



LINKEDIN PROFILE CHECKLIST

**Hi! I'm Madeline Mann,
the creator of Self Made
Millennial.**

**As seen on ABC News, New York Times,
Wall Street Journal, and more.**



I built Self Made Millennial to provide you with the **rapid fire, battle-tested advice** you need to find your career and excel in it. Self Made Millennial has led to hundreds of thousands of success stories from people who have landed career defining jobs with our unique insights on **today's modern workplace and job market.**

I'll bring to you the videos, resources, and programs that cut through the noise of outdated job search advice, and provide you with high-impact strategies for the modern job market. You've got it going on, and **I am here to help make sure companies see that!**

Let's connect!

YouTube Channel: <https://www.youtube.com/selfmademillennial>

Website: <https://www.madelinemann.com>

TikTok: <https://www.tiktok.com/@selfmademillennial>

LinkedIn: <https://www.linkedin.com/in/madelinemann/>



LINKEDIN PROFILE CHECKLIST

Use this checklist to make sure your LinkedIn profile is in tip-top shape. If you haven't paid much attention to your LinkedIn profile in the past this may take a bit of time, but once you have these elements in place, make sure to revisit this checklist every 6 months.



HEADLINE

- Proper role-specific keywords
 - (Ex: Digital Marketing, Technical Project Management)
- To get hired: Role Keywords | Industry/Area of Expertise | Unique Value
- To promote a business: Interest provoking question OR value statement
"I help [who] to do [what]."



PHOTO

- Close-up of face, smile, not a selfie, not a photo where you've cropped.
- Test the photo on Photofeeler to see how it performs for Competence, Likability, and Influence.



ABOUT

- Tell your career story up until present, written in first-person.
- Include updated accomplishments .
- Delete "fuzzy facts"
 - ("I'm driven, collaborative, organized..." these are not useful).
- Include a call-to-action. Such as "Contact me at..." or "Check out my website..."



LINKEDIN PROFILE CHECKLIST



ROLE HISTORY

- Check that job titles, companies, and dates are accurate
- Clearly indicate any promotions received
- Provide descriptions of each company, and generous details on your accomplishments
- Delete earlier or miscellaneous roles that don't enhance the career narrative.



RECOMMENDATIONS

- Write a couple recommendations for people, and ask them to do the same in return.



ENDORSEMENTS

- Add skills relevant to career to be endorsed
 - Place most important 3 at the top
- Rotate top 3 skills every few months to encourage endorsements on them
- Endorse other people, especially for skills you have on your profile (you may appear on their profile!)



CONNECTIONS

- Review your professional contact list (this could include coworkers, vendors, classmates, neighbors), connect with all of them on LinkedIn.



LET'S LAND YOUR NEXT CAREER DEFINING ROLE TOGETHER!

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