

The LinkedIn Impact Checklist:

45 Questions to Sharpen Your Personal Brand

Your LinkedIn profile is often your digital first impression. Use this checklist to evaluate whether it tells the right story, highlights your value, and positions you as someone clients want to work with.

Visual Branding

- ☐ Do you have a **banner image** with a clear impact statement or company branding?
- ☐ Is your **profile photo** professional, friendly, well-lit, and free of distractions?
- ☐ Have you included **pronouns** to demonstrate inclusivity?

Headline & Featured Content

- ☐ Does your **headline** go beyond your title to explain how you help clients?
- ☐ Does it highlight your expertise (e.g., collaboration, strategy, innovation)?
- ☐ Is your **Featured section** turned on with 3+ posts, articles, or insights that demonstrate thought leadership?
- ☐ Do you have a featured content strategy for regular articles that would matter to your clients or prospects?

Posting Activity & Engagement

- ☐ Are you posting, commenting, or engaging at least a few times each week?
- ☐ Do you dedicate 10 minutes a day to connecting with prospects and clients?

About Section

- ☐ Is it written in **first person** and two hundred–three hundred words long?
- ☐ Is it **customer-facing**, explaining how you help clients and the impact you deliver?

Does it include:

- ☐ How you help companies like your prospects.
- ☐ Quantifiable impact examples.
- ☐ How you collaborate and work with clients.
- ☐ An individualized touch (hobbies, interests).
- ☐ Contact information and invitation to connect.
- ☐ Is it free of jargon, “fluffy” adjectives, and unnecessary emojis?
- ☐ Does it sound authentic when read aloud (the “Bathroom Mirror Test”)?

Experience & Achievements

Does each role include:

- ☐ Clear title and responsibilities.
- ☐ 2–3 key outcomes or measurable impacts.
- ☐ Short, concise descriptions (not a resume dump)?
- ☐ Have you included relevant projects, honors, or awards?
- ☐ If you had a career break, did you explain it thoughtfully?

Education, Licenses & Certifications

- ☐ Is your **Education section** clear, with activities or societies that show shared interests?
- ☐ Is your **Licenses & Certifications section** updated, ideally connected to **Credly**?
- ☐ Are badges added to your profile (not shared as individual posts)?

Skills & Endorsements

- ☐ Are only **relevant, current skills** listed (no outdated basics)?
- ☐ Are your **top two skills** pinned at the top?
- ☐ Do you have endorsements that validate your expertise?
- ☐ Have you added courses or training that amplify your credibility?

Recommendations

- ☐ Do you have **current recommendations**—both received and given?
- ☐ Have you written at least **5 recommendations this year** to show generosity?
- ☐ Do you have a plan to **request recommendations** from colleagues and clients?

Additional Sections

- ☐ Have you turned on **Volunteering, Languages, Publications, Patents, or Causes** if applicable?
- ☐ Do these sections reinforce your professional brand and human side?

Networking & Refinement

- ☐ Are you following key clients, companies, and thought leaders?
- ☐ Do you regularly block time to connect and build relationships with prospects?
- ☐ Have you asked colleagues or mentors for feedback on your profile?
- ☐ Do you refine your profile over time, borrowing best practices from profiles you admire?

Final Reminder

LinkedIn is **not your resume**. It's your professional story—showing the impact you've made on others, the value you deliver, and why people should want to collaborate with you.