# LinkedIn Homework and Checklist

**First,** save the pdf and screen print your LinkedIn profile today and insert in a word document

**Second,** use the LinkedIn “Search” option as described in training:

* Choose your most sought after “Title” in the title field \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Use a search radius of 30 miles around your zip code \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* List where your profile ranks in the search: **\_\_\_\_\_\_\_\_**

**Homework,** update your profile:

* Do I have a professional picture? Yes No If no, updated: \_\_\_\_\_\_\_\_
* Define your title and review/update past titles
* Review and update your summary (Check out the competition)
  + Interesting, but concise
  + Copy bullets or separate paragraphs for ease of reading
* Decide on key words for your role (Search job postings, etc.)
* Update using the “Top Tips” sheet provided
* Review your career positions:
  + All titles correct?
  + Correct years?
  + Summary and accomplishments under each role?
  + Education/awards/other items complete?

**Lastly,** use the same “Search” parameters as above

* Where does your profile rank in the search: \_\_\_\_\_

**Review with a Coach!** Bring this sheet and past information to review updates. Print updated screen or bring on iPad, laptop or similar device.

**Continually,** grow and improve your profile:

* + Number of connections today: \_\_\_\_\_\_\_
  + Recommendations?  \_\_\_\_\_ (Which is \_\_\_\_\_% of my connections)
  + Groups?  # \_\_\_\_\_ today, # \_\_\_\_\_ in 2 weeks
  + Skills: \_\_\_\_\_ Endorsements: \_\_\_\_\_\_\_