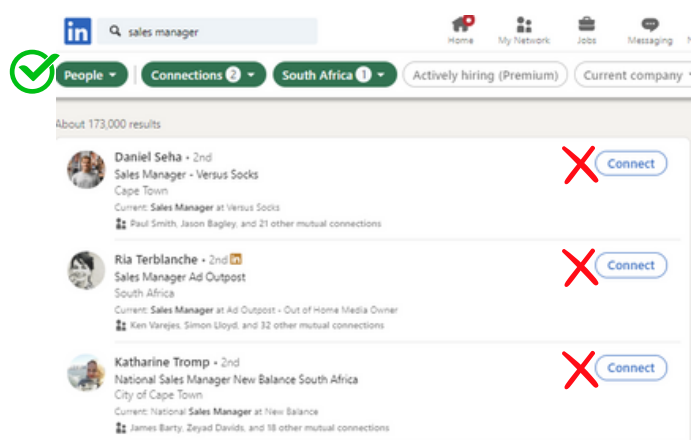
### 2 BUILD A RELEVANT, HIGH-QUALITY NETWORK

#### Find the right people

- Search by company, function, title or keyword.
- Click into profiles and learn about each person.
- Trigger notifications that include your name (follow, like, comment)
- DO NOT connect from the search result list. (Preventing triggering of notifications)
- Use available filters. (location, etc.)
- Send a personal note with connection requests to people you've not met before.
- Always DM every new connection.

#### Top Tip:

Send new connection requests **every day**.



#### Attract new followers

The best way to attract new followers is to make yourself visible to others.

- Visit other people's profiles, send connection requests.
- Comment on other people's posts.

*Join more conversations*

### 3 SHARE YOUR KNOWLEDGE - ADD VALUE - SERVE YOUR FOLLOWERS

#### Comment like crazy

By joining the conversations started by other people, you're not only making yourself more visible, but have the opportunity to add immense value.

The more you comment, the more people will visit your profile and opt-in to connect with, and follow you.



#### Serve your followers

- When you post, at least once a week, share knowledge, insights and your perspectives which help the reader.
- Write posts about your company, your work, and how you help other people avoid disaster.
- Publish posts at least once a week, but no more than once a day.
- Mix up your content formats so that your followers don't get tired of seeing you in their feed.



**Implement everything in this guide and you'll soon find yourself in the top 1% on LinkedIn. Need help getting it done? Reach out for 1:1 or group coaching for your team.**