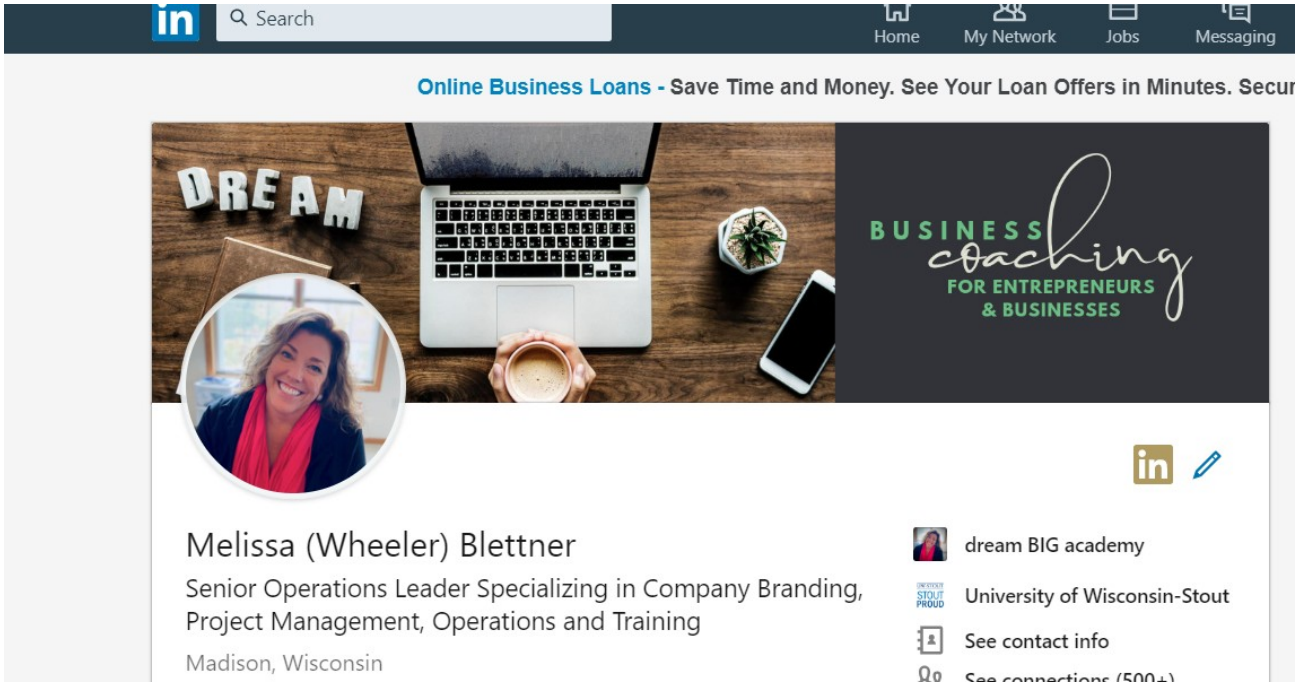
Your Biz on Linked In

Is your Linked In page setup for success. Complete this checklist to create a page that represents you, your business and your brand.



Getting Started

- [ ] Before you go out and set up a Linked In profile, first determine if you should be there. Are your customers on this platform? If they are, create an account.
- [ ] So, now you have an account, make a commitment to SHOW UP on Linked In. The worst thing you can do for your business is be on a Social Media platform and fail to show up!

Complete these critical steps to set up your Business Page

- [ ] Add your profile picture. This should be a good picture of YOU. It should be a good resolution, warm smile, welcoming. Do not put our logo here. People want to hear from people on Social Media, not businesses.
- [ ] Add your banner picture. This is your area to create a "Billboard" for your business. Make sure when people are connecting with you on Linked In, they know what you are about and WHY they want to have you as a connection.
- [ ] Create your Headline. This should be short summary of what your expertise is.
- [ ] Fill in the information for your Current Position, Education, Region, Locations and Industry.
- [ ] Complete your contact information.
- [ ] Write a 2 -3 sentence summary about you and your experience.
- [ ] Fill out the Experience, Education and other segments.
- [ ] Reach out to your former boss and coworkers for a recommendation.
- [ ] Fill out your accomplishments and interests.

Show Up - Follow these easy steps to stay consistent

- [ ] Schedule your posts. I use PreBuilt Marketing. It creates my content, schedules my post and analyzes the results. Here is a FREE 7 day trial if you want to check it out: https://dreambig.prebuiltmarketing.com/
- [ ] Add to your posts through out the month as life happens. When you are at an event or if you see an interesting article, just share it.
- [ ] Get Social - it is Social Media after all, so put the social back into Social Media and connect with your customers. Message with them and interact as they like or comment on your page.
- [ ] HAVE FUN!!!

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