

10 Steps to Accelerate Your Transformation

Less than 51% of LinkedIn users have a 100% completed profile

- Add a professional, clean profile photo and nice cover
 21x more profile views, 9x more requests and 36x more messages
- Create a mission-focused, 120-character headline
 This should be creative and highlight what you do and can offer
- Craft a compelling summary of your mission
 Speak to your target audience and highlight your accomplishments
- Build a keyword optimized experience section
 Reverse-engineer ideal future roles and add media attachments
 You'll get 29x more profile views with more than 1 positions listed
- Gain credibility by requesting recommendations
 Recommendations are "social-proof" that you're an expert
- Increase your search rankings by adding skills
 Get 17x more profile views by adding skills and tools
- Tell the world about your accomplishments
 Publications, Awards, Patents, Honors, Projects... add it!
- TAILOR your connection requests and messages
 Increase your acceptance for requests and messages by 50+%
- Create & engage with content! LinkedIn is a News Feed
 Engagement and completed profiles increases opportunities by 40x

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