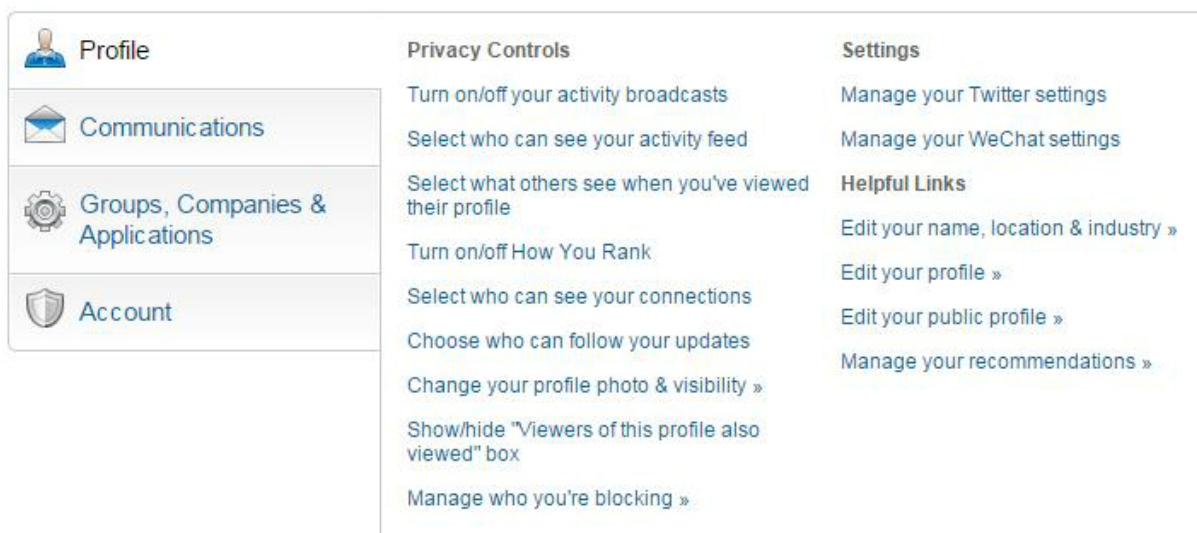


- First switch notify network to “No” about a 3rd way down the page
- Complete your profile 100% including a smiling, up-to-date image of you.
- Add a background photo (normally business related image)
- Keyword your Headline section
- Make sure you personalise the Co Website area and add links to Special Offers, Blog, general website, etc
- Add Twitter account
- Ensure you add relevant “sections” to your profile
- Publish a post from the welcome page
- Treat your Summary section as the 1 minute you get to stand up at a network (no jargon). Put keywords in there and make it memorable.
- Don’t be afraid to show your training/progression in Courses.
- Get Recommendations
- Add “Additional Info - Interests” section for Keywords!
- Create and share content on this platform
 - Share information on products and services
 - Publicise an event
- Join 25 useful groups! Participate in them and become the thought-leader
- Check your Privacy settings and ensure you are “Public”. Go to small picture in top left hand corner, drop down menu, select privacy and settings:



- Your Headline is the most heavily weighted search field (100 characters)
- List your specialities and what makes you unique in the Summary section.
- Add your LinkedIn profile(s) to your email
- Add LinkedIn plugins to your website
- Tag your connections (Click on Connections)
- Open a Connection and use the “Relationship” section (Where you met, notes, reminders etc).
- Apply relevant settings to your Connection and sync up several accounts. Click on Connections – top right wheel (settings) and complete
- Click into Interests and add/edit Groups.