



The LinkedIn Cheatsheet

10 LinkedIn essential must-haves to build a bold personal brand that will skyrocket your career and business and get you noticed

If you're someone who wants to sell your services, showcase your story, and influence and impact your audience, then LinkedIn is the perfect place for you to build your brand. It's your own personal landing page to communicate your message, grow your network, and become known in our field.

Building a personal brand on LinkedIn can be quite the journey, and it's totally normal if you're feeling a tad vulnerable or question if you're the real deal (hello, imposter syndrome!). Plus, the whole comparison game and the worries about balancing your personal and professional self.

We've all been there.

That's why I've created **10 LinkedIn essentials** that'll empower you to showcase your talents, tell your story, and make your mark when it comes to your career and business journey.

1. PROFILE IMAGE

Start with a friendly, professional photo that says, "*I'm approachable and competent*". You want to make your profile image pop by uploading a recent photo against a simple background. Great lighting and high-quality imagery (please no awkward selfie angles) make a world of difference - remember first impressions count!

And don't forget to smile. Wear something that reflects your personal brand or if you're aiming for a particular workplace, check out their social media and 'careers' pages of websites for inspiration.

Make sure that you're the only person in the original photo. No cut out group shots. No excessive Photoshop or filters.



2. SHOWCASE A BOLD BANNER

Your banner is prime real estate that showcases your message, and purpose and sells you and your services. The goal of your banner is to hook people in and invite them to read the rest of your profile and become a follower.

Make your own. Make it personal. Use unique elements. Here are a few examples that make readers stop, and tap into their pain point or your point of difference in your industry or business.

TIP
IF YOU'RE A ROOKIE, JUMP ONTO CANVA AND TYPE IN 'LINKEDIN BANNER', CHOOSE WHAT TEMPLATE TICKLES YOUR FANCY - MAKE SURE DESIGN ELEMENTS ALIGN WITH YOUR BRAND TOOLKIT AND UPDATE TO SUIT.

3. WRITE A STANDOUT HEADLINE

Sure, you could just type in your current job title and send everyone to sleep, or you could think of this section as your personal slogan. The key here is to blend what you do with your purpose (and personality) and how you help solve your audience's problem.

Say something interesting that sparks curiosity (but don't forget to use actual keywords to enable you to come up in search - what is the exact job title that the Recruiter would be putting in that search bar?).

"This is who I am, my point of difference, and how I can help you"

BOLD BANNER EXAMPLES



Your headline should:

- ⚡ Communicate how you can help survive or thrive
- ⚡ Display what problem you solve
- ⚡ Be optimised for mobile
- ⚡ Be kept easy to understand and digestible
- ⚡ Include keywords related to your industry so you're searchable

Tell your story and back it up with your credibility, reputation and experience.

4. ABOUT ME

This is the part where most people crumble - and I get it. Who wants to talk about themselves? It's the online version of being asked "So, tell me more about yourself..." And then forgetting your whole existence.

This section is the right balance of who you are, what you do, what you stand for, and how you help your audience survive or thrive. This is prime real estate to attract customers, clients, and other brands that align with your values and for you to show them exactly how you can help them. .

It's ingrained in us via social or corporate conditioning that we must sound overly professional here. Robot-like. It's the opposite. We should uphold a level of professionalism, but we're humans here to build connections through storytelling and creativity.

The goal of your about me section is to share your story, show your audience you understand them, and make them want to reach out to you.

Take us on a journey to understand your WHY

"You and I will probably get along if you're the kind of person who refuses to settle for anything less than work you love"

"If you want to get noticed for X, you've come to the right place"

"Something I get a genuine kick out of is..."

- ⚡ Bullet out some of your biggest career highlights or achievements to date.
- ⚡ Connect the dots between your purpose and your customer's pain point and paint the ideal situation.
- ⚡ Offer the solution.
- ⚡ How can they reach you? Be specific.

TIPS

- **KEEP IT READABLE, ENGAGING AND VISUALLY ATTRACTIVE WITH DIFFERENT TYPES OF TEXT.**
- **LEAD WITH YOUR BRAND STATEMENT (1-2 SENTENCES TELLING US WHAT YOU DO, WHAT YOU'RE PARTICULARLY GREAT AT/PASSIONATE ABOUT, WHO YOU SERVE, AND HOW YOU DO IT DIFFERENTLY.**

5. BE SOCIAL

Comment on other creators' posts, and connect with people. This is one of the biggest engagement tools (I can't stress this enough). This is a smaller forum for you to articulate your thoughts and a great way to flex your confidence before diving into posting. When you comment on others' posts, this spreads like wildfire to whoever else has engaged with this post and an opportunity for you to gain more reach. Be intentional with your comments, don't overcook it, but you definitely want to contribute something meaningful to the conversation.

QUESTIONS TO ASK YOURSELF

1. How did you get here?
2. Who have you worked with/how many people have you helped?
3. Are there any projects worth mentioning?
4. What sets you apart from anyone else in your industry?
5. What are your customers' pain points that you can help solve?

6. SHOW OFF YOUR EXPERTISE

Create content that will position you as a thought leader in your career or business. Share your opinion on your niche, articulate your thoughts on the key takeaways of an event, the conversations you're having with clients or customers that may relate to or inspire your audience, or the article you wrote or podcast you recorded. Find what type of content you're comfortable with sharing and start there.

Your LinkedIn feed is your personal brand's showcase.

Share relevant articles, industry news, and your own thoughts and insights. Be consistent in your posting, and make sure what you share aligns with your career or business goals. This helps you position yourself as the go to in your niche and attract your audience.

7. GET RECOMMENDATIONS

Ask colleagues and bosses to vouch for your skills and work ethic.

Pick 20 technical skills and keywords related to your profession, and around 10 human skills. Highlight the top 3 skills you want to be known for and ask people to endorse you for them.

Give out meaningful recommendations to 15 people you have worked/studied/volunteered with. This way you are helping others level up their recommendations and you might get that back in return. The algorithm prefers profiles with at least 3 recommendations there.

8. CONNECT WISELY

When it comes to connecting with others on LinkedIn, think quality over quantity. Don't just send connection requests to everyone you come across. Be strategic. Look for people who share your interests and goals. This can be other creators or professionals in your industry or those you admire and want to learn from. (maybe give them a goal to aim for)

9. HANG OUT IN GROUPS

Joining LinkedIn groups related to your field is like attending networking events without leaving your desk. It's not enough to just be a lurker though. Contribute to discussions, share your insights, and genuinely engage with others. This will help you stand out and build connections.

10. KEEP IT HUMAN

When you send a connection request, don't just click that button and leave it at that. Take a moment to craft a personalised message explaining why you want to connect.

"HEY [NAME], I CAME ACROSS YOUR PROFILE AND WAS IMPRESSED BY YOUR WORK IN [INDUSTRY]. I'D LOVE TO CONNECT AND LEARN FROM YOUR EXPERIENCES."

This small gesture goes a long way in making your connection requests more meaningful.



Ready to level up your career or business game and build a powerful personal brand on LinkedIn to increase your influence, impact, and income?

Let's chat 🙌

Book a free clarity call.

bold mood
CREATIVE