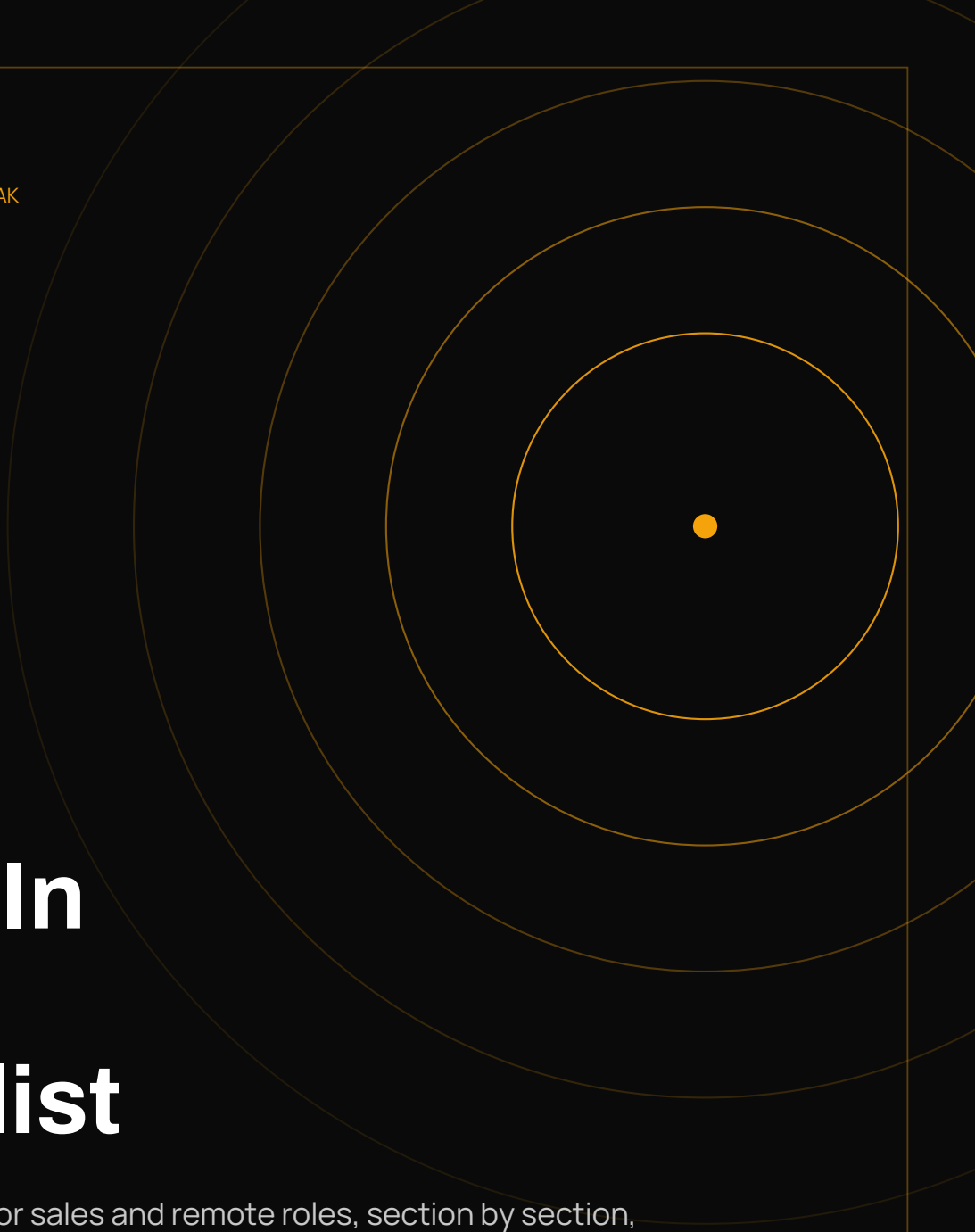
FREE CHECKLIST · ZOYA MUBARAK



LinkedIn Profile Checklist

Position your profile for sales and remote roles, section by section, with headline formulas, message templates and a 30-day plan.

CAREER · 1 EVENING · PRINTABLE

Zoya Mubarak

Public Speaker · Life Coach · Personal Growth Strategist

zoyamubarak.com · @zoyamubarakofficial

A PRACTICAL CHECKLIST

Your LinkedIn profile is working while you sleep. Is it working for you?

For sales and remote roles, your profile is often the first interview. Recruiters and decision makers spend seconds on it. This checklist walks you through each section so your profile clearly says who you help, how, and why they should reply to you.

HOW TO USE THIS CHECKLIST

Open your profile next to this PDF and work top to bottom. Most people can finish in one focused evening. Then follow the 30-day plan on the last page.

1. Photo and banner

- [ ] A clear, well-lit photo where your face fills most of the frame.
  Plain background. Look at the camera. Professional does not mean stiff.
- [ ] A custom banner, not the default blue.
  Your name, what you do, and one line of proof. Free templates in Canva work well.

2. Headline

- [ ] Your headline says who you help and the result, not just a job title.
  Formula: Role | I help [who] [achieve what] | [proof]
- [ ] It includes the keywords a recruiter would search.
  For example: SDR, Business Development, Lead Generation, B2B Sales.

3. About section

- [ ] The first two lines hook the reader.
  Only those lines show before “see more”. Lead with a result or a clear promise.
- [ ] It explains what you do in plain language.
- [ ] It includes proof: numbers, results, clients, or projects.
- [ ] It ends with a clear call to action.
  “Open to remote sales roles. Message me here or email me at…”

4. Experience

- [ ] Each role has 3 to 5 bullets that show results, not duties.
  "Booked 40 meetings in 3 months" beats "Responsible for outreach".
- [ ] You use numbers wherever you can.
  Meetings booked, revenue, reply rates, clients served.
- [ ] Freelance, internships and projects are included if they are relevant.

5. Skills, featured and recommendations

- [ ] Your top 3 skills are the ones you want to be hired for.
- [ ] Your Featured section shows real work.
  A case study, a post that performed well, a certificate.
- [ ] You have at least two recommendations.
  Ask a manager, client or teammate. Offer to write one for them first.

6. Settings

- [ ] You have a custom profile URL.
  linkedin.com/in/yourname, not a string of numbers.
- [ ] "Open to work" is set for the right roles and locations.
  You can make it visible to recruiters only.
- [ ] Your contact info includes a professional email.

Headline examples

BEGINNER

> Aspiring SDR | Helping B2B companies start more conversations | Trained in outbound & LinkedIn prospecting

WITH SOME EXPERIENCE

> Business Development Rep | Booked 120+ meetings for US SaaS teams | Cold email, calls & LinkedIn

A connection message that gets replies

Short, specific and about them. Never pitch in the first message.

TEMPLATE

> "Hi [Name], I saw your post about [topic] and liked your point on [detail]. I work on [what you do] and would love to connect and learn from your content."

Your 30-day plan

WEEK	FOCUS	DAILY ACTION
Week 1	Fix the profile	Finish this checklist. Ask for two recommendations.
Week 2	Build the right network	Send 10 personalised requests a day to people in your target industry.
Week 3	Be visible	Leave 5 thoughtful comments a day. Post once this week about what you are learning.
Week 4	Start conversations	Message 5 new connections a day with a genuine question, not a pitch.

Track your numbers

METRIC	DAY 1	DAY 30
Profile views (last 7 days)		
Search appearances		
Connections		
Replies to your messages		
Interviews or calls booked		

REMEMBER

A great profile gets you noticed. Consistent, respectful outreach gets you hired. Do a little every day.

DOING THIS ALONE IS A START. DOING IT WITH GUIDANCE IS A SHORTCUT.

This checklist gives you the first layer. Sales Workshop takes you all the way, step by step, with Zoya. Turn the page to see what is inside and how to join today.

YOU HAVE DONE THE FIRST PART. DON'T STOP HERE.

Your profile opens the door.
Sales skills walk you through it.

NEXT LIVE BATCH · 27 OCTOBER 2026

Sales Workshop

Sales fundamentals, LinkedIn positioning, finding international clients, outreach, calls and closing: a beginner-to-advanced roadmap into remote and international sales.

- Build a LinkedIn profile that gets replies from decision makers
- Write outreach people answer, and handle calls, objections and closing
- A clear career roadmap, plus six months of community

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HOW TO JOIN IN 3 MINUTES

1. Pakistan: pay by SadaPay to 0337 3696443 (Zoya Mubarak) from any bank or wallet app.
2. India or international (Binance / crypto): message our team on WhatsApp for the details.
3. Submit your receipt at zoyamubarak.com/payment and get your login by email and WhatsApp.

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thezoyamubarakofficial@gmail.com · WhatsApp 0343 8021819 · zoyamubarak.com

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