

THE PROFESSIONAL SPEAKER'S LINKEDIN CHECKLIST

PROFILE OPTIMIZATION

- Add a professional profile picture
- Create an engaging headline
- Create an interesting bio with a story
- Attach relevant media
- Build out your experience section

BEING SOCIAL

- Develop a documented daily routine
- Like/comment on 5-10 posts/day
- Post weekly (ideally an article w/post)
- Find and engage new/trending content
- Join Relevant LinkedIn groups

BUILD RELATIONSHIPS

- Document value offerings that can be given to LinkedIn
- Connections
- Send each new connection a personalized LinkedIn message
- Ask the last few people who engaged with you for endorsements
(and endorse them)