



Open for Business

630M+ professionals are on LinkedIn

Let the world's largest professional network know you're open for business

Sign up and start growing your client network

If you haven't already, set up your LinkedIn profile

- **Choose a profile picture:** this should be a headshot of you, not your logo!
- **Add your work experience:** include relevant work experience – make sure to link your company's page if you have one.
- **Add a summary:** you can use this space to explain things like what your business does, why you started it, how much experience you have, and more.
- **Showcase media:** help potential clients learn more about your business by linking website, articles, videos, etc. – either in your summary or your work experience.
- **Add recommendations:** send out a couple of requests for recommendations from past clients. Have they already given you positive reviews? Just ask them to copy & paste them to LinkedIn.

Sign up for Open for Business

- Go to your profile.
- Click "Add services you offer."
- Fill out the form with your business's information.
- Opt-in for free messaging if you'd like to receive inquiries from all members.
- Add it to your profile to showcase your work.
- Use **#OpenForBusiness** to let your network know you're up and running!

Let new clients come to you

By opting in to Open for Business, you'll now show up in any relevant search results on LinkedIn.

How it works:

Whenever a member searches for a service provider in your area of expertise, your profile will pop up.

Potential clients can reach out to you if they're interested in inquiring about your business.

Key tip:

Download the LinkedIn app so you can respond to inquiries on the go!