



# 21-Point Exclusive Checklist for Effective LinkedIn Profile & Content Strategy

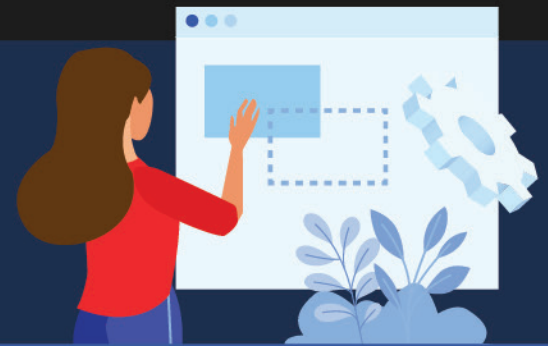


## Part 1 - Bulletproof LinkedIn Profile

Follow this checklist to create a LinkedIn profile that impresses onlookers in seconds!

- Create a custom cover image for your profile.

Tip: Get access to our preferred designer at discount after joining FILT Pod.



- Profile photos with a smile perform the best for professional networking purposes including LinkedIn.

Tip: Image size should be at least 200px by 200px.

- Write a profile headline and summary featuring your audience as the hero.

Tip: Show how you can help your targeted clients.



- Use keywords in your headline and summary.

Tip: Job descriptions are a rich source of relevant keywords.



# Bulletproof LinkedIn Profile

- Profile summary should be easy to read and expressive.

Tip: Use bullet points and numbered lists



- Well elaborated experience section including duties and accomplishments.

Tip: Use quantifiable achievements

Eg: 15% increase in revenue and sales in the span of 12 months.

- Get endorsed and recommended for your skills and expertise.

Tip: Reach out to your connections for endorsements and recommendations. Recommendations from clients/managers from the listed job experiences will be the best!

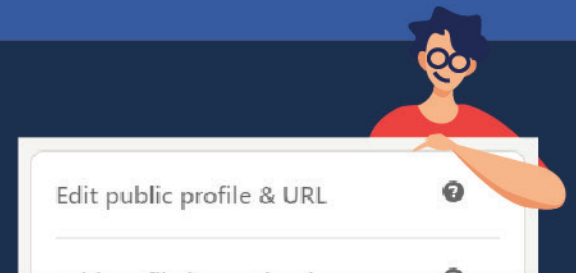


- Profiles written in the 1st-person are more approachable

Tip: Use a 3rd-person narrative in case your industry is particularly formal.

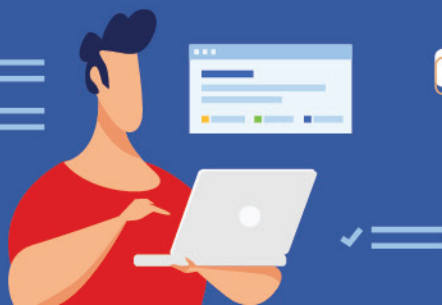
- Edit your profile URL.

Tip: The option is on the top right corner of your profile.



- Keep checking and revisiting your profile for updated verbiage whenever you have time.

Tip: The more you read repeatedly, the more improvements will come to mind.





- Make the most use of the professional portfolio feature, highlight your most cherished career events.

Tip: Use photos, presentations, and publications for the most impact.



## Part 2 - Content Strategy for Lead Generation



- Post often at least thrice every week.

Tip: There are no hard and fast rules on how many times you should post. The more the merrier. The aim should be to add value to your connections.

- Precisely target your specific industry segment and audience.

Tip: The more targeted your profile and content will be, the easier it would be for others to find you on LinkedIn.



- Even liking and commenting can be a great starting point.

Tip: Likes and comments increase your visibility.

- Follow the content idea generating eBook by FILTPod.

Tip: Join FILT Pod to get the free guide.





Hire a copywriter if you want to save time.

Tip: Contrary to popular beliefs, hiring a copywriter doesn't necessarily have to be expensive.



Vary content types and styles.

Tip: Use status posts, image posts, videos, memes, stories from personal and professional life, and occasional rants on industry issues.



Forget about the myth of best time. Just be consistent in posting at the same time. Make it a habit.

Tip: Consider using a LinkedIn scheduler and content curation tools to streamline the process.



Get engagement in the first 2 hours to trigger the LinkedIn algorithm to work for you.

Tip: **FILTPod** ensures high-quality engagement within minutes of posting.



Reach out with connection requests.

Tip: Do not hesitate to send requests to the big-guns. You will be surprised how open they are to welcoming you to their network!



Follow up with personalized messages.

Tip: Occasional short and sweet messages go a long way to bolstering relationships.