

# LINKEDIN CHALLENGE

FOLLOW THESE TIPS TO  
SIGNIFICANTLY IMPROVE YOUR  
LINKEDIN PRESENCE IN A WEEK!



**Briefcase Coach**

WE'RE ROOTING FOR YOU



## DAY 1: DEFINE WHO YOU ARE

### **How do you want to portray yourself?**

Define your brand and how you want to appear to professionals.

### **Who are you targeting?**

Ask yourself what your purpose is for your LinkedIn profile.

### **Does your profile showcase the skills necessary for jobs you are interested in?**

Look for job titles that match your skills and interests. Pay attention to the key words in the job descriptions and make sure they align with the messaging in your profile.



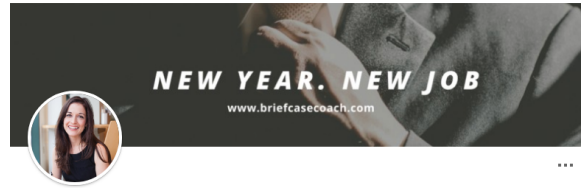
## DAY 2: UPDATE YOUR LINKEDIN PROFILE PHOTO

It is time to update your profile photo, especially if it is outdated! A profile with a photo attracts 50-70 percent more inquiries than one without. Choose a background and outfit that makes you feel comfortable and complements your brand. This is as an opportunity to show off your personality so relax, look into the camera and smile!

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# DAY 3: UPDATE YOUR LINKEDIN BACKGROUND IMAGE TO MATCH YOUR BRAND

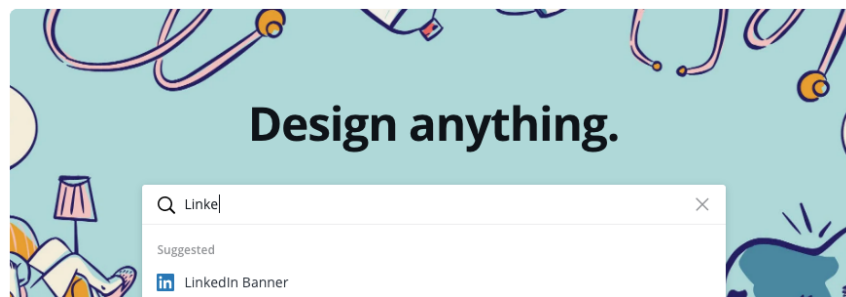


Your background will also to differentiate your profile. Show off your brand by using adding a logo or another custom banner. Make it pop and use color schemes that align with your brand. There are various resources to help you create a banner including Canva and AdobeSpark.

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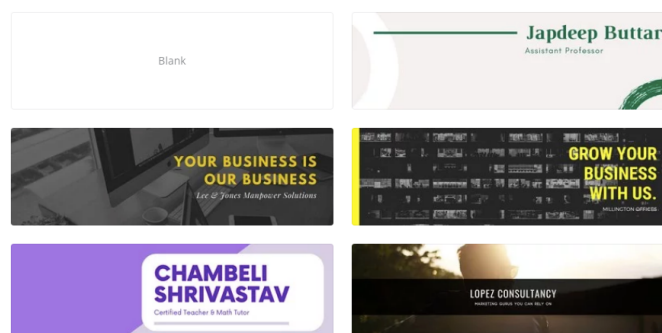
## Canva Tutorial

Go to [canva.com](https://www.canva.com) and type "LinkedIn Banner" in the search bar.



Then, choose a template and edit it to align with your profile.

### LinkedIn Banner



# DAY 4: WRITE A KEYWORD RICH HEADER

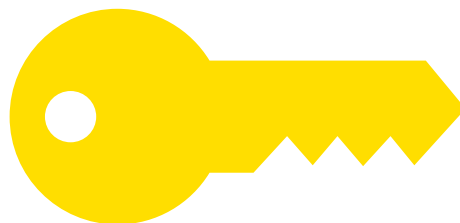
Now that you have branded your profile, it is time to pull the viewers in with an attention-grabbing header. Headers sit right below your profile picture and are searchable through key words. So, to maximize your header go back to those job descriptions you found on day one and pick out the common keywords. After you choose them, fill in the formula below.

Description of what you do or how you meet someone's pain point | Keyword 1 | Keyword 2 | Keyword 3

Example:

"I help manufacturers become more efficient through process engineering | GMP-Certified | Project Manager | CQE"

"I also use free online keyword analytic tools to pick the best keywords. For example, for a while I was saying "job search strategist", but after doing a keyword search found that more people search for "career coach". Since shifting my language, I've seen about a 30-40% increase in LinkedIn search appearances." - Sarah Johnston



# DAY 5: CRAFT YOUR FIRST PERON ABOUT SECTION

Below your header is the about section. This is another important way for employers to see your unique skills, personality and achievements. To craft your about section, follow the template below.

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## 01

### Hook

What is your secret sauce? OR How did you end up doing what you do? What's the story behind your work? (Spend 3-5 sentences here)

## 02

### Results

Share 2-3 results from the work you've done that are in line with the roles you are targeting

## 03

### Areas of Expertise

Share 5-10 Keywords from job descriptions

## 04

### Call to Action

Invite people to connect with you and give an email address. The reason you should always give an email is because LinkedIn only lets first degree connections see your email address.



# DAY 6: ASK 2-3 PEOPLE TO GIVE YOU A RECOMMENDATION

At this point you have made improvements to your profile, but now its time for others to add to it. Reach out to people you have worked with and ask them endorse you. Social proof is important! It allows others to see you are trustworthy and consistently produce results people are looking for.

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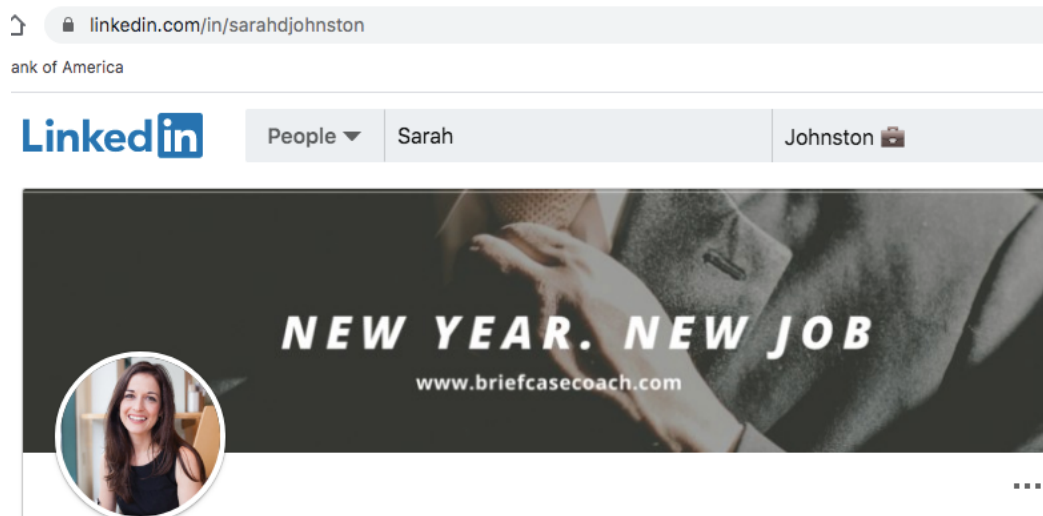
## How to ask for a recommendation

1. **Decide who you want to ask. Choose someone who has strong writing skills and who you have recently worked with.**
2. **Identify the skills that you would like the recommender to focus on in your recommendation. Remind him or her of a specific situation and ask him or her to recall your qualities in that scenario.**
3. **Conclude your message by giving something in return such as a link to an interesting blog post or an offer to recommend him or her in the future.**



# DAY 7: CHANGE YOUR LINKEDIN URL AND ADD IT TO YOUR EMAIL SIGNATURE



TO COMPLETE YOUR WEEK, LETS PERSONALIZE YOUR LINKEDIN URL. ONCE YOU CUSTOMIZE IT AND ADD IT TO YOUR EMAIL SIGNATURE, YOU HAVE COMPLETED THE CHALLENGE!



**Go to your profile and follow these instructions!**

Custom public profile URLs are available on a first come, first serve basis. Members can only have one custom public profile URL at a time.

To change your public profile URL:

1. Click the  **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.
3. Click **Edit public profile & URL** in the right rail.
  - You'll be redirected to the **Public profile settings** page.
4. Under **Edit your custom URL** in the right rail, click the  **Edit** icon next to your public profile URL.
  - It'll be an address that looks like **www.linkedin.com/in/yourname**.
5. Type the last part of your new custom URL in the text box.
6. Click **Save**.

