

## Questions to Help You Craft a Better Profile

LinkedIn is all about connecting, but before we connect, we look for what we have in common. That's the key to putting together a profile that jump-starts conversation. Think of your profile as a way to promote your brand; your digital profile, a fixed point on the web to promote your skills, your knowledge and your experience. In order to help you create your profile, you need to understand the direction you want to go.

1. What is your LI profile URL?
  
2. When was the last time you updated your LinkedIn profile?
  
3. Are all your recent jobs accounted for on your current profile?
  - a. If not, how many need to be added still?
  
4. Do you have any unique situations (IE: medical leave, travel, sabbatical, family care, etc.)?
  
5. Have you been working contractually, freelance or part time? Present or past? Please list details.
  
6. What are key transferrable skills required in the jobs you are saving that you already possess?
  
7. What are the job titles you are targeting for your next role?
  
8. What relevant major certifications to you have? Also, are they still current?

9. What schools or universities did you attend?
  
10. Are you involved in any professional organizations?
  
11. Do you have any links you can add below of jobs you have saved, that you know you are perfect for? If not yet, then please look into them prior to us meeting.
  
12. Are you in any professional groups? (Yes / No)
  
13. If you are in groups, please list some of them.
  
14. Are you more of a silent watcher (meaning you don't comment or engage) in the groups? (Yes / No)
  
15. Are you active (do you comment or share links/articles etc) in those groups consistently?