To be successful in social selling, your LinkedIn profile shouldn’t be about you and your achievements. It should be about your buyer’s achievements and how you enabled them. Here’s how to optimize your page for prospects, not recruiters.

### MEASUREMENTS

**When you post a status update:**
- Like and comment on the published statuses of prospects and influencers.
- Add relevant hashtags.
- Ask questions to encourage engagement.

**When you create a post:**
- Share a post that is relevant to your target audience.
- Use a clear and engaging headline.
- Include a call-to-action.

**When you comment and share:**
- Engage with other professionals in your industry.
- Share content that is valuable to your audience.

**When you reach out:**
- Customize your message for each prospect.
- Use LinkedIn’s InMail feature to reach out professionally.

### PICTURE

- Upload a professional headshot.
- Use a profile picture that is clear and reflects your professional image.
- Keep your profile picture up to date.

### LINKEDIN URL

- Customize your LinkedIn URL to reflect your professional brand.
- Use your personal website or blog URL in your profile.

### BIOGRAPHY

- Be concise and relevant to your professional identity.
- Highlight your accomplishments and expertise.
- Use keywords that are relevant to your industry.

### CONTACT INFO

- Include your email address and phone number.
- Add links to your website and blog.
- Use a professional email address.

### EXPERIENCE

- Include bullet points for each role.
- Use action verbs and quantify your achievements.
- Highlight your most significant accomplishments.

### GROUPS

- Join groups related to your industry.
- Participate in group discussions.
- Share relevant content in your group.

### MEMBERS AND FOLLOWERS

- Connect with people in your industry.
- Follow influencers in your field.
- Share content that will interest others in your network.

### PUBLICATIONS

- List any articles you’ve written.
- Include links to your blog posts.

### EDUCATION

- Include your degree and alma mater.
- List any relevant online courses.
- Highlight any certifications.

###REFERENCES

- Include testimonials from satisfied clients.
- Use clear and concise language.
- Highlight the impact of your work.

### JOIN LINKEDIN TODAY!

- Learn how manufacturers can benefit from strategic outsourcing.

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**SUMMARY:**

I help B2B companies save money through outsourcing solutions. My passion is helping business leaders adopt strategic outsourcing to make their businesses and workforces healthier and more productive. As a business development representative at Outsource Co., I consulted with clients to help them save money through outsourcing. I helped them identify outsourcing opportunities and helped them select the best partners. I also helped clients analyze their current operations and make sure to personalize the InMail. It’s okay to request a connection with someone you’ve never met, but just be sure to make it easy for prospects to get in touch.

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**QUALITY**

*Take a hard approach that’s inclusive of a major consuming minority. It brings in new business opportunities, it’s clear and easy to understand.

For more tips and advice on social selling, subscribe to HubSpot’s sales blog.

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