

PLAYER MAP

Tips on optimizing your LinkedIn profile for maximum impact with Players

- ✓ **Profile** your picture, View Profile, check pencils to edit
- ✓ **Picture** use a professional picture that clearly shows you
- ✓ **Visibility** settings, Privacy & Security, Visibility, Profile view
- ✓ **Headline** state how you can help people in short sentence
- ✓ **Contact** note your e-mail, phone & your company website
- ✓ **About** summarize how you can help and use SEO keywords
- ✓ **Connect** always personalize your LinkedIn Connect request

Check your  score: <https://www.linkedin.com/sales/ssi>

If questions, ping us at pmx@playermap.com or 1.414.921.2550