

LINKEDIN PROFILE MAKEOVER - WORKSHEET

Remember....you only get one chance at a great first impression! And, the first step to getting the most out of your LinkedIn account is ensuring you have a properly optimized profile that tells your professional story and speaks to how you solve business challenges for your target audience. By following the tips outlined in this worksheet, you will be on your way to seeing more results from LinkedIn!

1. Photo

Your photo is the first thing a visitor will notice on your profile. So, make sure that your photo properly represents you in a professional manner. A good rule of thumb is to ensure your photo is cropped from the elbows up and includes a clean background. And, make sure you are smiling....it will make you much more approachable

2. Headline

Your headline could be the most important feature on your LinkedIn profile. The reason for this is because it shows up when people check out their "Who's Viewed Your Profile" section. By default, LinkedIn will include your title and most recent job experience. Make sure to change this so that it speaks to your target audience. A common practice is to include information about who you help, how you help them and why they should trust & connect with you. (Some people also like to include their website address and where they are located if relevant and important).

3. Contact Information

In most cases, you have a LinkedIn profile because you want other professionals to be able to easily contact you. So, make it easy for them to do this by adding your full contact information including email, phone number and address. You can also add links to your Twitter account and websites in this section. Make sure to choose the "Custom" option when adding your website links and change the text to describe where the visitor will end up when they click your links.

4. Summary


Your summary is the first opportunity you have to tell your visitors more about who you help, how you help them and why they should trust & connect with you. This section should not read like a personal resume. Instead, think about your target audience and address the questions they might have when visiting your profile and address the "solutions" you have to their "problems". Also, make sure to clearly add your contact information in this section.

5. Rich Media

If you have a website, promo video, media mentions or portfolio of your work, this is where you should add them. When you add these rich media elements, you have the ability to edit the title. Make sure to do this and describe what your visitors are going to find when they click through to find out more. It takes the guess work out of what they are going to find on the other end.

6. Experience

Just like your summary section, your experience should not read like a personal resume. Instead, take the opportunity to include more information about who you typically work with, the value you provide in your role and address how you can help the visitor solve their business challenges. You can also add rich media into this section to help tell your story and drive traffic to your website.



Trevor Turnbull

LinkedIn Lead Generation Specialist | Social Media & Leadership Educator to Athletes, Coaches & Sports Professionals

Vancouver, British Columbia, Canada | Online Media

500+ connections

Current

Linked Into Leads, Legacy After The Game, NetworkingIn Media

Previous

Entrepreneur Media, Sports Networker, Sport-Fan Connect

Education

University of Saskatchewan

Recommendations

57 people have recommended Trevor

Websites

LinkedIn Training Program
Social Media Educator (Sports)
Student Athlete Monitor Tools

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Websites [LinkedIn Training Program](#)
[Social Media Educator \(Sports\)](#)
[Student Athlete Monitor Tools](#)

Summary

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★★★ SOCIAL MEDIA EDUCATOR TO ATHLETES, COACHES & SPORTS PROFESSIONALS ★★★

Today's student and amateur athlete uses social media as their primary communication vehicle. As a sports coach or professional, it's important for you to understand how and why they use these tools so you can ensure they promote your program's brand in a positive way.

As the founder of Legacy After The Game (LATG), I provide empowering social media education to student & amateur athletes, coaches and directors in the NCAA (Div 1, 2 & 3), NAIA, NJCAA, CIS & the future & current Olympic athletes. I educate on the opportunities and pitfalls so everyone speaks the same language and understands the benefits (not just the negative aspects) of social media.



[WEBSITE] LegacyAfterTheGame.com



[VIDEO] Athletic Conference - Testimonial

Online Reputation Specialist, Social Media Educator, Former Student Athlete, Keynote Speaker

Legacy After The Game

September 2009 – Present (6 years 3 months)

Legacy After The Game (LATG) provides empowering social media & leadership education to athletes, coaches and sports professionals so they can control their brand, build their career and shape their legacy after the game ends.

LATG educates on the opportunities and pitfalls so everyone speaks the same language and understands the benefits (not just the negative aspects) of social media.



For more LinkedIn Profile Makeover tips and a free step-by-step training video visit: legacyafterthegame.com/makeover

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The questions listed below will help you create engaging content to fill out your experience, summary and headline sections. Each question is designed to help you dig deep and explain why your visitors should connect with and trust you. Fill in as much information as you can and you'll be on your way to optimizing your LinkedIn profile and attracting the right people that can help you grow your network, career and business.

1. What is the demographic breakdown of your target audience?

(e.g. Industry, Title, Function, Seniority Level, Location, etc)

NOTE: Reference the "Advanced Search" section of LinkedIn for specific information that will help you answer this question

2. What pain points / problems / challenges do you help solve for your target audience?

(e.g. Brand Exposure (Sponsorship), Employee Motivation (Speaking), etc)

3. What are some specific results you have achieved for your past clients/employers?

(e.g. Increased Social Engagement, Improved Employee Moral, etc)

4. What unique skills or experiences do you have that will help separate you from your competition?

(e.g. Speaking, Writing, Problem Solving, Creativity, Education, etc)

5. What are you passionate about outside of work?

(e.g. Volunteer Work, Sports, Music, Fitness, Traveling, etc)

Note taking

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