in LinkedIn Launchpad checklist

BRAND LIKE a girl

Designed For: Founders, Leaders, Young Professionals | Designed By: Raya Drenski I Founder I Brand Like A Girl | Date: Oct. 2026

This checklist works best in this order: 1. Clarity → 2. Credibility → 3. Connection → 4. Consistency
You are looking into version 1.0 This is a working document. I refine it every year — just like you should with your personal brand.

✶ If someone reads only this section, would they know why they should trust you, remember you, or contact you?

Profile Picture
+ background banner image

- Choose a recent and updated photo
- Wear formal/business casual attire
- Have eye contact with the camera
- Use strong lighting
- Three-quarters of the picture is of you (head and shoulders)
- Choose a clean and neat background
- Color photography (not black and white)

- Give a sense of your personality
- Convey approachability and professionalism
- Reflect your (desired) career and industry
- Keep it simple and authentic

- Don't forget to use the **background image** to communicate a *call-to-action* to your target audience

Tagline

- Your LinkedIn tagline should be grabbing your prospects' attention
- Choose wisely a catchy but meaningful quote or keywords or job positions
- Try out the formula: I [*strategic action*] + [*desirable outcome*] for [*clear audience*] who are ready to [*transformation*].

example: I craft impactful personal brands for women ready to step into the spotlight.

Featured posts

- Use the **featured posts** to add more relevant information about yourself that is recent, exciting and engaging
- Showcase your personality
- Include and express your values
- Use it as a "News" section
- Highlight your current main focus
- Update or change these posts regularly

Relationships

- If someone comments on your content, make sure you at least reply

You can:
- Thank them for their support
- Ask what they enjoyed the most from your post
- Ask for their own experience

Description
what you offer to your ideal customer persona

- *What your LinkedIn profile summary is communicating to your target audience? Does it inspire trust? Authority? Shows off your human side so that you stand out in your niche?*

focus on the reader

- Consider your context, past experience, work results, personal values, and overall background. This not only helps build your brand online but also makes you relatable and shows your results.
- Answer who you are, what sets you apart, and what you're looking for from the reader
- Start with a hook
- State your unique selling proposition
- Mention work results, numbers and data
- Do not forget a call to action
- Use whitespace to improve readability
- Keep it under 2,000 characters

Hashtags

- Use meaningful emojis
- Select 2-3 hashtags which represent your values, key interests or goals and consistently finish your posts with them
- include relevant SEO keywords

Work Experience

- Note your key strengths and relevant work tasks
- Summarize your experience with results and accomplishments
- Highlight academic or personal projects relevant to your desired industry
- Include internships, volunteer work or any recognitions or awards

Recommendations

- Choose individuals who know your work well and can speak to your abilities, such as former bosses, colleagues, professors, or clients
- Send a personalized message to each potential recommender, suggesting a few skills or achievements you'd like them to highlight
- Offer to reciprocate, If appropriate

How to network

It's important to have something in common with someone when using LinkedIn to network

- When sending a connection request, make sure you always include a personalized note
- Import LinkedIn contacts from your address book, phone contacts, and more
- Filter your LinkedIn search results to connect with even more specific people
- Use advanced LinkedIn search filters to narrow down your search results even more
- Go to "My Network" and scroll down until you see the "people you may know" section
- Enter keywords related to your niche in the LinkedIn search tab and switch the filter to 'Events'
- Network with the people organizing the event, and the attendees, or share your thoughts during the live event and people will want to connect with you
- Type in keywords related to your industry and you'll find loads of LinkedIn groups to choose from

How to create content

- Consider some of the pain points your prospects go through
- Ideally, post regularly (at least twice a week). Tell stories, ask questions, create polls
- Tag people in your LinkedIn posts so that you're directing your audience to their profiles and vice versa
- Share posts of other people's content
- Don't be afraid to try different content formats, such as articles, videos, or carousel posts, to see what resonates most with your audience
- Use LinkedIn analytics to track the performance of your posts. Analyze what works and adjust your content strategy accordingly

✶ This checklist is for people who want intentional visibility. Not for those looking for shortcuts, viral hacks, or overnight growth.