LλyΥ̨ŜŘIyῨŏfI·λῨă ŭ2 ōŜ áŭKŜ ø2ℕfŘ℅ă fI·ℕ∃Ŝăŭ LJℕ2ŦŜăăλ2yΥ̨·f yŜŭø2ℕΥ̨
øλŭK ннр Ῠλffλ2yῨŜῨōŜℕă λyῨ2ØŜℕ нлл Ŏ2dzyŭℕλŜă I·yŘ ŭŜℕℕλŭ2ℕλŜă
I·ℕ2dzyŘ ŭKŜ ∃f2ōŜΦε ¢KŜλℕ Ῠλăăλ2yῨλă ŭ2 áŎ2yῨŜŎŭ ŭKŜ ø2ℕfŘ℅ă
LJℕ2ŦŜăăλ2yΥ̨·fă ŭ2 ῨI·Υ̨Ŝ ŭKŜῨ Ῠ2ℕŜ LJℕ2ŘdzŎəØŜ I·yŘ ădzŎŎŜăăŦdzfΦ
² KŜyῨè2dz ƻ2λyῨLλyΥ̨ŜŘIyΣ è2dz ∃Ŝŭ I·ŎŎŜăă ŭ2 LJŜ2LJfŜΣ ƻ2ōăΣ yŜøăΣ
dzLJŘI·ŭŜăΣ I·yŘ λyãλ∃Kŭă ŭKI·ŭ KŜfLJ è2dz ōŜ ∃ℕŜI·ŭ I·ŭ øKI·ŭ è2dz Ř2Φε

LλyΥ̨ŜŘIyῨŏfI·λῨă ŭKI·ŭ LJℕ2ŬfŜă ŭKI·ŭ I·ℕŜ млƒ̂ ƻ Ŏ2ῨLJfŜŭŜ I·ℕŜ плÈ Ῠ2ℕŜ
fλΥ̨Ŝfè ŭ2 ℕŜŎŜλØŜ 2LJLJ2ℕŭdzyΥ̨λəŜă ŭKℕ2dz∃K LλyΥ̨ŜŘIyΦ ¸2dz KI·ØŜ Ῠ2ℕŜ
ăLJI·ŎŜ KŜℕŜ ŭKI·y̆2y̆I· ℕŜădzῨŜ ă2 Ř2yΦŭ Ŧ2ℕ∃Ŝŭ ădzῨῨŜℕ ƻ2ōăΣ LJI·λŘ
I·yŘ dzyΥ̨LJI·λŘ λyŭŜℕyãKλLJă I·ă øŜff I·ă Ø2fdzyŭŜŜℕ I·yŘ fŜI·ŘŜℕăKλLJ ℕ2fŜăΦ

1. Write an informa t ve profile headlineΦ ¸2dzℕ KŜI·ŘfλyŜ λă I· ăK2ℕŭΣ ῨŜῨ2ℕI·ōfŜ LJℕ2ŦŜăăλ2yΥ̨·f ăf2∃I·yΦ F2ℕ ŜÈI·ῨLJfŜΣ áH2y̆2ℕă ăŭdzŘŜyŭ ăŜŜΥ̨λy∃ ῨI·ℕΥ̨Ŝəy∃ LJ2ăλə2yΦε CKŜŎΥ̨ 2dzŭ ŭKŜ LJℕ2ŬfŜă 2Ŧ ăŭdzŘŜyŭă I·yŘ ℕŜŎŜyŭ I·fdzῨyλ è2dz I·ŘῨλℕŜ Ŧ2ℕ λŘŜI·ăΦ
2. Pick an appropriate photo

3. Be responsive⦿ wŜLJƭè ø⦿ƙŰƙƴ˙I· ƭŜø ŘI·ëă ű2 Ŏ2ƴƴŜŎə2ƴ˙ ⦿ŜIjdzŜăŭăΣ LJŜ⦿ă2ƴI·ƭ Y˙Ŝăă I·ƎŜăΣ 2⦿ Ŏ2Y˙Y˙Ŝƴűă 2ƴ˙Ǝ⦿2dzLJ ŘƙăŎdzăăƙ2ƴã ë2dz LJ2ăűΦ {ű I·ë 2ƴ˙ű2LJ 2ƭ ë2dz⦿ Lƙƴ˙ǀŜŘIƴ˙ƙƴō2ÈH ¢Kƙă øƙƭƭ ǀŜŜLJ ë2dz ű2LJ-2ƭ-Y˙ƙƴŘ øƙŰK LJŜ2LJƭŜ I·ƴŘ 2LJLJ2⦿ŭdzƴƙəŜăΦ
4. Research before reaching outΦ wŜØƙŜø I· LJŜ⦿ă2ƴΩă LJ⦿2ŬƭŜ ōŜƭ2⦿Ŝ Ŏ2ƴűI·Ŏəƴ Ǝ KƙY˙KŜ⦿ 2ƴ˙Lƙƴ˙ǀŜŘIƴΦ ¸2dzΩƭƭ Y˙I·ǀŜ I· ăŭ⦿2ƴƎŜ⦿ Ŏ2ƴƴŜŎə2ƴ˙ōë KƙƎKƭƙƎKəƴƎ ŰKƙƴƎă ë2dz KI·ØŜ ƙƴ˙ŎŎ2Y˙Y˙2ƴ˙2⦿ ăLJŜŎƙŬŎ I·ăLJŜŎűă 2ƭ KƙăkKŜ⦿ ŜÈLJŜ⦿ƙŜƴŎŜ ë2dz ø⦿I·ƴűŰ2 ŘƙăŎdzăăΦ
5. Be targeted and personalizedΦ {ű I·ë I·ø⦿I·ë ƭ⦿2Y˙ ăŭdzũ ƭƙǀŜΣ ćHƙ ŜØŜ⦿ë2ƴŜ ς IΩY˙ ă2⦿⦿ë ƭ2⦿ ŰKŜ Y˙I·ăă Y˙Ŝăă I·ƎŜHé ¸2dz⦿ Ŏ2ƴƴŜŎə2ƴã I·⦿Ŝ Y˙2⦿Ŝ ƭƙǀŜƭë ŭ2 ⦿ŜăLJ2ƴŘ ŭ2 LJŜ⦿ă2ƴI·ƭƙÎŜŘ Y˙Ŝăă I·ƎŜăΦ I ƭ ë2dz Ř2 ø⦿I·ƴŭ ŭ2 I·ƴƴ2dzƴŎŜ ă2Y˙ŜŰKƙƴƎ ƙƴ˙I· Y˙I·ăă ø⦿I·ëΣ dzăŜ I· ăŭ⦿I·ŭdză dzLJŘI·ŭŜ ƙƴãŭŜ⦿I·ŘΦ
6. Be careful with introduc t onsΦ I ƭ ë2dzΩ⦿Ŝ I·ăǀŜŘ ƭ2⦿ I·ƴ˙ ƙƴŭ⦿2ŘdzŎə2ƴ˙ŭ2 ă2Y˙Ŝ2ƴŜ ƙƴ˙ë2dz⦿ ƴŜŭø2⦿ǀΣ ⦿ŜY˙ŜY˙ōŜ⦿ ŭKI·ŭ ë2dz⦿ ⦿ŜLJdzŭI·ə2ƴ˙ƙă 2ƴ˙ŭKŜ ƭƙƴŜΦ ¦ƴƭŜăă ë2dz Ω⦿Ŝ Ŏ2ƴŬŘŜƴŭ ƙƴ˙ ⦿ŜŎ2Y˙Y˙ŜƴŘƙƴƎ ă2Y˙Ŝ2ƴŜ 2⦿ ë2dz ǀƴ2ø ŭKŜ Ŏ2ƴƴŜŎə2ƴ˙ øŜƭƭΣ ƙŭΩă 2ǀI·ë ŭ2 LJ2ƭ⦿ŭŜƭë ⦿ŜƭdzăŜΦ
7. Keep it short and sweetΦ Iƴ˙ŭ2ŘI·ëΩă ōdzăë ø2⦿ƭŘΣ ƴ2 2ƴŜ øI·ƴŭă ŭ2 ⦿ŜI·Ř f2ƴƎΣ ŘŜƴãŜ LJI·⦿I·Ǝ⦿I·LJKă 2ƴ˙ŭKŜƙ⦿ Ŏ2Y˙LJdzŭŜ⦿ 2⦿ ăY˙I·⦿ŭLJK2ƴŜΦ KŜŜLJ ë2dz⦿ LJ⦿2ŬƭŜ ădzY˙Y˙I·⦿ëΣ Y˙Ŝăă I·ƎŜăΣ Ǝ⦿2dzLJ ŘƙăŎdzăăƙ2ƴ˙LJ2ăəƴƎăΣ I·ƴŘ ⦿ŜŎ2Y˙Y˙ŜƴŘI·ə2ƴã ŎƭŜI·⦿ I·ƴŘ ŭ2 ŭKŜ LJ2ƙƴŭΦ
8. ProofreadΦ wŜY˙ŜY˙ōŜ⦿ ŭKI·ŭ ŜØŜ⦿ëŭKƙƴƎ ë2dz LJ2ăŭ 2ƴ˙Lƙƴ˙ǀŜŘIƴ˙ Ŏ2dzƭŘ ōŜ ăŜŜƴ˙ōë I· øƙŘŜ I·dzŘƙŜƴŎŜ óŜØŜƴ˙LJ⦿ƙØI·ŭŜ Y˙Ŝăă I·ƎŜă Ŏ2dzƭŘ ōŜ ƭ2⦿øI·⦿ŘŜŘ 2⦿ ăI·ØŜŘúΦ wŜLJ⦿ŜăŜƴŭ ë2dz⦿ăŜƭƭ øŜƭƭ ōë Ř2dzōƭŜ-ŎKŜŎǀƙƴƎ ăLJŜƭƭƙƴƎΣ Ǝ⦿I·Y˙Y˙I·⦿Σ ăŭëƭŜΣ I·ƴŘ ŭ2ƴŜΦ
9.