

HOW TO BUILD A

LinkedIn Profile

THAT DOESN'T SUCK



B Y C A R O L B U S H

10 TIPS TO MAKE YOUR

LINKED 

PROFILE ROCK IN 2017

It doesn't matter what business you're in or how high you are on the food chain; it's 2017, and you *need* a LinkedIn profile. If you have one, great! If you don't, then go set one up! Here are 10 tips to make your LinkedIn profile rock this year.

- 1. PICTURE** - Headshot. Smile. Clean background. Profiles with a photo are 8 times more likely to be viewed.
- 2. PROFESSIONAL HEADLINE** - Include words & phrases that illustrate who you are and what you do.
- 3. EDUCATION** - Include all relevant education history.
- 4. PUBLIC PROFILE LINK** - Claim your name on LinkedIn, so your public profile link reads www.linkedin.com/in/yournamehere.
- 5. SUMMARY** - Using "I" language, tell your story. Share your professional story as well as a paragraph or two about what you do when you aren't at work. This section gives you a real opportunity to humanize your profile for all who view it.
- 6. SKILLS & EXPERTISE** - Do keyword searches in this section to find the core skills to add to your profile.



7. EXPERIENCE - Include all relevant work history. Be sure to write a description using “I” language of the core responsibilities and accomplishments of each position.

8. APPLICATIONS - Use this feature to connect your blog to your profile, share your reading list via Amazon, add travel and event information to your profile, and more.

9. RECOMMENDATIONS - Provide recommendations to any and all of the great people you’ve worked with. Be authentic and write your recommendations so that others know what makes that person so special. A simple roadmap would be to say how long you have known them, 2 or 3 business related things and 1 or 2 personal things.

“No matter how technical the world gets,
opportunities still happen through
people.”

- Carol Bush



10. ADDITIONAL INFORMATION

- a. WEB SITES - Include a link to the company web site and blog (if applicable). Customize the name of the links by choosing “Other” vs. using the “Company Website” or “Blog” dropdown menu choices.
- b. TWITTER - Include the company Twitter account (if applicable) or your personal Twitter account if you want to encourage people to follow you.
- c. INTERESTS - Share those things that you are involved in outside of work. Your passions, hobbies, etc. Write 1-2 sentences of what you do and why you do it vs. a vague one-word description (i.e. Sports, Travel, etc.)
- d. GROUPS & ASSOCIATIONS - Share groups, organizations, associations, etc. that you are involved in outside of work. Write 1-2 sentences of what you do and why you do it vs. a vague one-word description (i.e. Rotary, Chamber of Commerce, etc.)
- e. HONORS & AWARDS - Include any relevant honors and awards you've received in your career or personal life.



Be sure to connect with me on LinkedIn [here](#).

Prefer e-mail or phone? No problem!

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Would you like more help creating a profile that rocks? We've got you covered!



\$175

PACKAGE
PRICE!

WHAT YOU GET:

- 2 Targeted LinkedIn Consultation Sessions
- Online Course Access
- LinkedIn Publishing Toolkit

CLICK HERE TO SCHEDULE

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