

LinkedIn offers **infinite opportunities** for those in every stage of their career. If you aren't already leveraging the platform, it's time to put it to work for you! Here are best practices that have helped us stand out on LinkedIn and we know will help you too.

## ➤ ENHANCE YOUR PROFILE



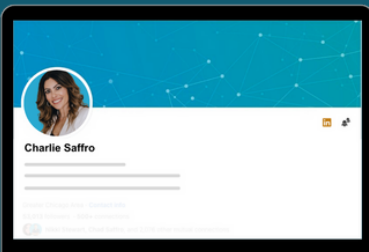
### Stand Out and Be Remembered

Max out your potential on LinkedIn with enhancements that will take your profile from meh to memorable. The good news? It does not require an entire overhaul or a lot of time. Make these changes in **less than 30 minutes** and see the results for yourself.

## ➤ Three Tweaks and Three Impacts

### ➤ Tweak 1

Add a **compelling photo** to capture attention



### ➤ Impact

**21x** more views and **36x** more messages

### ➤ Tweak 2

Upload an **eye-catching banner** to stand out



### ➤ Impact

**10x** more connection requests

### ➤ Tweak 3

Craft a **strong headline**, first impressions count



### ➤ Impact

**21x** more views and **36x** more messages

## ► BUILD YOUR COMMUNITY

Whether your personal goal is to make a career move, find a mentor, hire top talent, or generate business leads, it will almost always start with a connection. Don't be passive -- actively building and leveraging your LinkedIn network is what it's all about.

### Determine a connection strategy to build your network



### Some ways to do it:

- Connect with up to **30K people**.
- Join up to **100 groups**.
- Follow **unlimited** people/companies.

### Personalize your direct message and make a memorable impression



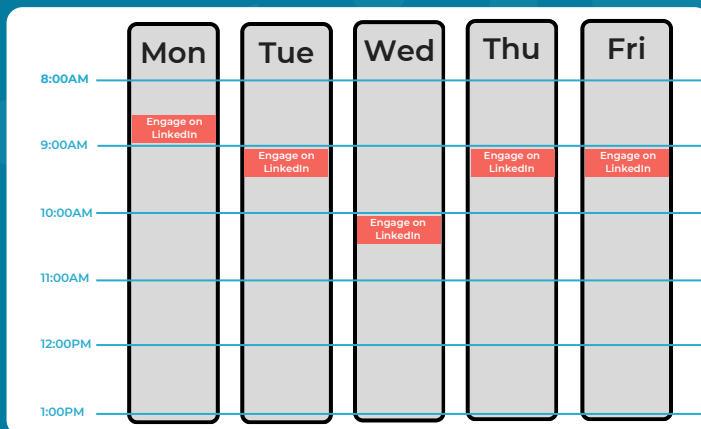
### Some ways to do it:

- Reference a **recent event** you both attended.
- Mention a **common interest** or a news story that impacts your industries.
- Let your **personality** shine through.

## ► ENGAGE AUTHENTICALLY



**Active users** will benefit from LinkedIn the most. Set aside **10 to 15 minutes** everyday to interact with content.



### LinkedIn Engagement Checklist

- ☐ **Comment and Like.** Members who share content and engage on other's content receive 4-5x more profile views than those who don't.
- ☐ **Find Inspirational People to Follow.** Following thought leaders and influencers can provide a continuous stream of content ideas and inspiration for your own posts.
- ☐ **Commit to Being Consistent.** Regular LinkedIn posters grow their follower base 6 times faster than those who post sporadically.