

Presenting your best version of YOU!

1. Make a killer profile

- **Professional profile picture** > proper headshot, not a crop shot
- **Cover image** > something relevant to your professional brand/industry
- **Tagline** > be specific (eg Business Student at CQUniversity)
- **Custom URL** > if your name is taken, try some variations until you get one
- **Contact info** > at least your email address, and customise text fields for links
- **Summary** > not a resume rehash, add a bit of character and share a deeper insight into your professional achievements and aspirations
- **Job experience** > dig deep – share your learning curves
- **Finishing touches** > volunteer experience, committees/organisations you're a member of, certifications you've acquired, follow some companies, join some groups

2. Connect like Lego

Personalised requests >

An absolute must! Click on the person's profile > click Connect > click Add Note and give the person a reason to hit Accept.

Mine your existing contacts >

Pop your email address in on the My Network page and reach out to people who already know, trust and like you (presumably). On the first screen, deselect all so you can choose just the ones you want to connect with and then skip the second screen – LinkedIn doesn't need you marketing for them!

Connect with... >

- People you meet – at networking and professional development events, speakers, colleagues, new contacts – wherever you come across them. Put those business cards to good use.
- People you'd like to meet – people in your industry/field of interest, authors/bloggers who write in that space – but you've got to give them a good reason.

3. Stand out

Contribute content >

- Sharing an article – pull out an interesting fact, figure or learning to give people a reason to click (and potentially engage)
- Sharing an update – make it visual with an image or link (such as a website or video) and keep it to professional content, such as winning an award, getting a new job, some exciting news at your business, doing a shout out to a local business on their news etc

Give in groups >

Join some local, national and global groups and start liking, commenting and kicking off conversations – you never know whose attention you might grab.

Participate in posts >

Comments are more noticeable than just a like, not just to the person who posted the update – but potentially to their contact network as well.

Publish on Publisher >

Hit the 'Write Article' option and get going! If you're having trouble with content ideas, have a look at what other people are writing about in your industry – do you have a perspective on that topic? What about your own unique situation – how could a professional benefit from your experiences? For example, maybe you have some interesting tips on how to study effectively, that could be applied to people who are taking on their Masters... or you've got a really useful review about a new productivity app... or you've come up with a cheat sheet for a piece of software that people use a lot.

For more info on LinkedIn, check out our deep dive on LinkedIn podcast > [Marketing + Margaritas Episode 7 - Looking at LinkedIn — Rebel Nation](#)

This information was compiled by Jade McAuley, Director of Rebel Nation, www.rebelnation.com.au and used with permission for LEAP WRQ.