

# CAREER PATH DEVELOPMENT

DEANNA VESTAL

PRIVATE BRAND DEVELOPER  
BELIEFS. COGNITION. CONVERSATION



## LINKEDIN PROFILE SET UP SHEET

### HEADER

PHOTO: Professionally taken, professional appearance.

- Upload Professional Photo.

TITLE: Memorable.

- Use keywords you want to be known for.

Questions to think about:

- What do you do? Not your job title, but the actions you perform, what do you create?
  - 
  - 
  -
- What are you known for?
  - 
  -
- Use meaningful terms.
- 120 character maximum. Make each character count.
- Write your title here:

- Post your title.



## VANITY URL

This is your LinkedIn Website address. It is unique to your account.

- Edit your LinkedIn URL; make it easy to remember.

## CONTACT INFORMATION

How do you want people to find you and contact you?

- Email: Your preferred email contact.
  - Should be the same email used to create the LinkedIn account
- Websites.
  - Any website, blog, RSS Feed, that you manage.
  - Chose “Other” as the Type. Enter your website URL.
- Phone:
  - Enter your business contact phone number or cell phone number here.
  - Use with caution! Decide if you want your cell phone number available to anyone and everyone.
- Address:
  - Physical address if appropriate for your business.
    - Do you need the public to be able to find your physical location?
  - You can also use a mailing address here if that is more appropriate for you.



## EXECUTIVE SUMMARY

**ABOUT SECTION:** Most compelling sentence from your executive summary.

- Overview of your skills and experience that inspires trust and confidence
  - Use keywords from your industry and specialization. This text is searchable by others.
- Post your summary in the “About” section

## COMPANY DESCRIPTION

**FEATURED SECTION:** This is where you can link your Website or Channel and summarize your company description.

- Summarize your products or services
- Call to action
- Post your company description in the “Featured” section

## ENGAGE

Explore LinkedIn by conducting a search for interesting information or people you know and admire using LinkedIn’s search feature.

- Connect with a personal note.
  - You can use LinkedIn’s auto-populated template or create your own.
- Avoid using LinkedIn suggested contacts.
- This feature spams your contacts, which can be a big turn-off.
- Click “like” strategically. If you “like” a stranger’s content, you may want to follow up with a personal note and an invitation to connect on LinkedIn.