



HOW TO ATTRACT PEOPLE TO YOUR LINKEDIN PROFILE

1. Your Unique STRENGTHS



A good place to start your quest for a stronger LinkedIn profile, one which will attract the right people to take the right steps with you is the good old fashioned personality test. Myer-Briggs has a quick 16-question test you can take to get started on determining your personality type and strengths:

<https://www.16personalities.com/free-personality-test>

Copy/paste the link above and do the test to reveal your personality type. It takes less than 12 minutes and is a valuable starting point.

Armed with your unique strengths, you can start crafting your headline and summary.

Your **HEADLINE** should speak to who you help and how you help them.

Example: I help tech developers and ICT consultants grow their business by communicating better and more consistently.

Think about how your strengths help you in your profession and list this in your **SUMMARY** section to build a compelling story.

IMPORTANT: YOU MUST HAVE A LINKEDIN PROFILE PHOTO IF YOU WANT PEOPLE TO CONSIDER YOU A SERIOUS PROFESSIONAL.

2. Your ROUND TABLE



Think about people whom you've worked with in the past, who shared the same values as you, and provide a LinkedIn recommendation for them, outlining their strengths, how you worked together and what they were able to accomplish in moving the team forward. This will get the ball rolling on people engaging with your new profile.



Recommendation #1

Recommendation #2

Recommendation #3

3. Your MENTOR(S)



LinkedIn works with a handful of mentors such as Sir Richard Branson, Bill Gates and more.

Think about and write down three business people you admire and jot down some of their qualities which you find irresistible.

Mentor #1 + 3 Qualities

Quality #2 + 3 Qualities

Quality #3 + 3 Qualities

4. Your Goal(s) for LinkedIn



Identify three things you would like to achieve out of using LinkedIn on a weekly basis. Limit the hours you're on LinkedIn to less than 1 hour per week, otherwise you run the risk of ignoring your business.

What are you looking for? To find other professionals in your industry to collaborate with? Prospects to book appointments with? Keep up to date with trends in your industry through LinkedIn's content network?

Identify three goals for your LinkedIn career below and make them S.M.A.R.T (Specific, Measurable, Achievable, Relevant and Time-specific)

Example: To grow my professional network from 20 to 50 people in my industry within one week (1 hour) of using LinkedIn.

Goal #1



Goal #2

Goal # 3
