

CONGRATS! We've run the numbers on your Assessment and you're a profile **All Star**.

Based on your response you're well-positioned to use your profile as a lead generation machine.

...however, there is always room to optimize.

And we wanted to share a couple quick tips to help you focus on the most impactful changes going forward. Let's 80/20 this so that you get the best return on your time and effort.

The positioning of your profile on LinkedIn will help build authority, improve your prospecting results, and ultimately convert more viewers into clients.

**THIS. IS. YOUR. STARTING. POINT!**

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*So....what should you focus on with your profile?*

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## Picture



No need to hire a professional photographer, but keep the context professional.

Show off your S-M-I-L-E in a simple headshot and you'll be on your way. From our experience a friendly smile can result in as much as a **40%+ increase** in new connection requests being accepted when compared to an overly serious expression.

## Headline



One of the biggest mistakes most people make with their headline is being too generic.

## Profile Assessment

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The headline is SUPER important because it's the first piece of information a prospect will learn about you outside of your name and picture. And to get a higher percentage of prospect's to accept your connection request, it needs to be RELEVANT to them and not overly salesy.

Let the people you are going to be reaching out to on LinkedIn KNOW that you help others *just like them*.

*If you try and speak to everyone at once...no one will notice.*

Connecting with your ideal prospects on LinkedIn is your first step in the relationship. So don't scare them away with a strong pitch from the beginning.

That would be like proposing before the first date - unsuccessful and creepy...

We recommend this format for your headline:

A good format to consider: [title], [company name] | We help [avatar] [benefit].

Don't fall victim to only including your job title! The second half of that template above is key to helping convert your targets to connections.

**BONUS POINTS:** An approach we find works extremely well is to replace the “[title], [company name]” with “Founder, [LinkedIn group name].”

As long as your group name appeals to your prospects and how they identify, this headline approach has been a solid alternative.



Tom Swip - 2018

President/CEO at Swip Systems / Founder Midwest Manufacturing Leaders

## Summary

Your first two lines need to hook your reader. Keep the focus on them and the results you've generated for people (or businesses) just like theirs.

Limit your paragraph length to make it easier for scanners to read.

2-3 lines per paragraph are idea for LinkedIn.

Highlight what makes you better (different) from your competitors. AKA your usp (unique selling proposition) or differentiators.

Let your prospect know why you are the BEST choice.

And close with a call-to-action! You need to give your prospect's a way to take the next step with you or your business.

## Profile Assessment

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Here's one approach we find works well on LinkedIn. "I'd love to connect with you here on LinkedIn, and am always just a phone call away if there's anything I can help with. 314-444-444 or email: [email address](#)."

**BONUS:** Include a testimonial or case study from a client who is similar to the types of people (or businesses) you are targeting.

## Experience

*Fill it out completely!*

Outside of the headline - this is one of the most read parts of the profile. It takes up some real estate and shouldn't be wasted.

Your emphasis will be on your current role.

BUT...include a couple sentences or bullet points under your previous jobs that explain HOW those roles prepared or make you a natural fit for the company (or service) you are currently promoting.

## Profile Assessment

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### Account Manager

ConstructionSelling.com  
Nov 2011 – Present • 6 yrs 1 mo  
St. Louis

Search engine marketing and email marketing for contractors and suppliers to the construction industry. We offer holistic online marketing strategies that include:

- Site Design and Optimization
- Search Engine Optimization
- Content/Blog Creation
- 3rd Party Site Development & Management
- Video Planning & Production
- Local Listing Optimization
- Email Marketing Campaigns
- LinkedIn Marketing Campaigns

Construction marketing requires construction experience. Having extensive experience with many construction companies, general contractors, subcontractors, and suppliers gives us the knowhow to handle every aspect of your internet marketing campaign.



### Owner

Vindico Music Group  
Jan 2008 – Oct 2010 • 2 yrs 10 mos  
St. Louis

Vindico was a full fledged management company for artists in the music and entertainment industry. We managed several artists working with them to build a successful brand and produce quality material for their fan base.

- Created targeted social media campaigns building presences on Facebook, YouTube, MySpace
- Early processes of LinkedIn marketing developed
- Mailed press kits and kept in coordination with A&R's in the industry, setting up meetings and keeping in direct contact
- Scouted for new talent on local and national scenes
- Handled finances and managed business accounts for clients
- Handled show bookings coordinating every aspect of the event from equipment needed to, hiring personnel required for show and filling the bill with opening acts

## Extra Credit

The highest converting profiles typically have a few extra goodies to move more prospects to connections AND more connections to sales.

In no particular order they are as follows:

**A.** They have joined double-digit groups that cater to the specific demographics of their targets.

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I.e. If I'm targeting Small Business Owners, I'm going to join Small Business Owner groups.

**B.** Recommendations from current (or former) clients on my profile.

**C.** Media - Videos and relevant documents to my company and the results we get for clients as part of the Summary and Projects sections.

**D.** 500+ current connections. Profiles that already have over 500 connections, tend to receive a higher percentage of new connections.

Strength in numbers! Being connected already gives you some more social proof and will make your outreach process more efficient.

**E.** Skill Endorsements - ask your current connections, colleagues, friends and family to endorse you for the skills that correlate to your product (or service).

## What's Next?

No matter where you are currently with your profile, if you follow the instructions in this document you'll have a well positioned LinkedIn profile that is primed to generate leads.

**But having a great profile is only one piece of the puzzle.** You now need to put your new asset to work by driving qualified LinkedIn traffic to it.

If done properly, you'll have a system in place to consistently get more sales appointments with your best prospects every single month. Appointments that you can quickly turn into 5, 6, and 7-figure deals.

### Want a shortcut?

We can help.



## Profile Assessment

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Here at LinkedSelling we have dialed in a system for generating new, high-end leads for our clients. We've helped businesses from all over the world leverage the latest LinkedIn outreach strategies to bring in an additional qualified 10-15 sales appointments each month.

And we're confident that we can help you do the same.

So If You Are Interested in Getting An Additional 10-15 High-Value Sales Appointments Per Month, Stay Tuned to your email where we'll be sharing Part 3 in **The Appointment Generator Workshop** in the next few days.

And for a Complete Training on the Authority Leadership Formula [Click the Video](#) Below for the Walkthrough.





*An Inc. 500 Company 2 Years In a Row*

