

7-day LinkedIn Rebuild Challenge

Add a **professional-grade** headshot that conveys **approachability** and **energy**. The photo should take up 70%–80% of the space. Take the photo in a natural or urban setting that's blurred as a background. This adds visual interest without taking away from the most important subject (you!).

1

Create a headline that's **attention grabbing**. Replace your job title (the default), which doesn't distinguish you, with a title and phrases that **convey your unique promise of value**. Use up to 220 characters to **project energy and authority**, and be sure to include **relevant keywords**.

2

Make it easy for your connections to find and learn about you. **List all points of contact**, including email, website, and social media. Replace the default LinkedIn URL with a vanity URL (linkedin.com/in/yourname). If your name is common, try different arrangements of your first, last, and middle names (like an email address).

3

Write an "About" (summary) section. **Weave a story** that includes the key categories of **differentiation: purpose, accomplishments, values, superpowers, measurable impact, awards, and something personal**. Write short paragraphs for easy reading. End with a list of your **core competencies**. **Be human!**

4

Update your list of skills, and ask your connections to verify (click on) the ones that are most relevant. Move the most important 3 to the top. **Include all technical skills, hard skills, and soft skills**, and be sure to **update with new and relevant skills** based on job descriptions and terms your target industry is using.

5

Get social proof for what you've said in the headline and "About" section by asking for **recommendations**. Cast a wide net, since there's a chance that not everyone will accommodate (don't worry...it's not you!). **Ask for ~10 recs/year**. Make it easy for your connections by **providing examples of your projects and contributions**.

6

Complete all relevant sections, including **professional experience, education, certification, recent volunteer work** (back ~5 years), **military commendations, volunteer service awards, and professional awards**. Add **speaking roles and publications** to the "Featured" and other appropriate sections.

7