

# LinkedIn Profile Optimisation Worksheet

## Professional Headline [120 characters]

What do you do? What are the results you get? What are the benefits of working with you? What trust and credibility can you build? Who do you work with?

Solution ★ Value Position ★ Trust & Credibility ★  
Numbers and Results ★ Ideal Clients

Write here...

## Contact Info Tab

Make sure all the correct information is on this tab so people can easily find you.

Edit your 3 websites and use them to send people to your website, blog or other social media platforms.

In the drop down menu choose 'Other' so you can put a good descriptive title in. If you fancy putting in a keyword – go for it! Don't forget to add the link!

Website 1	Description.....	Link.....
Website 2	Description.....	Link.....
Website 3	Description.....	Link.....

## Summary [1,980 characters]

Here is your opportunity to share your business vision, why you do what you do and flesh out what you have written in your Headline. Keep it in the first person and keep it real. Break it up into bite size paragraphs and use bullet points etc.

Write here...



# LinkedIn Rapid Results

## Job Experience 1 Title

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### Job Details [1,980 characters]

Write here...



**LinkedIn Rapid  
Results**

## Job Experience 2 Title

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### Job Details [1,980 characters]

Write here...



**LinkedIn Rapid  
Results**

## Job Experience 3 Title

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### Job Details [1,980 characters]

Write here...



**LinkedIn Rapid  
Results**

## Skills

List the skills that you excel at and are part of what you do that relates to the  
Headline. You can have up to 50 but start with the top 10 which are displayed.

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# LinkedIn Rapid Results

Ask people who know you well & have seen your work to endorse you for your top 10 skills

## Honours & Awards

Your time to shine...add any awards etc., special accolades or when you've been shortlisted for something.

## Education

Sometimes useful as a talking too...often people search for their Alumni and will find you that way so don't skip this bit!

## Interests

Very important section – give people something to hook into you and a talking point. You can really put anything down here you want that will make you human and approachable!



## Advice for Contacting You

Make it easy for people to get hold of you and share a way they may trial what you do or access something of value for free.

## Languages

What other strings do you have to your bow?

## Organisations

Are you registered with any industry related organisations that will be of interest to your readers?

## Volunteer Roles

Anything you do for the wider community and world can go here!