

# JAKE DUNLAP'S LINKEDIN CHECK LIST



## **REPOSITION YOUR SUMMARY SECTION**

This is where you need to reposition yourself away from “who you are” and make it about your role in being a part of the future.



## **INCLUDE MEDIA**

Make your profile a resource – post relateable content that will resonate with your buyers and prospects alike.



## **HIGHLIGHT YOUR ROLE EXPERIENCE**

Highlight what your buyer's care about – how you've worked with them, who exactly you've worked with, and your expertise.



## **ENGAGE WITH YOUR TOP PROSPECTS**

Create buyer affinity through interacting with their content with NO ask for at least the first month.



## **POST EXPERT AND ORIGINAL CONTENT**

Post industry insights and recaps of conversations you've had – rather than resharing articles with no original thoughts.

**CONNECT WITH JAKE**  
TO GET MORE LINKEDIN TIPS AND TRICKS

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