

Professional Photo

Establish trust and credibility by using a current, professional headshot. For new connections, this may be their first impression of you.

Executive Summary

This is the most important space on your LinkedIn profile because you get to define yourself and your business. Make sure to humanize your story so that you're relatable. Lead with how you get things done, your specialties and what you can do for clients or customers.

Complete Resume

Your profile resume should contain all of the information that you would want a prospective client or customer to see:

- Work Experience
- Education
- Publications
- Awards
- Speaking Engagements
- Volunteer Positions
- Community Involvement

Connect with Contacts

Building a trusted and reliable professional network is key to your success on LinkedIn. Connect with clients or customers, coworkers, classmates, and other professional business connections. These should be people that you feel comfortable vouching for in some capacity, or would feel comfortable knowing that they are vouching for you. The quality of the individuals in your network are just as important as your professional experience, so build a strong network.

Share Updates with Connections

Post information relevant to your accomplishments or your industry. Engage in your business or company's posts, and posts from others within your company. You can also share updates from LinkedIn's main page and within your Group pages.

Join LinkedIn Groups

Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, make contacts, and establish themselves in their industry. There are over one million groups on LinkedIn. Find several to join in your industry, your specialty and your region, and then actively participate. Post questions or answers in your groups, direct people to interesting posts by other people, or reply to posts from others in the group. Selectively share updates on your own businesses, but be sure that your posts aren't all advertisements.



Julie Holton is the Owner and Principal Strategist at mConnexions, a full-service marketing and communications agency with a focus on developing digital marketing solutions for clients. Relationships are the key to building business. mConnexions works to build those connections, one marketing lead at a time. Connect with Julie on LinkedIn at www.linkedin.com/in/julieholton.