



## LinkedIn™ Profile Intake Form

**Please return all items by email no later than 7 days from the interview to ensure your profile(s) are completed on time.**

### Current Login Info (if applicable)

LinkedIn*	Facebook
Username: _____	Username: _____
Password: _____	Password: _____

- **Include current resume (optional-highly encouraged)**
- **Include contact info (with address of business)**
- **Include database of email contacts (so we can invite your network to connect with you)**
- **Include list of clients that have given or would give you testimonials (only need emails- optional)**
- **Include list of any other social media/online presence you currently have (blogs, websites, etc.)**
- **Keywords – if you don't know, it will be covered in class**

**Picture** – Use a basic headshot picture from any digital camera, no professional help needed. A clean white background is best, but try and appear to be social and smile! Do not use group photos or logos. Upload up to a 4Mb file and use the system's cropping tool. The final picture is quite small – 80 x 80 pixels. Keep in mind new pictures are displayed as a round picture on your profile.

**Headline** – This is **the most important section on your profile**, all 120 characters. Defaults to “Current Job Title at Current Employer”. Use interesting, compelling, colorful words (dynamic, seasoned, executive) to attract interest. This is critical in attracting people to click through from search listings. *Ex. “Dynamic Mortgage Professional for Over 30 years”.*

**Summary** – Think of this as a your first conversion, written in first person and represents **your personal brand and a business Bio all in one**. Begin with how helpful you are to others, encourage people to want to help you in return. Only include current and relevant information as this is a high-level overview. This is not a historical area unless the history remains part of the current and future. Do not focus on your work history, but rather who you are, what you are about, and where you are going in life. Include goals, and what you want people to get out of reading your profile. You get 2,000 characters (about 2/3 of a printed page) to work with.

**Skills** - LinkedIn Skills helps you get discovered and they allow you to show the expertise level that you have with these skills. These are the words that will show up in search engines, so think about what you would like to put down to attract people to find you. You are allowed up to 50 skills, and also include your expertise level and the number of years you have had that skill. *Ex: FHA- 20 years, Expert*



**Experience (Work History)** – **What to include? How far to go back? What to say?** The *Best Practice* is to include every position since college. This creates more opportunities for you to create Relationships with others. If you had multiple positions at a company, use the highest position held. Do NOT simply copy/paste in data from a resume. Limit resume-type statistics. Include relevant volunteer and community leadership experience. Use years only, no months needed. You get lots of space, 2,000 characters, so make use of it! There are 100 characters each for Title & Company Name – high SEO value!

**Example - Sales Rep. >>> Sr. Sales Executive >>> Sales Manager – just list Sales Manager**

What to say? For each position, state the following:

1. What does the company do?
2. Who do they do it for?
3. Where do they operate?
4. What was your role?
5. What made you special there? – list key milestones and victories
6. What are the keywords you would use to describe your work there?

**Education/Certifications** – **Schools and a lot more.** Remember that education is not simply college degrees. Any business or professional training (e.g. Dale Carnegie, Integrated Alliances University) should be listed. List your *High School* as well. Use years only, no months needed. Include what degrees you earned, any relevant academic notes (e.g. honor roll), and activities, clubs, societies that you participated in. Also include any certifications you have.

**Projects** – These can be a list of current clients and your projects. These are nice because they allow you tie people and websites back to your profile. You will need to check to see if these are allowed by your compliance department.

**Groups and Associations** – This is a list of industry, professional and social organizations and not LinkedIn Groups. It is basic text listing much in a keyword-list type of layout. Include both the full spelling and the abbreviations. Up to 1,000 characters are allowed.

**Example – Worldwide Association of Business Coaches, WABC, American Society of Training & Development, ASTD**

**Everything Else** – What would you like your online profiles to really focus on? What is it you want to get out of having an online profile? Are there any other points about you that you would like us to note?

**Media** – Remember that you can attached power point, PDF, video to your Summary, Experience, and Education areas of your profile. This brings more search results and provides visual appeal to visitors.

Remember to be as complete as possible, as you are a developing professional, your profile grows with your development. So we suggest that you review this monthly and update quarterly. This also tells your network that you are continuing to develop your skills.