

The LinkedIn Traffic Takeover Workshop

Profile Checklist

- ☐ Have a good photo of you. A photo that grabs attention will make you stand out on LinkedIn. Keep a good balance between professional and eye catching. It truly depends on your audience.
- ☐ Have a background photo that says EXACTLY what you/your business is about!
- ☐ Edit **EVERYTHING** in the Intro section! Make sure that you're putting your main website link in, getting creative with your "Headline", etc.
- ☐ Create a summary that makes people know, like, and trust you and includes a call to action. This really should be to visit your squeeze page. List building should be at the front of EVERYTHING you do on any social media site.

When it comes to your summary section, you should tell your story, talk about a problem you solve, show what your business does to solve that problem and have a call to action.

- ☐ Fill in your experience... Most of the time this isn't important, but remember every bit of information you add is ONE MORE "thing" that could catch someone's attention.
- ☐ Add interests... There's a trick to this, but it's important to send "signals" to people about your interests.
- ☐ Lists your skills and get endorsements from others! This will help in you getting seen in the algorithm AND builds that "like, know, and trust" that you need.
- ☐ Turn on creator mode! LinkedIn gives you more "weight" when you do this for your content. You're going to want to share content on LinkedIn, I promise! 😊
- ☐ Projects Section - This is a great place to talk about products you've created, promotions you've done, or anything you can call attention to.
- ☐ Make a custom profile URL. It's just for vanity, but every little thing counts. 😊
- ☐ Fill out anything extra that you can in the other sections.