

LinkedIn

PROFILE ASSESSMENT

Your actionable tip sheet to optimize your
LinkedIn profile and turn it into a Lead
Generation Machine!

YOUR

LinkedIn

PROFILE TIP SHEET



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

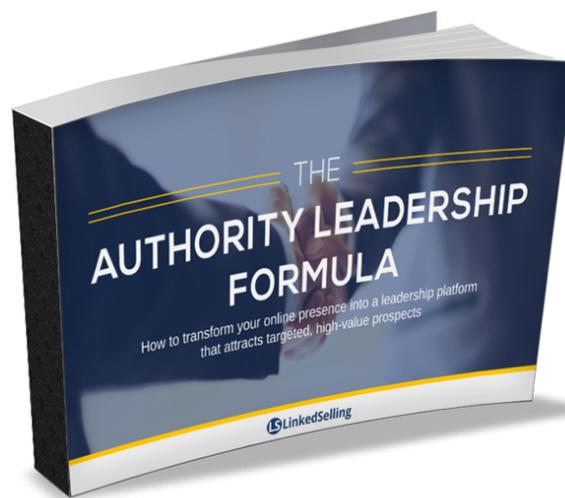
Based on your response you're well-positioned to use your profile as a lead generation machine.

...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!



Profile Picture



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.

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

Headline



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

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.

To see exactly how this playbook will work for your IT Services Firm, [CLICK HERE](#) and schedule your FREE LinkedIn Rocket Launch Session TODAY!

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 S. - 2nd

**Founder, Midwest
Manufacturing Leaders**

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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.

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 Points:



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.

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. 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, testimonials 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).

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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.

Need more help with YOUR profile?

**Schedule your FREE LinkedIn
Rocket Launch Session -
DanFaber@linkedselling.com!**