

Linkedin Personal Brand Checklist



PROFILE



- ☐ Display Picture (*Proper headshot*)
- ☐ Cover Picture (*Career Highlights/ Offerings/ Recent achievements*)
- ☐ Profile Video (*15 second elevator pitch of yourself*)
- ☐ Headline (*20-30 word brief of who you are, who you are for, what you can deliver, what have you delivered, your point of differentiation*)
- ☐ Hashtags (*Top 3 topics that you will be creating, curating, interacting on*)
- ☐ About (*Career and offerings summary*)
- ☐ Sections (*Add necessary sections*)
- ☐ Feature section (*Links, Posts, Articles*)
- ☐ Endorsements & Recommendation (*Request, Give, Receive*)



NETWORK

- ☐ Groups (*Join active and relevant groups for your niche*)
- ☐ Connections (*Connect & Follow peers, industry influencers, pioneers, thought leaders*)
- ☐ Interactions & Engagement (*Interact regularly with the content on your field and feed & engage by sharing your thoughts and learnings about the content*)

CONTENT



- ☐ Create (*Make a list of 30 content topics you can create*)
- ☐ Curate (*Find, collate, share*)
- ☐ Collaborate (*Look for LinkedIn Influencers and other thought leaders and peers that you can collaborate with to create content on*)

Write to raagul@theoutliermarketerschool.com to get your 30 day LinkedIn content calendar