

TASKS: DAY 1

TASK 1.1: JOIN LINKEDIN

1. Go to www.linkedin.com and enter your name and email to sign up.
2. Choose a password and confirm your membership by clicking in the confirmation email LinkedIn will send.
3. Look at your blank **Profile**, and see the edit links that let you change and update information in each section. (Today you'll just add your photo and headline.)

TASK 1.2: SET UP YOUR PROFILE

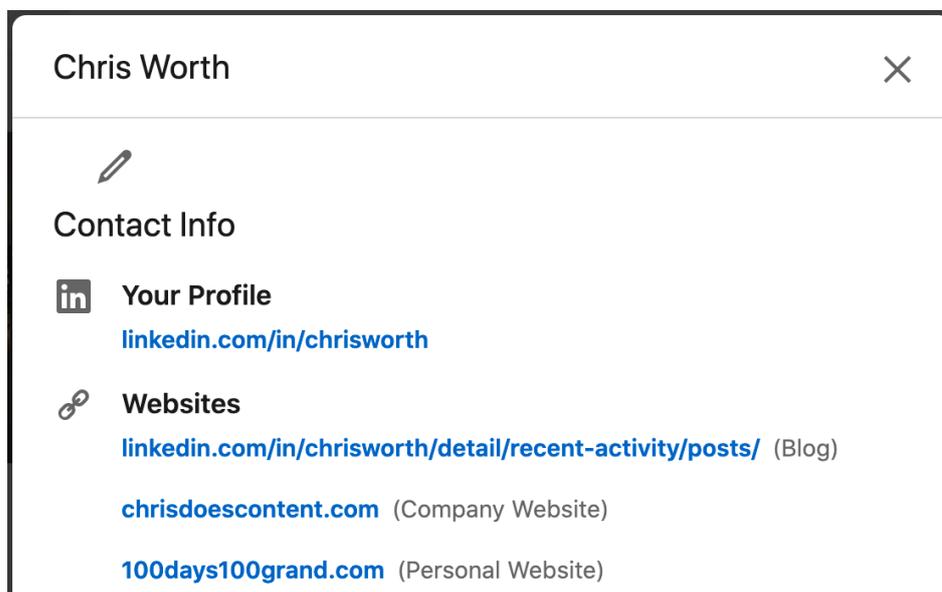


Figure 15: LinkedIn contact and personal info

4. Go to the **Contact Info** section first. Add as many details as you can, including business address if you're a local business and any links you want to include to services like **WhatsApp** (whatsapp.com) or your personal and business websites.

TASK 1.3: EDIT YOUR INTRO

Next you'll set up the basics of your **Intro**: the part that includes your photo and sales headline. Let's do your photo first.

TASK 1.3.1: Add your Profile photo

1. Click the pencil icon in the first section to edit your Intro.
2. Choose or take a photo of yourself. Try to give the photo story appeal. If you're a jetsetter, try a plane overhead; in finance, a cityscape. If you're white collar, be suited; if you're an engineer, try workwear with a great machine at your back. If

people can get a sense of what kind of person you are without reading a word of your Profile, it's ideal.

3. Upload the photo to your Profile. The ideal size is 500 x 500px; LinkedIn will help you resize or crop it. Save it.

TASK 1.3.2: Add your current position

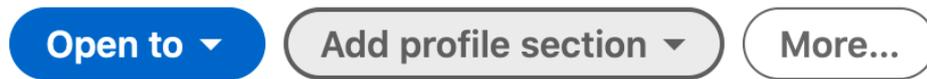


Figure 16: LinkedIn add profile section

1. Hit **Add profile section** and go to *Work Experience* in **Background**. It'll ask you to add a new position.
2. Complete **Title** (*Sales expert, Software developer*) **Company** (the name of your freelance business) and **Location** (your city and country).
3. Choose a job title that makes instant sense to anyone reading it, not *Director* or *Consultant*. One adjective and one noun works: *Architectural designer, Car mechanic, Swedish chef*.
4. Add the date you started your business, and check *I currently work here*.
5. For now, write one simple paragraph as your **Description**. You'll go deeper into this later, but three sentences on what you do, who you do it for, and what results you get for your customers are ideal. (This isn't your Intro; you'll complete that after defining your offer in **Part 2**.) Save it.

TASK 1.4: CREATE YOUR VANITY URL

LinkedIn lets you create a personalised web address so people can find you easily. To reach it, click **Edit public profile & URL**.

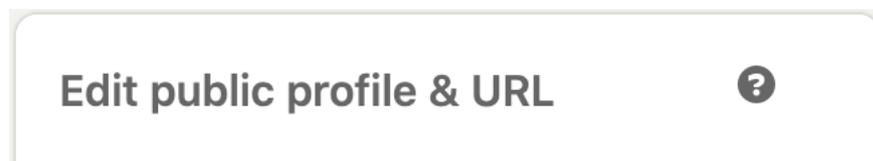


Figure 17: LinkedIn edit public profile

1. You'll see your existing URL, looking something like **linkedin.com/in/firstnamelastname**. If it's not the name you go by, click the pencil icon to edit it.
2. Try to get a URL as close as possible to the firstname and lastname you go by. If you have a common name, this will be harder, in which case keep it as short as you can.