

B.O.O.S.T. TIPS FOR LINKEDIN

1

COMPLETE YOUR PROFILE

Users with profiles that are 100% complete are 40x more likely to receive inbound inquiries.

2

TWEAK YOUR HEADLINE

Combine your unique value proposition with relevant keywords. Your headline should answer "why should I connect/do business with you?"

3

PROMOTE YOUR OTHER DIGITAL ASSETS

Leverage the contact info section of your profile to highlight up to 3 websites you'd like to drive visitors.

4

CONSTRUCT A HIGH-IMPACT SUMMARY

Showcase your background and measurable accomplishments in 2-3 short paragraphs. Include a "call to action" along with your contact information.

5

LEVERAGE SEO-FRIENDLY CONTENT & KEYWORDS

Incorporate keywords that peers, prospects, and/or partners would use to describe your capabilities.

6

GROW YOUR NETWORK

Leverage Advanced Searches to strategically connect with your peers, strategic partners, and prospects. Always personalize connection requests.

7

MOVE ONLINE CONNECTIONS OFFLINE

Once you've made a new connection, schedule short calls to learn more about them and explore ways to support one another, nurture the new relationship.

8

GET ENGAGED

Like + Comment + Share. Stay connected. Write Posts and Articles that align with your expertise.

9

GIVE + GET RECOMMENDATIONS

Build your credibility. Give more than you receive. Only ask for recommendations you are willing to draft and be sure to include SEO-friendly content and keywords.

10

JOIN + ENGAGE IN GROUPS

Like/ Share/Comment on discussion threads; contribute relevant content when appropriate.