

# Build a Robust LinkedIn Profile

To Book more Meetings and Create More Sales Opportunities

## 1 Personalize Your LinkedIn URL

Promote your public profile and allow others to easily identify you in search results by [customizing your public profile URI](#)

## 2 Customize Your Background Image

Change your background picture to be “work/career” focused or relating to a passion or personal interest. [Learn how here.](#)

## 3 Make Your Headline More Human

Your headline is the first thing most people will see about you. Does your headline scream sales rep? If so, you should change it to something more personal that draws people to you. [Read here for ways to create your headline.](#)

## 4 Your About Section

Think of your About section as if someone said, “Tell me about yourself.” You wouldn't tell them your resume. Nope. Most likely, you would share with them about your journey and how you navigated your career. Writing the About section like a story is more engaging and leads to more engagement. [See an example here.](#)

## 5 Featured Section

As you post content, use “Add A Section” to add this to your profile page. Add your most important posts and content here so that viewers can easily access this content. \*Tip: videos and short “snackable” content is best for initial engagement and sharing. Featured Section FAQs

**BEST PRACTICE:** Record on your phone, Teams or Zoom a 45-second video of who you are, what you do and the value you bring to those you are trying to reach. Post it on LinkedIn and then add it to your Featured Section. This allows viewers to “break the text barrier,” hear your voice and see your facial expressions. [Learn more here.](#)

## 5 Activity Section

Be active on LinkedIn! Read, like and comment on posts from your company, industry experts, thought leaders and post thought-provoking and rich content about your customers’ and prospects’ business challenges. Follow industry and business experts. Engage by connecting and engaging. The activity section shows your LI activity within the past 90 days and viewers of your profile know if you have been invested and active or not. [Learn how to add a social engagement cadence to your sales playbook.](#)