LinkedIn Profile Checklist
Inbound Lead Generating Tips

- **Profile Headline** – Optimized for Search with Who you Help, How, Results
- **Cover Image** – Call to Action, Contact Information, Social Proof Image
- **About Summary Section:**
  - Easy to Read Career Experience or Personal Brand Story
  - Results / Achievements / What People are Saying
  - What you want people to contact you for and how to reach you
- **Media Files / Features** (2 - 4 Maximum) – Website Link, Video, or Document & Call to Action, Recent Post or LinkedIn Article

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LinkedIn - www.linkedin.com/in/judiwfox

Judi Fox
#FoxRocks Business & Sales Coach • LinkedIn Video Strategy • Podcast • #H2H Marketing • Approachable & Hilarious
Richmond, Virginia Area • 500+ connections • Contact info

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8 Rules of LinkedIn Engagement and Etiquette

1. Build Presence & Social Capital First
   i.e. “Earn the Right” to Help or Collaborate

2. Public Settings – Allow your Profile to be Viewed

3. Personalize Connection Requests and Messages

4. Comment, Like, and Share – Be Other Focused

5. Use Personal Touches, including Voice or Video

6. Tag People you Know will Engage

7. No Automated Bots or SPAM Salesy Messages

8. Respond to Comments on Content, Direct Messages, and Tags. Have great conversations with people already engaging in your network.

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5 Tips to Commenting on LinkedIn
(and build networking momentum)

1. Tag the creator of the post - Use the @insert name (Tip: Remove last name with backspace)
2. Leave EARLY Comments - 1st Hour
3. Leave thoughtful LONG 4+ Lines to click “see more…”
4. Tag additional people into the comment
5. Use your personal Hashtag in the comment

If you could say something to all people sending cold calling direct messages on LinkedIn what would it be?

Judi Fox - You
#FoxRocks Video & Content Strategist • Podcast • Link...

“Thanks for connecting and I prefer to get to know new connections online in the comments and be sure to follow #foxrocks - See you online, Judi 😊.”

That way if they are actually serious about getting more traction online, potentially have them realize what they are sending is spam, and building relationships... they will see great posts like this one Roger Wilkerson... that helps change some peoples cold DM sales auto generated strategies and create conversation.

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How to Write a Viral LinkedIn Post

Examples: **5 Ways** Your LinkedIn Profile Cover Photo Can Sell for You

**How to** Quit Your Job, Move to Paradise, and Get Paid

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How to...
The **X**...
X things...
X ways...
Top X...
What is...
The best...
X Reasons...
This is...
Why you...
X Tips...
The future...
Meet the...
X Leadership...
How the...
Why the...
The new...
Are you...
What to...
How a...
Ways to...
This is the...
How to use...
How to answer...

**X** ways to...
Need to know...
X things you...
One of the...
The future of...
X reasons why
X tips for...
The **X** best...
X steps to...
X tips to...
X habits of...
These are the...
The power of...
How to get...
How to make...
Why you should...
The top **X**...
Want to be...
In **X** years...
X tips for...
You want to...
The **X** most...
The end of...
X things...

**Additional Power Words**

- best ...
- data ...
- top ...
- world ...
- million ...
- future ...
- need ...
- global ...
- change ...
- billion ...
- better ...
- help ...
- real ...
- smart ...
- team ...
- successful ...
- report ...
- tips ...
- build ...
- study ...

**The Most Viral (X) Numbers**

5...
10...
3...
7...
4...
6...

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Call to Actions for LinkedIn Posts

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- Would you like more [insert topic of discussion or results] like this?
- Want to get better [XYZ / results], grab a spot on my calendar [or insert offer]
- Are you [insert pain point from ideal client], then check out this video and find out some pros and cons to dealing with this [situation].
- Send me a Direct Message if you are interested in [XYZ].
- What does [insert topic] mean to you?
- Do you [insert topic of conversation and question]?
- Tag someone that [insert text that would describe who you want tagged]!
- Take X minutes to [insert action / watch] and find out why this gets results.
- If you found this valuable and you’re ready to start [insert what ideal client wants to start...] join [insert offer].
- We’re excited about XYZ, if you know someone that [insert value to other people], tag them below 👇 and thank you for sharing!
- Share your thoughts below [insert XYZ topic].
How You Make People FEEL
(and how people describe you)

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Bold
Helpful
Serious
Adventurous
Imaginative
Neat
Youthful
Dependable
Friendly
Authoritative
Quiet
Encouraged
Smiling
Strong
Whimsical
Masculine
Feminine
Cooperative
Edgy
Conservative
Innovative
Mature
Calm
Luxurious
Humorous
Mysterious
Elegant
Approachable

Warm
Healthy
Worldly
Glamourous
Old-Fashioned
Sweet
Cosmopolitan
Gentle
Humble
Energetic
Serious
Caring
Light-hearted
Rational
Witty
Altruistic
Tough
Comfortable
Rugged
Sexy
Leader
Relaxed
Quirky
Intellectual
Clever
Feisty
Dry
Hilarious

Stoic
Spiritual
Liberal
Rebellious
Strong
Childish
Goofy
Angry
Hipster
Bohemian
Modest
Fashionable
Empowered
Activist
Handy
Effective
Peaceful
Flexible
 Weird
Blunt
Vigilant
Secure
Over-the-top
Party Animal
Discrete
Exclusive
Artistic
Fast

Professional
Corporate
Sophisticated
Silly
Young
Witty
Confident
Chill
Experienced
Flamboyant
Honest
Bookworm
Resourceful
Creative
Zen
Daring
Expert
Eloquent
Quirky
Trendy
Smart
Joyful
Reliable
Charitable
Intelligent
Fun
Responsible
Outdoorsy

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