

LinkedIn - Trusted Resource Profile Checklist

This checklist will help you present your value to your target audience.

- Engaging Headline - how can you help?
- Compelling Background Photo
- Robust About Section
 - Opening line - your differentiator
 - Clear, concise ways you can be a trusted resource who helps
 - How your company can help
 - Client testimonial
 - Call to action - why and how they can reach you
- Featured items - Media about you and your product
 - Website
 - Images
 - FAQs
 - Video
- Recommendations
 - From clients
- Honors and Awards
 - Both you and your company