

YOUR 9-POINT CHECKLIST FOR CREATING A WINNING LINKEDIN PROFILE FOR ANY SALES PROFESSIONAL

Once upon a time, you might've considered cold-calling your sales ammunition of choice. But ever since consumers hopped onto the proverbial digital bandwagon, the Internet's pretty much infused itself into our day-to-day lives. Facebook, Twitter, LinkedIn...you name it, consumers use it everyday.

Now it's finally time give your cold-calling script a rest and boost your social clout. One particular avenue in which to tackle this involves leveraging LinkedIn with efficacy and precision. Plus, LinkedIn has over 225 million members who perform *more than a billion* professional-oriented searches a day! Why *wouldn't* you leverage LinkedIn as a key tool within your social selling strategy?

Let's take a look at our 9-point checklist you can use to develop a winning LinkedIn profile...

- ✓ **Upload a high-resolution, professional profile photo.** The reality is, first impressions and judgments are often made in a split second. Don't risk a poor reflection on your personal brand by using the default LinkedIn avatar, or using an outdated or low-res photo.
- ✓ **Create a headline that demonstrates your VALUE, not just your title.** Describe your expertise while including optimized key words. Remember, your LinkedIn page is similar to the SEO rankings Google uses. A great headline boosts your visibility and credibility!
- ✓ **Create a personalized LinkedIn URL.** No one wants the auto generated LinkedIn URL with 10-digit numbers, right? A vanity URL will make it easier to display on your business card or email signatures.
- ✓ **Don't forget to add your contact information!** It is – after all – your goal to get prospects and clients to reach out to you! First degree LinkedIn connections will be able to see your contact details for your phone, email, websites, Twitter, etc.
- ✓ **Formulate a keyword-rich summary that demonstrates the value you can offer clients.** While accomplishments still sound impressive to prospective employers, don't forget to consider your prospective clients as well!
- ✓ **Manage your Activity Feed like a pro.** Every profile update, shared article, or social activity via your LinkedIn profile is displayed in this feed. Be sure to share insights, news and information that demonstrate your subject matter expertise.
- ✓ **Give and request recommendations.** Like the review section for your favourite restaurant, the recommendations you receive on LinkedIn, serve as a testimonial to the value you deliver to your clients.
- ✓ **Join groups to maximize your exposure to hot prospects.** Think like your ideal customer and join the groups that would interest them. Joining the right groups opens up new opportunities to directly engage with your target prospects.
- ✓ **Showcase the skills that resonate with your buyer!** LinkedIn allots 30 skills per profile so be selective in what you showcase and ensure your displayed skillset illustrates your expertise and authority. Plus, skills are displayed as hyperlinks that help with LinkedIn search ability!

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at contact@wsivorld.com.