



SMACK HAPPY

BUSINESS TIPS

elevating your business through real-life experiences

web design • marketing tips • business insights • news • design • fun

LINKEDIN PROFILE TIPS YOUR PROFILE IS YOUR STOREFRONT!

PROFILE PHOTO

- Make sure your photo is large and close up on the face so you are easy to recognize when meeting with a client.
- Make sure your photo is current and who you are now.

COVER PHOTO

- Make sure the photo relates to what you do and is relatable to your audience, you want something calming because LI can be quite busy.



PRO TIP: Most people only look "above the fold" (whatever shows on your screen without scrolling), so you only have 5-7 seconds to grab their attention.

YOUR HEADLINE

- Should quickly and clearly say what you do, who you do it for, and how you're different from everyone else.

CONTACT INFO

- Add as much as you can here so that it feels complete, this will convey a willingness to communicate.
- Make sure your business website is at the top of the list.

YOUR SUMMARY

- Should be brief and organized with short paragraphs, titles and bulleted lists because people scan the information quickly.
- You want to help make sense of how the viewer got here and explain how you can help them.
- Then include your credentials, lead with something like "I love to make..."
- Consider using qualifying questions, "Are you trying to _____?"
- Or start with a story, "My former client had [problem] and we helped them by doing [this] and here was the outcome: [results]".
- Every paragraph should start with a tantalizing sentence to lead them in and keep reading.
- When talking about your craft, viewers usually don't care how you do it, they care about the RESULTS.
- Consider including statistics or proof.
- Lastly, include a call-to-action, consider offering a consultation, a link to book time with you, a link to your portfolio, your phone number, email or a download.
- Include Media examples which could be your work or a checklist or some meaningful download related to what you do - value add, Givers Gain.



PRO TIP: Having your own company page is a huge boost in trust.

WRITING POSTS

- Write a heart felt post about working with a client - something that relates to problem solving mode.
- Include real photos, they create more trust, especially if they're unprofessional and REAL.
- People don't want to be pitched, the feed is meant to be social, so be social and personal.
- Post things that are meaningful to you, most likely they are meaningful to your target client as well.

EXPERIENCE SECTION

- Make sure your descriptions are short and bullet-like, people won't read long paragraphs here.
- Include keywords in your descriptions, this will help when people are searching for what you do.



PRO TIP: A generic profile is the kiss of death, fill in your info and customize!

VOLUNTEER EXPERIENCE

- This is huge, people love to know what you care about, and if they care about the same things, they're more likely to hire you.

SKILLS & ENDORSEMENTS

- The top three you list are the ones you want to get hired for, so choose carefully!

RECOMMENDATIONS SECTION

- This section is very important, you should have at least two from the current year.
- Tip: write and say "It was great working with you, can you add a recommendation to LinkedIn? Can you also mention _____?" It's helpful to tell them what to say, they'll be more likely to do it if you guide them.



Pro Tip: Hot Keywords: you want your top three search topics to appear in at least three places throughout your profile.



Tips provided by:
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For a more in-depth look at your profile, contact Angela at 415-419-1781 or [linkedin.com/in/angeladunz/](https://www.linkedin.com/in/angeladunz/)