

# SURFACE TO SOUL

Live Well | Lead Well | Coach Well

## Improve Your LinkedIn Profile

### 1 | Headshot: Does it look like you?

- Your profile picture should be less than 2 years old and reflects your current hairstyle and appearance.
- People should be able to recognize you when you walk into a meeting or show up on Zoom.
- Remove the background from your headshot so that the image of you pops!
- Insert a colored circle around your headshot to make it stand out (you can do this in Canva).

### 2 | Cover Story (30 sec video): Post a 30 second intro video

- The orange circle indicates a Cover Story exists.
- A silent 3 second teaser video starts playing to entice people to click.
- Your 30 second video plays when people click your headshot!

You have a 30 second opportunity to introduce yourself to people who visit your profile. Create the video through the lens of meeting someone new, in person, for the first time.

### 3 | Banner Image: Do you have a custom one?

- Ditch the boring, default blue background and add a custom image that reflects your brand.
- Consider creating a banner using one of Canva's free templates.

### 4 | Your Name: Is it what people know you by?

- If you have recently married and changed your surname, you may like to include your maiden name as well. eg. Susan (Johnson) Taylor.
- If everyone knows you by a nickname, pen name or an abbreviated name, use that as well. eg. Samantha (Sam) Cromwell.

### 5 | Headline: Does it say what you do?

- Use the available 220 characters to share your role/title, who you help and what you do. It's what people will see beneath your name, and it's what they'll continue to see as they interact with you.
- Use keywords & everyday language. Avoid confusing insider language.
- Add a value statement that begins with "I help [ideal client] achieve [desired outcome]."
- Add statements about how people use you such as "[Ideal clients] come to me for [desired outcome]."

### 6 | About section: Does it explain who you serve (and not all about you!)?

- Your About section has 2,000 characters to use, and note the first 2 lines appear "above the fold."
- Use it to explain what you do, who you serve, and how you get results.
- Make it client focused. Address their pain points and how you can solve their challenges.
- Use bullet points when appropriate to make content easy to navigate.
- Add helpful links, posts, videos, articles, PDFs, or an assessment.

### 7 | Experience: What does a prospective client want to know about your background?

- LinkedIn now allows you to go into more detail about all the aspects of your roles at various companies you've been with.
- Use this section to describe your professional journey and also explain ways you can help clients.

### 8 | Contact Info: How can people reach you?

- Check if your contact info is exactly what you want your contacts to be able to see.
- Consider posting your email, mobile number and website URL.



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