



PROFILE

BUILDER

YOUR LINKEDIN PROFILE BUILDER

Your LinkedIn profile serves as your online résumé, and it is the best way to convey to search engines and your potential clients what kind of professional you are. Because it has the ability to contain a lot more information about your past and present experiences than a resume can, feel free to add as much detail as you can. The more descriptions and keywords on your profile, the more likely you'll show up on web searches when leads are looking for real estate help.

The easiest way to edit and enhance your profile is to click the Complete Your Profile button in the top section of your profile. You can also follow these instructions to get started.

1. Go to <https://www.linkedin.com/> and log in or create a profile.
2. Move your cursor over Profile at the top of your homepage and select Edit Profile.
3. Find the section you'd like to edit and click the Edit icon next to it, which looks like a pencil.
4. Rearrange the order of the sections by clicking the double-sided arrow icon and dragging the section to its new location.
5. Delete or leave blank sections that are irrelevant to you.
6. Click Done editing in the box at the top of your profile.

The following worksheet is meant to help you get your mind working to determine what you could possibly add to each section of your LinkedIn profile. We also highly recommend that you review your colleagues' profiles to see what they've done. Pay attention to what impresses you on their LinkedIn profiles, and see if you can replicate that feeling on your own.

As always, please reach out to prioritiesupport@thepaperlessagent.com if you have any questions or would like us to review your LinkedIn profile!

HEADER

1. **Name**
2. **Headline** - your current position described by keywords by which you hope people search you
3. **Location** - determined by zip code, but viewers of your profile will only see the city name
4. **Industry** - choices are located in the drop down menu
5. **Photo** - a professional headshot is best here
6. **Custom Background** - a 1400x1435 pixel image that represents your business or interests
7. **Contact Info** - this is only viewable to your connections
8. **Public Profile URL** - should contain your name and be as short as possible

PROFILE SECTIONS

Summary	
Which keywords do you want people to find you by?	
Does your summary contain these keywords?	
What can you do to include more keywords?	
Does your summary convey your personality?	
Have you listed your main accomplishments, such as awards or projects?	

Experience

Enter in all your past and current jobs.

Write a thorough description of your responsibilities and achievements at each position.

Could you include some of your keywords in these descriptions?

Recommendations	
Have you given recommendations to your network?	
Have you asked your friends and colleagues to give you recommendations?	
Certifications	
Have you attained any certifications?	
Do you have any special licenses?	
Courses	
In which classes did you excel in college?	
What Continuing Education classes have you attended?	
Have you taken any online classes?	
Are you currently enrolled in any classes?	

Honors & Awards	
How many 5-star reviews do you have on Google, Zillow, or Yelp?	
Have you won any awards at your brokerage?	
Have you been featured in a newspaper, magazine, or online publication?	
How do you rank in production volume in your area?	
Has your community recognized you for a particular feat?	
Did you place in any races, competitions, or extracurricular activities?	

Languages	
Do you speak any second languages?	
If so, are you fluent?	

Organizations	
Of which organizations or associations are you a part?	
What role do you hold in them?	

Publications	
Has anything you've written ever been published or featured by an outside source?	
Have you written a blog post that has gained considerable attention or is on a controversial topic?	
Have you contributed to anyone else's publication?	
Can you attach any media related to your publication here, such as the cover of a book or link to the blog post?	

Projects	
Have you organized an event?	
On what real estate developments have you worked?	

Do you lead any teams working on a particular endeavor?	
Have you collaborated on a publication?	
Are you a part of a team or volunteer organization such as Habitat for Humanity?	
Who worked with you on these projects?	

Skills & Endorsements	
What would you say your business strengths are?	
At what technology are you proficient?	
What skills would your colleagues say you possess?	
Have you given endorsements to your network?	

Volunteer Experience & Causes	
What organizations do you support?	
Are you a strong advocate for any causes, national or local?	
Have you participated in any volunteer events in your community?	
What were your roles in these experiences?	
Do your descriptions for each entry contain your keywords?	

Additional Information	
What are your interests?	
Do you want to include personal details like your birthday or marital status?	
How should people contact you?	