

Insider Exclusive

LINKEDIN LEAD-GENERATING WORKSHOP PREP SHEET

Thursday February 25 at noon ET RSVP @BillFarquharson.com/events

Get the most of this special Insider workshop led by Joanne Gore, Marketing and SEO expert for the Print industry, by reviewing your LinkedIn profile ahead of time using this checklist.

1. Assess your Profile Picture

- Does it scream “You want to do business with me!” or “I am an eligible single!”?
- Is your picture engaging, friendly, and interesting?
- Does your picture make you look like someone YOU would want to do business with?
- If a prospect views your profile picture, what you want their takeaway to be?
- Ask someone else to look at your picture and to rate it on a scale of 1-10.

2. Review your “Description”

- Does your title accurately portray your role and skills?
- Consider active, or catchy text while keeping it professional and to the point.
- The description may be all someone sees, so make it count.

3. How about the “About” section?

- This is your 30-second elevator pitch
- Does the about section match the essence of your role and your skills?

4. Do you have “Testimonials”?

- Ratings and comments are essential in this Amazon world.
- How often do you purchase something without checking out the reviews?
- Don’t have any testimonials? Request them from customers and colleagues ASAP. (LinkedIn allows you to proofread testimonials prior to posting to your profile)

5. Is your “Contact” section up-to-date?

- With so many of us working from home these days, what is the best way to contact you?
- Provide a backup – if the first mode of contact doesn’t get to you what’s the backup?
- Then, provide a back up to the back up.

Once you have thoroughly gone through these 5 areas, you are ready for the workshop!

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