

Linked 2 Sales

Workbook

LinkedIn Profile Checklist

A professional and compelling LinkedIn profile is an essential part of your personal brand. It's crucial if you want to attract more leads and clients through social selling on LinkedIn.

You have only your name in the name field

You have a professional headshot as your profile picture

You have a compelling LinkedIn headline

You have a custom cover photo

You have a vanity URL

You have completed your intro information

You have a client focused summary section

1. NAME AND CLAIM TO FAME SECTION

2. MY INSIGHT SECTION

3. THE RESULTS I WILL DELIVER SECTION

4. MY EXPERIENCE SECTION

5. THE PAIN I SOLVE SECTION

6. HOW I SOLVE THESE PAINS SECTION

7. MY WHY SECTION

8. CALL TO ACTION SECTION

Your current work experience describes what you do

Your past experience is updated

You have added media to your profile

You have added volunteer experience if relevant

You have updated your education section with your post-secondary education history

You have added and update the Accomplishments section

You have added at least ten skills to the Skills section

You have requested some recommendations from people you've worked with

You have joined LinkedIn groups that your ideal clients belong to

LinkedIn shows that you have achieved All-Star status

30 Social Selling Triggers

Here are 30 LinkedIn sales triggers to give you permission to reach out to a current or future member on LinkedIn!

- Profile viewed
- Invitation to connect
- Your invitation to connect is accepted
- Contact's job change
- Contact gets promoted
- Contact's birthday
- Contact's work anniversary
- Contact is mentioned in the news
- Contact updates something in their profile - photo, summary, etc.
- LinkedIn blog post is liked by a contact
- LinkedIn blog post is shared by a contact
- Comment or Like on your LinkedIn blog post by a contact
- LinkedIn update is liked by your contact
- LinkedIn update is shared by your contact
- LinkedIn update is commented on by your contact
- Group post is liked
- Group post is shared
- Group post is commented on
- Group member makes a comment in a group
- You're endorsed for a skill
- You received a recommendation
- You have an opportunity to ask for a recommendation from a contact

- You are invited to join a LinkedIn group
- A shared group member reaches out to you
- You receive an InMail or a message
- A 2nd / 3rd degree connection likes a post
- A 2nd or 3rd degree connection comments on a post
- A 2nd or /3rd degree shares a LinkedIn update post
- Your contact writes a LinkedIn blog post
- LinkedIn's People You May Know feature presents a contact which is connected to someone in your network

My Companies and/or Accounts

Make a list of your Named Accounts and/or the target Companies you would like to work with.

Company Name	Company Page LinkedIn URL

My Leads

Make a list of the Prospects or Leads you would like to work with.

Name	LinkedIn URL