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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