A FREE GIFT FROM MARY WU · THE LINKED INFORMER

The Profile Polish Scorecard

Grab your phone, pull up your profile, and check every box that's true. Add up your points and see where you land — it takes about 10 minutes.

1 · Profile Photo _____ / 10

- ☐ It's recent and looks like you TODAY — **4 pts**
- ☐ Your face fills most of the frame with good lighting — **3 pts**
- ☐ You look approachable — no sunglasses, no cropped-out wedding guest — **3 pts**

2 · Banner _____ / 10

- ☐ It's custom, not the default blue-gray — **3 pts**
- ☐ It says what you do or who you help — **3 pts**
- ☐ Nothing important is hidden behind your profile photo — on desktop OR mobile — **2 pts**
- ☐ It's easy to read on your phone — a few words, big enough text — **2 pts**

Quick check: pull up your profile on your phone. Can you read your banner in 3 seconds without squinting? Then you get the points!

3 · Headline _____ / 15

- ☐ It says who you help and how, not just your job title — **6 pts**
- ☐ It uses words your ideal clients would actually search — **5 pts**
- ☐ It has a little personality — **4 pts**

4 · About Section _____ / 15

- ☐ The first 2–3 lines hook people before "see more" — **4 pts**
- ☐ It's written in first person and sounds like YOU — **3 pts**
- ☐ It includes a story or proof — **3 pts**
- ☐ It ends with an invitation to connect or work with you — **2 pts**
- ☐ Your contact info is RIGHT THERE — email, website, or booking link — **3 pts**

5 · Featured Section _____ / 10

- ☐ You have at least one item featured — **4 pts**
- ☐ Your items point people to what you want them to do next — **3 pts**
- ☐ It's been updated in the last 6 months — **3 pts**

6 · Experience _____ / 10

- [ ] Your current role has a description, not just a title — **4 pts**
- [ ] You describe results, not just duties — **3 pts**
- [ ] Company logos show up (linked to the company page) — **3 pts**

7 · Skills _____ / 5

- [ ] You have at least 5 relevant skills listed — **3 pts**
- [ ] Your top skills match what you want to be known for NOW — **2 pts**

8 · Recommendations _____ / 10

- [ ] You have at least 1 — **4 pts**
- [ ] You have 3 or more — **3 pts**
- [ ] At least one is from the last year — **3 pts**

9 · Custom URL & Contact Info _____ / 5

- [ ] Your URL is customized — no random numbers at the end — **3 pts**
- [ ] Your contact info includes an email or website — **2 pts**

10 · Activity _____ / 10

- [ ] You've posted or commented in the last 30 days — **5 pts**
- [ ] You engage at least once a week — **5 pts**

ADD IT ALL UP

My Total Score _____ / 100

90–100	70–89	50–69	Under 50
Polished & Shining	Almost Glowing	Needs a Good Polish	Diamond in the Rough

See what your score means →

YOUR RESULTS

What Your Score Means

Every score is a starting point. Find yours below — and your next move.

90–100 POINTS

Polished & Shining

Your profile is working FOR you! **Your next move:** put it to work. Send 5 intentional connection requests this week to people you'd love to work with — your profile is ready to greet them.

Want a second set of eyes before you start connecting? **Book a profile review chat** *and we'll find the little details that take you from great to unforgettable.*

70–89 POINTS

Almost Glowing

So close! **Your next move:** circle your two lowest-scoring categories and fix just those this week. Small tweaks, big difference.

Not sure which fixes will make the biggest difference? **Book a profile review chat** *and we'll pinpoint exactly what to tweak — so you're not guessing.*

50–69 POINTS

Needs a Good Polish

The foundation is there — it just needs some shine. **Your next move:** start with your headline and About section. Together they're worth 30 points, so that's your fastest path to a higher score.

Staring at your headline wondering where to even start? **Book a profile review chat** *and we'll walk through it together — you'll leave with a clear game plan.*

Under 50 POINTS

Diamond in the Rough

This is the FUN part — you've got the most room to grow! **Your next move:** tackle one section a day for 10 days. And you don't have to do it alone... that's exactly what I'm here for.

This is exactly why I do what I do! **Book a profile review chat** *and we'll turn your profile into something you're proud to share — one step at a time.*

Ready to polish? Let's do it together.

Mary Wu · The Linked INformer · www.marywuva.com

Book your profile review chat

Or visit: app.acuityscheduling.com/schedule.php?owner=11678593&appointmentType=98760963

SCAN TO BOOK