

# LINKEDIN PRE-MEETING CHEAT SHEET

Before you sit down to a meeting with someone you don't yet know, it's wise to find out all you can about them. This bit of preparation can mean the difference between a productive meeting and a waste of time.

Luckily, if the person has a halfway decent LinkedIn profile, you can learn a lot very quickly. Use this template and LinkedIn to create your own meeting cheat sheet.

## QUICK FACTS

Name of person you are meeting:	
Date of meeting:	
Job title and description:	
Schools and degrees:	
Certifications and licenses:	
Previous jobs and responsibilities:	
Location:	
Awards & recognition:	
Titles of articles or presentations:	
Current projects:	
Skills & areas of expertise:	
Volunteer work listed:	

## THOUGHTFUL DETAILS

To get deeper into the information the profile holds, it can be useful to ask yourself some questions.

- ▶ What does job history, volunteer status and areas of interest tell me about what's important to this person?

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- ▶ What are their priorities?

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- ▶ Have they followed a systematic approach to get to where they are now or have they tried a lot of different things? And what does that tell me?

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- ▶ How many years of experience do they have in doing what they're doing now?

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- ▶ What do we have in common?

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### About The Conversion Company

The Conversion Company helps professional services firms, tech companies and individual subject matter experts master the social media channels that matter. Work with us to use social media to drive business results and look good while you're doing it.

Check us out at [theconversioncompany.com](http://theconversioncompany.com), call us at 919-246-9936, or email us at [hello@theconversioncompany.com](mailto:hello@theconversioncompany.com).