

# LINKEDIN TIPS FOR SUCCESS

SOCIAL MEDIA STRATEGIST & [BIRDIACHAMBERS.EXPREALTY.COM](http://BIRDIACHAMBERS.EXPREALTY.COM)

## COVER PHOTO

Should represent your business/brand/industry.

REAL ESTATE AGENT &  
ADVISOR

## PROFILE URL

[www.linkedin.com/in/birdiachambers](http://www.linkedin.com/in/birdiachambers)



Remove the series of numbers and characters. Include your first and last name. It helps people find you - better for SEO (Search Engine Optimization)



## HEADSHOT >>

Always have an updated professional headshot. It's the first thing people see when looking at your profile. Make a great impression!

## MAKE IT STAND OUT

### HEADLINE

Include your title and/or a short phrase on how you can add value to your clients. Think about the keywords relative to your industry. **Make it stand out.**



### EXPERIENCE

Show results, accomplishments, and how you add value. Include videos, features, or highlights relevant to your career. Use bullet points, and be concise.

## INVITATIONS



Always customize the language in an invitation you send someone to connect. Do not use the canned language provided by LinkedIn. Give your contact a reason to connect with you. Personalize the message. Remind them of how you met, why you want to connect, etc.

## PROJECTS

Highlight any special projects you've worked on or are working on. This highlights your portfolio.



## PUBLIC PROFILE

Make your profile public so everyone can see you, it will help others find you.



## CONTACT



Always include your contact info (phone number, email address, website). Don't miss out on opportunities. Otherwise, how can customers contact you?



## EDUCATION

Make sure it's current. Schools attended, degrees obtained.



## ORGANIZATIONS

Which organizations are you a member of or affiliated with? It helps customers get to know you.



## LICENSES & CERTIFICATIONS

Keep it current. Show your customers how skilled you are in helping them.

[EPTRANSFORM.COM](http://EPTRANSFORM.COM)