

LINKEDIN SUCCESS SCORECARD

How do you measure up?

YOUR LINKEDIN PROFILE

- 1. Is your profile photo a recent, high-quality headshot?** [score 5 points]
- 2. Have you optimized your Headline by using most or all of the 120 available characters and including your most important keywords?** [5 points]
- 3. How clearly does your profile Summary explain what you've accomplished, what you currently do, and the types of people you would like to meet and connect with?**
 - You have no Summary = 0 points
 - Somewhat (1 short paragraph, mostly historical info) = 3 points
 - Pretty good (1-3 short paragraphs, current business highlighted) = 5 points
 - Excellent (close to 2,000 characters, keywords, clear explanation of what you've accomplished, what you do, and who you would like to meet) = 10 points
- 4. Does your profile include at least one clear call to action?** [5 points]

Examples of calls to action:

 - *Call me for a free quote*
 - *Visit my website at powerformula.net for more information*
 - *Sign up at powerformula.net to receive my weekly tips*
 - *Watch this video*
 - *Download this eBook*
- 5. Have you included videos, slide shows, audio, or documents on your profile?** [5 points]
- 6. Does your current job title entry include your most important keywords?** [5 points]
- 7. Have you included your preferred contact information on your profile?** [3 points]
- 8. How many recommendations do you have for your current job entry?**
 - 0 = 0 points
 - 1 = 2 points
 - 2-5 = 3 points
 - 6-9 = 4 points
 - 10+ = 5 points
- 9. How many 1st level connections do you have?**
 - 0-200 = 0 points
 - 201-499 = 10 points
 - 500+ = 20 points

10. Have you clearly identified your LinkedIn connection strategy (what kind of people you want to connect with and how you're going to find them) [10 points]

11. In an average week, how many people do you invite to join your network?

0 = 0 points

1-4 = 5 points

5+ = 10 points

12. When someone in your target audience sends you an invitation to connect on LinkedIn, do you send a thank-you note that includes information about how you could help him/her? [5 points]

YOUR LINKEDIN GROUPS

13. How many groups are you in?

0-10 = 0 points

11-30 = 3 points

31-48 = 4 points

49-50 = 5 points

14. In an average month, do you get involved in or post a discussion in at least one LinkedIn group? [5 points]

YOUR LINKEDIN ACTIVITIES

15. In an average week, how often do you post an individual status update?

0 = 0 points

1-5 = 5 points

6-10 = 7 points

10+ = 10 points

16. In an average week, are you sharing, "liking" or commenting on at least three status updates from people in your network? [7 points]

17. Have you saved at least one Advanced People Search? [10 points]

18. When people in your target audience show up on your "Who's Viewed Your Profile" list, how often do you send them a message or an invitation to connect?

Never = 0 points

Sometimes = 2 points

Frequently = 3 points

Without fail = 5 points

19. At least monthly, do you publish a long-form article on your profile? [10 points]

20. In an average week, how many hours do you spend on LinkedIn?

Under 1	= 0 points
1-2	= 3 points
3-4	= 5 points
5-6	= 7 points
7-8	= 8 points
8+	= 10 points

WHAT'S YOUR FINAL SCORE?

0-50 You probably either just joined LinkedIn or haven't spent much time exploring how the site works. Get off on the right foot by picking up a copy of my book *The Power Formula for LinkedIn Success* and concentrating on Chapter 19, *Ready...Set...Go! A Six-Week, Two-Hour-per-Week Road Map to Results*.

51-80 Way to go! You've built your foundation for LinkedIn success. The best thing to do now is improve any parts of your profile where you didn't score well and routinely spend some consistent, purposeful time on any activities where you missed the mark.

81-110 You are in the upper echelon of LinkedIn users. You obviously understand the power of the site and routinely spend purposeful time doing many of the things that will lead to results. Focus on zeroing in on your target audience and making strategic changes in your profile.

111-150 Congratulations! You're in "thin air" in the LinkedIn world. You've mastered this challenging site and probably wouldn't want to go to work without it. You may have even upgraded to a premium membership. I assume you're seeing quantifiable results and have many success stories to share with coworkers and friends. If you fine-tune your strategies by focusing on the questions above where you had less than a perfect score, you should see a steady improvement in your results.

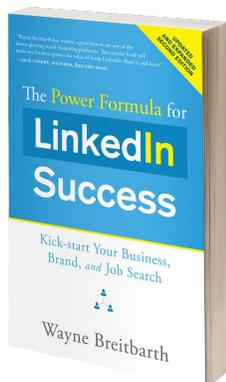
To learn more easy ways to boost your score and improve your bottom-line results with LinkedIn, visit my website at www.powerformula.net/free and download FREE resources.

Wayne C. Breitbarth

Author of *The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search*
wayne@powerformula.net

Connect with me online!

 powerformula.net  /WayneBreitbarth  @WayneBreitbarth  /powerformula  /WayneBreitbarth



Did you enjoy this free resource? Some of the other resources I provide are:

- Customized corporate training classes and LinkedIn strategy consulting
- Keynote and workshop presentations for conventions and association meetings
- Daily tips on Twitter @WayneBreitbarth
- Free weekly LinkedIn tips (sign up at www.powerformula.net)
- *The Power Formula for LinkedIn Success* (order now at amazon.com)
- *Explode Your Revenues Using LinkedIn* online training course. Details at powerformula.net/explode.