

CREATING THE RIGHT 1ST IMPRESSION

Tips to get your profile in shape

MAXIMISE THE VISUAL IMPACT

11X

Does your profile picture paints a professional image?

A profile with a professional image gets 11x more views than profiles without.



Your profile header image is prime real estate

Use it to visualise what you have to offer or how you add value.



Upload Rich Media to your profile

It will draw the attention and help prospects to understand your proposition more easily.

YOUR WRITE-UPS



Use your headline to tell prospects what you can do for them.

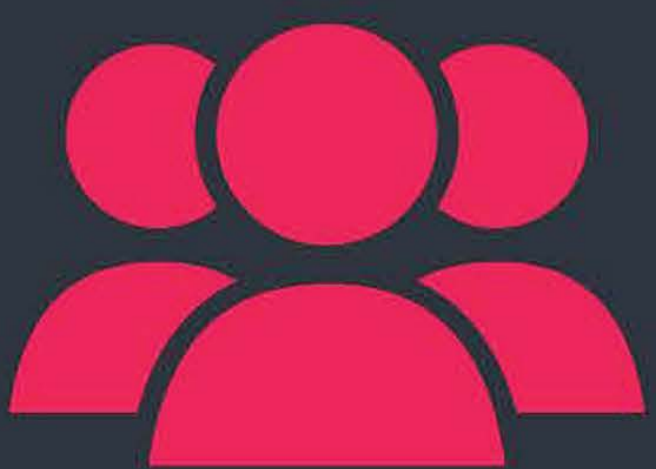
Make it clear how you can help them, without the use of jargon or fluffy words.



Highlight where you provide value

Use your 'About' section to highlight where you provide value to your customers. A strong opening statement will capture the attention. Awards and achievements will add credibility.

MAKE USE OF LINKEDIN TOOLS



Join LinkedIn Groups where your prospects and customers hang-out

You are 70% more likely to get an appointment or sale if you share the same group.



Ask for recommendations and endorsements...

... from happy customers, peers and superiors. It shows you do great work, builds credibility and shows you are trustworthy.