



# LinkedIn starter guide

## Step 1

### Improve your profile

Use a headshot that clearly shows your face. Use the same headshot **everywhere**.

Add a profile banner that's 1584×396 pixels – keep this on brand to match the look and feel of your website.

Limit your headline to 10–15 words and use keywords in your headline that match featured items in your Skills section.

Ask for endorsements and recommendations. Reuse the latter on your website and other marketing materials.

Start the Summary section with a clear problem statement. What problems do you fix and who do you help?

Write the Summary section focused on 'you' (i.e. the reader). Remove yourself from the story and don't write in 3rd person.

Include 1 contact method in the first couple of lines of the Summary section. Include other contact details at the end.

Use ALL CAPS for subheadings in your Summary. Use emojis as bullet list markers.

Avoid walls of text. Use 2–3 sentences per paragraph. Be less boring than these instructions. Put a smile in your writing.

End with a clear call to action. What's the ideal next step?

Customise your profile URL and add it to your email signature.



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## Step 2

### Build your presence (inbound)

Post at least 3 times per week in the main Home feed. LinkedIn posts can be up to 1300 characters; comments up to 1750 characters. Keep the content relevant and helpful.

Text-only posts and image posts (use 1024×576 pixels) work well. If you're brave, record and share video (a smartphone is all you need).

Make posts at least 3 lines long, to trigger the inclusion of a 'see more' link. When people click this, it sends a positive signal to the LinkedIn algorithm.

Do not add hyperlinks directly to your posts. The LinkedIn algorithm hates this. My guide on how to post links offers a good workaround (see step 4 for resources).

Like and comment promptly on all comments you receive. Comment on others' posts as much as you can – it's not all about you. Don't be salesy. Be kind and patient.

Encourage discussion. Comments are the gold standard of engagement on LinkedIn. Ask earnest questions.

Tag people if relevant. To tag someone in a post, type the @ symbol then their first name, then pick from the list of options. If the list doesn't appear, type a comma after the first name.

Republish blog posts (or write new content) as LinkedIn articles. Your latest article is displayed on your profile page.



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## Step 3

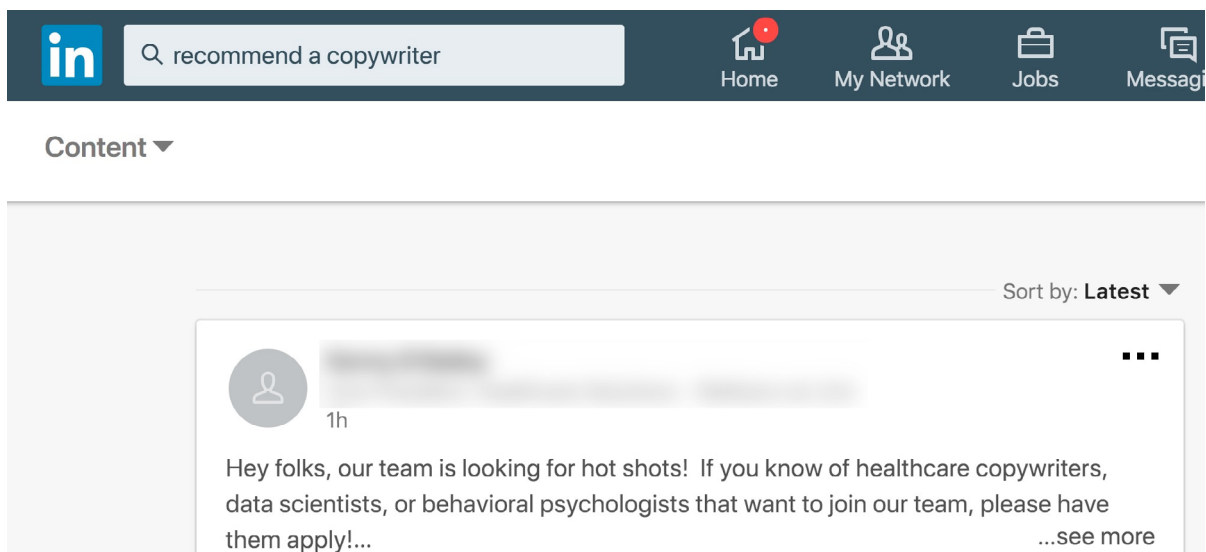
### Look for work (outbound)

Search LinkedIn for phrases such as:

**looking for a X**  
**recommend a X**

Replace X with your type of service. (Mmm ... algebra.)

Filter the results by the **Content** tab, then sort by **Latest**.



Search for decision-makers (e.g. project managers or commissioning editors) at organisations you want to work with.

Don't rush to connect. Follow them and then like, comment on and share their posts.

When you're ready, send a personalised invitation that references some common ground. Don't be a Pushy Pete.



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Step 4

Learn more

You can find all of my best free LinkedIn advice here:

[espirian.co.uk/linkedin](https://www.espirian.co.uk/linkedin)

If you have any LinkedIn questions or need dedicated 1-to-1 support, drop me a line at [support@espirian.co.uk](mailto:support@espirian.co.uk)

