

LINKEDIN SELF-AUDIT

Worksheet



[JUDI HAYS.COM](https://www.judihays.com)

Create A Professional Brand

You'll get top marks if you have a complete profile, meaning you have a profile picture, headline, summary, and experience filled in. You will also want to post relevant content and interact with your network's content.

Use your profile as social proof by receiving endorsements and recommendations from your connections.

YOUR PROFESSIONAL BRAND	MISSING	NEEDS UPDATE	DONE
Have you claimed your custom LinkedIn URL?			
Does your profile read like a resume?			
Do you have an interesting header graphic?			
Have you checked your SSI score at www.linkedin.com/sales/ssi ?			
Is your Social Selling Score greater than 70?			
Does your profile photo look professional and is it current?			
Does your headline state your unique proposition and value - not your job title?			
Does your summary section speak to your target audience - does it provide insights?			
Do you include at least 3 pieces of rich media in your featured content section?			
Are your most important skills featured as the top 3?			
Have you used the pronunciation feature to introduce yourself?			
Have you recorded your cover story?			
Does your business have a LinkedIn company page?			
Is your profile properly linked to your company page?			
Are all your profile sections complete?			
Are you refreshing/updating your profile every 90-120 days?			
Do you have at least 3 recent (last 12 months) recommendations?			
Is your Contact Info correct and current?			

Find The Right People

Grow your connections and build strong relationships by reaching out to people who engage with your content, 2nd degree connections, joining groups with like-minded people, or engaging with users who have viewed your profile.

These actions will help you build a relevant network.

FIND THE RIGHT PEOPLE	MISSING	NEEDS UPDATE	DONE
Are you logging into LinkedIn daily?			
Do you know who your target audience is?			
Are you using LinkedIn advanced search filters (Boolean) to find your target audience?			
Are you seeking out and viewing other (target prospect) LinkedIn profiles?			
Are you checking to see who viewed your profile? (free first 5; premium 90 days)			
Are you saving leads (profiles) in Sales Navigator or in a bookmark folder?			
Do you know your invitation acceptance rate (out of every 100 how many accept)?			
Are you regularly reviewing and processing your outstanding invitations received?			
Are you withdrawing pending invites older than 3 weeks?			
Are you personalizing your invitations to connect?			
Are you connecting with speakers and influencers in your target industries?			
Are you sending a thank you message after your invite is accepted?			
Are you engaging with content (if person is active) before you send invite to connect?			
Are you sending direct message 'congrats' to your connections for their milestones?			
Are you looking at who is engaging with your content?			
Are you commenting on posts that are relevant to your target audience?			
Are you connecting with people who engage with content relevant to your audience?			

Engage with Insights

Don't put too much weight on this score – insights are mainly a function of LinkedIn Premium accounts, so you're unlikely to score high unless you're willing to upgrade. And only upgrade if you plan to use all the premium features.

Aside from actively using insights, you can increase your score by engaging with content that your connections post.

ENGAGE WITH INSIGHTS	MISSING	NEEDS UPDATE	DONE
Have you adjusted your newsfeed settings?			
Have you adjusted your desktop notification settings?			
Have you adjusted your mobile notification settings?			
Are you checking your notifications daily?			
Have you upgraded to Sales Navigator or Premium?			
Are people commenting and posting reactions to your posts?			
Have you joined LinkedIn Groups relevant to your target audience?			
Are you checking your profile dashboard metrics weekly?			
Are you tracking your profile performance metrics?			
Are you tracking your content performance metrics?			
Have you checked and adjusted your privacy settings?			
Is your profile fully visible when you view someone's profile? Turn it on to full visibility.			
Have you turned off "People Also Viewed" on your profile? If not, turn it off.			
Are you commenting with 5 words+ to demonstrate your subject matter expertise?			
Are you inviting interesting profile viewers to connect?			
Are you using reactions other than "thumbs up" on posts you like?			
Are you using the "save" feature?			
Are you responding to comments and replies on your posts?			

Build Strong Relationships

Building strong networks and strengthen the connections that you already have is the key to success on LinkedIn. You can boost your score by engaging with decision makers and nurturing your relationships over time.

If you can establish yourself as a knowledgeable professional by providing helpful content and interacting with your network, your SSI score is likely to continue to rise.

BUILD STRONG RELATIONSHIPS	MISSING	NEEDS UPDATE	DONE
Do you have more than 500 first level connections?			
Are you connecting with VP+ and C-Suite level profiles?			
Are you connected with co-workers, colleagues, alumni and clients?			
Are your outbound invites getting accepted (30+ out of every 100)?			
Have you downloaded your network database in last 30 days?			
Are you sending welcome messages after connecting?			
Are you receiving notifications on your mobile device?			
Are you endorsing your known connections?			
Are you mining your connection database for opportunities to start a conversation?			
Are you using notifications to send messages to your network?			
Are you regularly connecting with people you meet and talk with?			
Are you sending out at least 10 invites per week to grow your network?			
Are you making introductions to people in your network via a group message?			
Are you inviting your connections to follow your company page (if you are page admin)			
Are you re-engaging with your existing network - people you lost touch with?			
Are you asking your existing network for warm introductions?			

Want More Insights?

Check out this refreshingly different approach to creating your winning strategy on LinkedIn

Elevate Your Brand, Expand Your Network, and Engage Your Most Powerful Relationships

BUY THE BOOK!

