

LinkedIn Checklist – Part 1

for National Limousine Association (NLA) Members

Use this checklist as reference for develop your personal brand / company brand, as well as to grow your LinkedIn network strategically. The final page also includes homework you should complete prior to Part 2.

P = Profile Optimization

Build your profile for your ideal target audience.

1a. LinkedIn Profile Photo

- ☐ YES, my LinkedIn headshot photo:
 - Is current (taken in the last 5 years)
 - Was captured by a professional headshot photographer
 - Is NOT a cropped group photo
 - Is NOT a casual photo from a wedding or family event
 - Is NOT a selfie
 - Is relevant for my ideal target audience
 - Is zoomed in so my face is 50-60% of the circle
- ☐ IF NOT, I will obtain a new headshot photo or zoom in on the photo (click on photo to edit, drag Zoom slider to increase size)

1b. Header Image. [See blog/video here.](#)

- ☐ YES, my LinkedIn header image is intentional and does one of these:
 - Promotes my company OR
 - Shows my services to my ideal target audience OR
 - Illustrates my geographic area OR
 - Represents my professional brand
- ☐ YES, I will consider updating it at least once a year

2. Headline

- ☐ YES, I have modified my headline from the default “Job Title at Company”
- ☐ YES, I have written my headline to appeal to my ideal target audience
- ☐ YES, I have maximized the 220-character limit, focusing on the first 60-80 characters
- ☐ YES, I know my headline “follows” me around on LinkedIn and can bring people back to my profile
- ☐ I will consider these techniques:
 - Use this formula: I Help (Target Audience) with (Benefit) through (Your Expertise) | Job Title
 - Capitalize All the Important Words and Phrases in Your Headline
 - Consider Adding in a Phrase or Tagline for Your Organization
- ☐ YES, I've tried searching for people whose profiles come up in search results for keywords that match our products / services. Example:
[https://www.linkedin.com/search/results/people/?keywords=luxury%20transportation&origin=SWITCH_SEARCH_VERTICAL&sid=e\(7](https://www.linkedin.com/search/results/people/?keywords=luxury%20transportation&origin=SWITCH_SEARCH_VERTICAL&sid=e(7)

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3. Contact Info

- ☐ YES, my LinkedIn URL has been simplified (no alpha-numeric combo at end) BLOG: <https://www.mellermarketing.com/blog/how-to-simplify-your-linkedin-url>
- ☐ YES, I have reviewed all my contact info and it's accurate and relevant for my ideal target audience
- ☐ YES, my email address shown here is my work email
- ☐ YES, I have added 3 webpages, which may include:
 - Your website homepage
 - A webpage with a list of your services
 - A webpage where people can book your services
 - Testimonials webpage
 - Discovery call link
 - The NLA website

4. About

- ☐ YES, my ABOUT statement is written to appeal to my ideal target audience. It is NOT the same as my resume/CV "Summary" statement
- ☐ YES, I've included contact information (website, email, and/or phone) in this description
- ☐ YES, I have reviewed this from desktop and mobile and considered what appears before "See more"
- ☐ YES, I have read / used the recommended [ABOUT formula](#) provided by Brenda Meller:
 - First 4 lines (before "see more"): what do you do and who do you help? End with: contact info (email)
(add a paragraph break to air it out)
 - THEN: description of Your Company and your role. Maybe a bulleted list of your services and coverage area.
(add a paragraph break to air it out)
 - OPTIONAL: more of your background. Themes throughout your career. Your career story.
(add a paragraph break to air it out)
 - OPTIONAL: other stuff. Personal / professional goals.
 - OPTIONAL - END WITH: Something interesting.

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5. Featured. [See video here.](#)

- ☐ To enable this: At top of your profile, click “Add profile section” then, click “Recommended” then, click “Add Featured”
- ☐ YES, I have added at least one item to my FEATURED section to support my expertise my company, and/or our services

6. Experience. [See formula here.](#)

- ☐ YES, I have linked to your company page. Blog/Video: [how to create a free company page.](#)
- ☐ YES, I've added a description of my company and a high-level description of my role
- ☐ YES, I've included contact information (website, email, and/or phone) in this description

7. Other profile sections

Skills

- ☐ YES, my top 2 skills are intentional for my ideal target audience
- ☐ YES, I have 50 skills on my profile and they support my areas of expertise and how I am using LinkedIn
- ☐ YES, I have linked my top 5 skills in my ABOUT section

Recommendations

- ☐ YES, I have at least 1 recommendation in each category (Received, Given) in the current year

Settings & Privacy <https://www.linkedin.com/mypreferences/d/>

- ☐ YES, I have reviewed my “Settings & Privacy” to ensure maximum visibility of my profile and LinkedIn activities
 - Account Preferences
 - **Name, location, and industry:** change location to the broader geographic region by clicking the dropdown next to your city. Instead of “St. Clair Shores, Michigan, USA,” change the dropdown to select “Detroit Metropolitan Area
 - Sign in & security
 - **Email addresses:** add your work email, make it primary. Consider adding a secondary (home) email.
 - **Two-step verification:** turn this ON.
 - Visibility
 - **Edit your public profile:** make sure everything is set to public, “Show” for maximum visibility
- ☐ **Check Your Social Selling Index (LinkedIn SSI):**
<https://www.mellermarketing.com/mylinkedinssi>

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I = Invitation Strategy

Follow my 1-2-3 approach for more strategic connections.

1. Begin with a personal note. Every connection*, every time.*
2. Reply with manners. Thank them. Pre-meeting? Mention your upcoming call / meeting. Prospecting? Share a quick 1-line about your business and a soft ask.
3. IF THEY RESPOND: follow their lead. Send info if requested. Move it OFF of LinkedIn.

**LinkedIn is now restricting this to 5 personal invitations with the free, basic version of LinkedIn. Premium members can personal invitations with every connection request.*

Inviting to Connect – DESKTOP

- ☐ Go ON their profile when you click to connect
- ☐ Follow **My Formula for Personalized Invitations** ([blog here](#))
 - o Hi (firstname),
 - Have you met? Remind them where.
 - If you haven't met, mention something about their profile. Make it ALL ABOUT THEM. (shared connections, city, other items in common)
 - o Let's connect on LinkedIn.
 - o Closing (your name)
- ☐ REMEMBER: You are relationship building – NOT asking for a job in your invitations
- ☐ CAN'T FIND "CONNECT"? Are you connected already? You can't connect with 1st level connections. If you see "Follow" instead, click MORE to see "Personalize Invite" or "Connect"

Inviting to Connect – MOBILE (app)

- ☐ Be ON their profile when you click to connect.
- ☐ Go onto their profile. Click on the three dots. Click "Personalize Invite" from the dropdown menu.
- ☐ Follow my Formula for Personalized Invitations (see above).

3 Steps to More Strategic Connections

1. **Connect:** make it all about THEM. Your goal with an invitation is to get the invitation ACCEPTED. Then, you have permission to message them.
2. **After they accept, reply to thank them for accepting** Then, share a quick 1-line about your business and offer to be a resource.
3. **(if they respond) Continue the dialog...and go slow:**
follow their lead in the conversation. Maybe move it off LinkedIn!

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E = Engage Your Network

Remember engagement is a 2-sided coin.

Spend 15 Minutes Each Day on the LinkedIn Homepage

- ☐ Engage with interesting posts and train the algorithm what you like!
- ☐ Build up your social media karma: like / react to posts every day.
- ☐ Comment 2-3x/week. When commenting, use 8+ words. Sometimes end with a question. Why? The Algorithm!

Post: once a week minimum (but no more than once each day)

- ☐ Engage first, then post
- ☐ Monitor afterward
- ☐ Reply to comments

But Brenda, I Don't Know What to Post

- REPOST or "Repost with your thoughts" from your company's LinkedIn page
- Photos from public events and conferences you attend (HINT: including this training!)
- Inspirational quotes
- Industry knowledge related to your expertise, such as FAQs about your products or services.
- New products. It's OK to sell 20% of the time! Follow the 80/20 rule when posting.

Engagement is a 2-sided coin

- Engage ON others' posts
- Post at least once a week
- Engage WITH others

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Your LinkedIn Homework – Before Part 2:

1. Review & update your profile using my checklist.
2. Personalize every invitation you send. Reminder: click MORE (or three dots) if their default button is FOLLOW or when connecting via the mobile app.
3. Spend 15 minutes in your homepage feed every day: like/react, and leave 8+ word comments on a few posts.
4. Post within the next week about your company – or about something you learned in this training! Tag people and/or organizations (when relevant!). If you tag me about something you learned today, I will respond and encourage my network to check out your profile.
5. ONCE A WEEK:
 - a. Visit your company page on LinkedIn and like/react to a post and add a comment.
 - b. REPOST – or Repost with Your Thoughts (8+ words) to share a company page post to your LinkedIn homepage. Add a comment of 8+ words when you share the post.
6. Post once a week, working up to posting once per day. Monitor for comments & reply!
7. Complete your homework prior to Part 2: September 26, 2024
8. Email me (Brenda@mellermarketing.com) or message me on LinkedIn anytime with your LinkedIn questions! <https://www.linkedin.com/in/brendameller/>

Special Offer for NLA Members:

<https://calendly.com/brendameller/nla-2024>

Work with Brenda Meller via 1:1 virtual Coaching

- \$75 / 30-minute 1:1 virtual call with recorded playback. Valid through end of 2024.
- Regular rate: \$250 for a “Power Hour” <https://www.mellermarketing.com/powerhour>