

LinkedIn *Rockstar*

PROFILE ASSESSMENT

ELEMENT	IT WORKS!	TIME FOR AN UPGRADE	NOTES
Profile Picture: Professional Headshot. Close up, easy to see, facing forward.			
Background Picture: Professional Image. Centered properly. Enhances branding.			
Headline: Includes positioning statement and keywords. 120 characters.			
Summary: Written in 1st person. Uses maximum character count. Includes industry keywords. First 10 words make a bold statement should be written to attract your ideal customer (what's in it for them?). Call to Action. Between 1500 - 2000 words.			
Experience Section Complete: With at least 3 experiences listed including keywords relevant to current business. Detail information about what's in it for the customer here.			
Multi-Media included: Videos, PDFs, Presentations, Speaker sheet, Speaker Video Demo, Audio.			
Skills: Top 3 skills in order of your branded message. Can include up to 50 skills. Getting close to 99+			
Recommendations: At least 10 recommendations (testimonials) describing what it's like working with you.			
Custom URL: customized to your name or business.			
3 Website Links: customized website links directing people to your website or social media with Call to Action			
Email Included in Contact Information			
Articles/Blogs: Consistently using Publisher to post blogs. Blogs drive traffic back to website. Include professional image and are more than 350 words.			
Connections: Over 500 connections.			
Engaging with People: Liking, sharing, and commenting on others articles and posts (daily preferred, minimum a few times a week)			
All Sections Complete: Education, Volunteer, Accomplishments			
TOTAL SCORE (max 15)			
Social Selling Index (visit: www.linkedin.com/sales/ssi)			