**Creating a professional brand - LinkedIn**

1. Get your SSI Score (you need to be logged into LinkedIn)
* <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index>
1. Photo: Make sure it is high-resolution and professional
2. Personalised LinkedIn URL via the link at the top right of your profile
3. Contact and Personal Info: Make sure this includes your contact details
4. Headline: (click on your current one to edit) Ensure it clearly states what you do along with any specialisms, think keywords
5. Add a summary section (think about the below):
* First 2 lines are key – make them strong and include keywords that clients would be searching for
* Relevant experience
* Area of Expertise
* Contact for more info
* Any articles published/interesting for prospective clients
* How you can help prospective clients
* Bullet points of main accomplishments
1. Skills: Add at least 5 to your profile, endorse colleagues and they will do the same in return
2. Experience
* Show how much experience you have
* Years/Expertise/Notable Clients
* Any education/certifications
* Interests (this can be good for outreach) e.g. sport + team you support
1. Build out your network: Add connections (inc. clients)
2. Recommendations: Think of a list of people you can ask e.g. colleagues + clients (hover over the arrow next to ‘view profile as’ on your profile page and click ‘ask to be recommended’)
3. Follow relevant companies and people (influencers)
4. Groups – Join CII group, trade groups etc.