

LINKEDIN TIPS FOR SUCCESS

SOCIAL MEDIA STRATEGIST & BIRDIACHAMBERS.EXPREALTY.COM



COVER PHOTO

Should represent your business/brand/industry.

REAL ESTATE AGENT &
ADVISOR

PROFILE URL

www.linkedin.com/in/birdiachambers

WWW



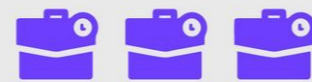
Remove the series of numbers and characters. Include your first and last name. It helps people find you - better for SEO (Search Engine Optimization)

HEADSHOT » Always have an updated professional headshot. It's the first thing people see when looking at your profile. Make a great impression!

MAKE IT STAND OUT

HEADLINE

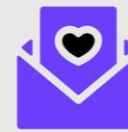
Include your title and/or a short phrase on how you can add value to your clients. Think about the keywords relative to your industry. **Make it stand out.**



EXPERIENCE

Show results, accomplishments, and how you add value. Include videos, features, or highlights relevant to your career. Use bullet points, and be concise.

INVITATIONS



Always customize the language in an invitation you send someone to connect. Do not use the canned language provided by LinkedIn. Give your contact a reason to connect with you. Personalize the message. Remind them of how you met, why you want to connect, etc.

PROJECTS

Highlight any special projects you've worked on or are working on. This highlights your portfolio.



PUBLIC PROFILE

Make your profile public so everyone can see you, it will help others find you.



CONTACT



Always include your contact info (phone number, email address, website). Don't miss out on opportunities. Otherwise, how can customers contact you?



EDUCATION

Make sure it's current. Schools attended, degrees obtained.



ORGANIZATIONS

Which organizations are you a member of or affiliated with? It helps customers get to know you.



LICENSES & CERTIFICATIONS

Keep it current. Show your customers how skilled you are in helping them.

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