

# Linked

## Cheat Sheet

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### Profile:

#### Picture

Definitely include a professional picture - people want to know who they are dealing with. Get a picture taken by great photographer. Make sure it's cropped around your head so people can recognise you. Make sure you look friendly and approachable.

#### Headline

You can list a few different things here and even allow this to go onto 2 or 3 lines. Be specific so people can see your niche and speciality.

#### Vanity URL

A "quick win" - it's an easy thing to change and it means the link to your LinkedIn profile will look that much more professional - without any funny numbers or gobbledygook.

#### Your summary

This is where you show people who you are and what you are all about - the qualities you bring to any role. Write with personality and passion for the work you do.

#### Current Role

Describe your role and work at your current job or company. Here you have the chance to promote the company as well as the responsibilities you have.

#### Previous Roles

Speak in the first person and try and find the positive in the roles you used to have. Share in a few sentences the highlights of what was good and what you achieved.

### Activity:

#### Connections

Connect with people you know or have met at least once. Be honest about how you know someone, and for the most part, choose "other" and put in their real email address.

#### Introductions

You can ask to be introduced but make sure you offer something of value - personalise the messages and make it a "no brainer offer".

#### Recommendations

You can ask for recommendation. Be selective and ask people who who know your character really well. Personalise your requests where possible to encourage people to make the effort for you.

### Bonus Advanced Tips:

Groups are a way to expand your network - you can join and have them just show on your profile or you can participate in the communities.

Add Slideshare, describe projects, and link to publications. It's worth the effort to make an even a better first impression.

Status updates are good for being remembered and can include images as well as links to articles you think your connections would find useful.

