



# LinkedIn Profile Checklist

## *Inbound Lead Generating Tips*

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LinkedIn - [www.linkedin.com/in/judifox](http://www.linkedin.com/in/judifox)

Cover Image



Call to action



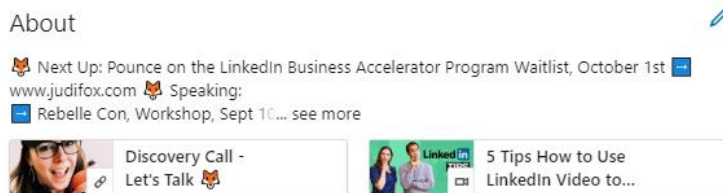
Profile Headline



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

Judi Fox  
Virginia Tech

About Summary Section



Featured Files



- 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



# 8 Rules of LinkedIn Engagement and Etiquette

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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.



# 5 Tips to Commenting on LinkedIn

*(and build networking momentum)*

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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?

63 · 131 Comments



Judi Fox · You

#FoxRocks Video & Content Strategist • Podcast • Link...

1d ...

"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.

21 Likes |



# 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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		<b>Additional Power Words</b>	<b>The Most Viral (X) Numbers</b>
How to...	<b>X</b> ways to...	... best ...	
The <b>X</b> ...	Need to know...	... data ...	5...
X things...	X things you...	... top ...	
X ways...	One of the...	... world ...	10...
Top X...	The future of...	... million ...	
What is...	X reasons why	... future ...	3...
The best...	X tips for...	... need ...	
X Reasons...	The X best...	... global ...	7...
This is...	X steps to...	... change ...	
Why you...	X tips to...	... billion ...	4...
X Tips...	X habits of...	... better ...	
The future...	These are the...	... help ...	6...
Meet the...	The power of...	... real ...	
X Leadership...	How to get...	... smart ...	
How the...	How to make...	... team ...	
Why the...	Why you should...	... successful ...	
The new...	The top X...	... report ...	
Are you...	Want to be...	... tips ...	
What to...	In X years...	... build ...	
How a...	X tips for...	... study ...	
Ways to	You want to...		
This is the...	The X most...		
How to use...	The end of...		
How to answer...	X things...		

Credit: Steve Rayson **Buzzsumo**  
2017 Most Shared 828 Headlines Study  
[buzzsumo.com/blog/how-to-write-engaging-828-headlines](http://buzzsumo.com/blog/how-to-write-engaging-828-headlines)




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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  
Glamorous  
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