

Your LinkedIn Profile Done Right

Your LinkedIn profile is **your personal brand's billboard**. Let's make sure it looks professional, polished, and ready to impress clients. Follow these steps to **represent yourself—and Madivio—with confidence**.

Step 1: Uploading and Cropping the Company Banner

Your **banner** sets the stage for your profile. Here's how to upload it perfectly:

1 Download the Official Banner

 [Download Banner] (*Button placeholder for website*)

- Save it to your desktop or a folder for easy access.

2 Upload and Crop the Banner

- Go to **your LinkedIn profile** and click the **pencil icon** in the banner section.
- Select **Upload Photo** and choose the **company banner** you just downloaded.
- Adjust the image:
 - ✓ **Reposition** by clicking and dragging to ensure key elements (logo, tagline) are visible.
 - ✓ **Balance the layout** so nothing important is cut off.

3 Preview and Save

- Check how the banner looks on **desktop & mobile** (LinkedIn's layout shifts slightly between devices).
- **Save** when everything looks sharp and aligned.

 **Expert Tip:** Test the banner in **LinkedIn's dark mode** to ensure all text and graphics remain visible.

Step 2: Cleaning Up Your Profile Photo

Your **profile photo** is your **digital handshake**. Follow these insider tips to make a great first impression:

1 Lighting is Key

- Natural light works best. Stand near a window for soft, even lighting.
- Avoid harsh shadows or overexposed spots.

2 Framing & Focus

- Use a **head-and-shoulders shot**.
- Keep **your face centered** and maintain **eye contact** with the camera.

3 Background Matters

- Keep it **simple & neutral** (solid wall or softly blurred background).
- Avoid cluttered or distracting settings.

4 DIY Editing Tools

- Use **Canva** to adjust brightness and contrast.
- Try **Remove.bg** to swap out a busy background.

 **Expert Tip:** Avoid over-editing. **Subtle touch-ups** are fine, but an *overly airbrushed look* can make you seem less authentic.

Step 3: Connecting Your Profile to Madivio's Company Page

Linking your profile to **Madivio** ensures professionalism and **makes it easy for clients to find the right company**.

1 Update Your Experience Section

- Scroll to your **Experience** section.
- Click + **Add Experience** or edit an existing job entry.

2 Link to Madivio

- Start typing **Madivio** in the **Company Name** field.
- Select **Madivio** from the dropdown menu. (*Look for the stars & purple branding!*)

3 Add Specific Details

- **Job Title:** Use your official title.
- **Description:** Highlight how you help clients with **customized insurance solutions**.
- **SEO Tip:** Use keywords like *health insurance, family protection, Medicare services* to increase profile visibility.

4 Save & Verify

- **Save your changes** and confirm your profile now **links to Madivio's official page**.

 **Expert Tip:** In your job description, use **action verbs** and include **specific results**. This isn't just about your role—it's about the **value you bring to clients**.

Step 4: Engaging with Madivio's Brand & Supporting Your Team

Being **active on LinkedIn** boosts your visibility and **builds your personal brand**. Here's how to stay engaged:

1 Engage with Company Posts

- **Like, comment, and share** Madivio's posts to show support.
- A thoughtful **comment** (instead of just liking) can **increase visibility**.
- **Example:** Instead of "Great post!", say "*This is a smart approach to insurance—especially for families looking for better options!*"

2 Engage with Your Team

- Support colleagues by **liking & commenting** on their posts.
- Congratulate them on achievements or **add insights** to their discussions.

 **Expert Tip:** Join **LinkedIn engagement pods**—groups of professionals who support each other's content by commenting and sharing. This boosts **post reach & engagement**. (*Just make sure it's authentic!*)

Why Perfect Profiles Matter

Your **LinkedIn profile** is more than just a resume—it's your **digital storefront**. A **polished** profile:

- ★ Builds **instant credibility** with clients.
- ★ **Strengthens** Madivio's brand presence.
- ★ Helps you **attract more leads & partnerships**.

 **Ready to elevate your LinkedIn presence?** Follow these steps and start engaging today!