

# LinkedIn - Trusted Resource Profile Checklist

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This checklist will help you present your value to your target audience.

- Engaging Headline - how can you help?
- Compelling Background Photo
- Robust About Section
  - Opening line - your differentiator
  - Clear, concise ways you can be a trusted resource who helps
  - How your company can help
  - Client testimonial
  - Call to action - why and how they can reach you
- Featured items - Media about you and your product
  - Website
  - Images
  - FAQs
  - Video
- Recommendations
  - From clients
- Honors and Awards
  - Both you and your company