

LINKEDIN™ SIMPLIFIED

MONEY MAKING PROFILE CHECKLIST

- BRANDED COVER IMAGE
- PROFESSIONAL HEADSHOT
- CLIENT ATTRACTING HEADLINE
- BRANDED URL
- WEBSITE/BLOG/APPOINTMENTS LISTED
- CONTACT INFORMATION LISTED
- TARGETED KEYWORDS IN PROFILE
- TESTIMONIALS
- ENDORSEMENTS FOR KEY SKILLS
- CLEAR CALL TO ACTION ON PROFILE
- CLEAR USP IN YOUR "ABOUT" SECTION
- SENDING CONNECTION REQUESTS
- PUBLISHING VALUABLE CONTENT

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