

The Complete Guide to LinkedIn Profiles

As discussed in Chapter 10, sometime in early 2020, I downloaded a free report from www.highendclient.com, a direct-marketing entity with a focus on generating success with LinkedIn.

As you'll see, the headline on the cover page is, *"The Surprisingly Simple Secret to Get More Clients Online."*

But its subtitle (and more accurate reflection of its content) is, **"The Complete Guide to LinkedIn Profiles."** It turned out to be a really useful and practical "how-to" on creating an effective LinkedIn profile, which is where all success on LinkedIn begins.

I followed their advice fairly closely while also beefing up my profile as part of my application process to *LinkedIn ProFinder* (also discussed in Chapter 10).

While I can't claim it's yielded a constant stream of clients beating my door down to throw money at me (there's a happy visual, right?), it gets good traffic, and LI fairly regularly lets me know how well it's written and that it's getting noticed.

LIMITED EDITION RELEASE

THE SURPRISINGLY SIMPLE SECRET TO GET MORE CLIENTS ONLINE

(GET RESULTS IN 15 MINS OR LESS)

FOR BUSINESS OWNERS, PROFESSIONAL SERVICE PROVIDERS, COACHES,
CONSULTANTS, MARKETING AGENCIES, SOLOPRENEURS AND START-UPS

THE COMPLETE GUIDE TO LINKEDIN PROFILES

You are here to jumpstart your professional LinkedIn profile as quickly and easily as possible... And that's exactly what's going to happen. There are several different LinkedIn techniques that produce results; however, this 3-step process was created to maximize your impact through the fewest steps possible. Focus on the three R's to prime your LinkedIn profile – Reviewing your profile photo, Rethinking your headline and Retargeting your summary.

An effective LinkedIn profile should urge people to learn more about you and your business. How do you achieve that? By showing potential clients/customers that you understand their troubles and understand their pain-points. It's not enough to just stand out; it's about standing out to the CORRECT target audience!

First off, you do NOT want your LinkedIn profile to resemble a biography, resume or laundry list of accomplishments. Your profile should be used as a personal, virtual sales letter. It should speak directly to your target audience – the same way as if you were talking to a hot lead over the phone.

Don't lose sight of your client's pain-points throughout the entire profile. Those pain-points really grab people's attention.

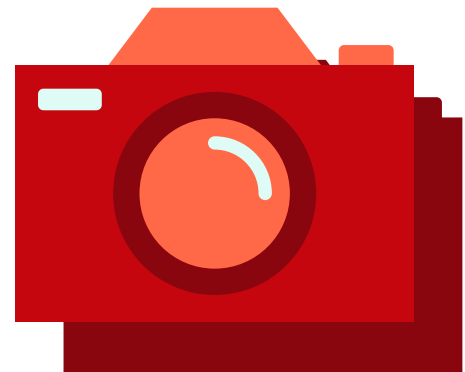
- How do you make your client's life better?
- What stress do you relieve?
- Why are you the best person for the job?

This document guides you through a variety of questions and pointers that help you revise your profile. Once you complete the three sections, you can copy your content and post it directly into your profile!

Let's begin...

REVIEW YOUR PROFILE PHOTO:

Your LinkedIn profile photo is your very first impression to potential leads. Make sure you're making the right professional impression. Crop and light the photo to make your face bright and visible (about 80% of the image should be your face itself). Dress professionally, face the camera directly and please be sure to smile.



You can also consider these additional tips...

CLOTHING TIPS:

- Try and keep colors from getting too close to your natural skin tone!
- Avoid clothes that may take you back to the 70s'. For example, no wild checks, stripes, or very busy patterns...especially if worn together!
- Avoid clothing extremes. Generally, turtlenecks and V-necks are good, as long as they don't over-power the face. Dress to feel comfortable.
- RELAX!! If you are feeling frazzled, it will come across in the portraits.
- Select long-sleeve shirts rather than short-sleeve.



THE COLOR OF THE CLOTHES:

- Avoid bright reds and orange (they battle your face for attention)
- Darker colors are generally better than lighter colors.
- Colors like white, yellow and pink tend to over-power the face and make you look too pale.
- In general, the best colors are medium shades of blue, green, burgundy, and rust.

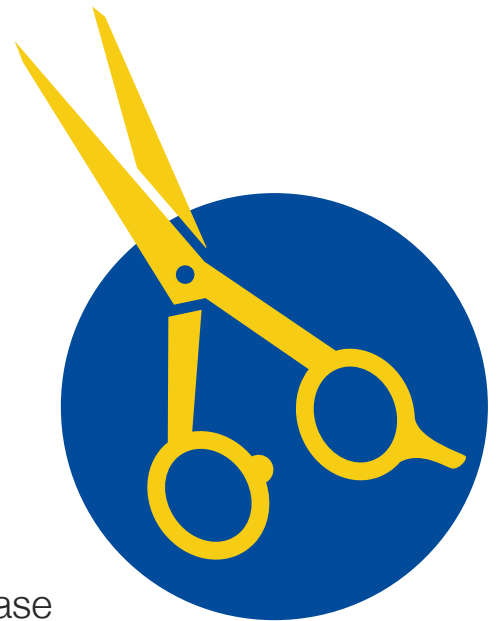


MAKEUP TIPS:

- Not too heavy, not too light.
- Accent the eyes using mascara and eyeliner.
- Eye shadow should be used sparingly.
- A light foundation or base gives the complexion an even tone.
- Use powder to eliminate shine.
- A blusher gives the skin a healthy glow.
- Coordinate lipstick with the outfit worn.
- If dark circles are present under the eyes, use an eraser that is close to the skin tone.

SHAVING & HAIR TIPS:

- Get a good shave if you have a heavy beard.
- Don't get a new hair cut just before the shoot. Give it a week. Consider having it styled for the shoot, but skip the cut. If you really want a cut, just don't go radical.
- If you get your eyebrows waxed or threaded, please do so at least 2-3 days prior to your headshot shoot.
- A change in your hairstyle is not recommended. Arrange your hair normally and as you want it to appear in the portrait. Freshly shampooed hair photographs best.
- No glitter make-up or sparkles in your hair.



NEXT STEPS – If your profile photo is NOT in its correct form, then set up your camera to take a new profile photo. Otherwise, it's time to move on and rethink your LinkedIn headline. Way to Take Action!

RETHINK YOUR HEADLINE:

The vast majority of LinkedIn users allow their headlines to sit in default, which means their current job title displays as their headline. Their loss is your gain...

The headline is your BEST chance to stand out from the crowd in LinkedIn searches. In addition to your profile photo, it's best to think of the headline as your advertising "hook" or "tease." It can highlight who you are, what you do, and how you can help potential clients, but most importantly, your headline should directly focus on your client's pain-points and fears.

It is sometimes easier to do headline writing with a formula and example in mind.

HEADLINE FORMULA #1

(Want to... {ultimate desired outcome}) + (Without a certain "pain-point") + (In A Certain Amount of Time) + (Call-To-Action)

This is the MOST POPULAR headline formula and generally recommended. Although there are two other formulas to consider in the Profile Accelerator for

[HEC Members](#), you should try this formula out first. It addresses the customer's pain-points directly and grabs attention immediately; however, your headline choice is ultimately up to you.

If you're looking to time-activate your headline with some authority wording, then use a phrase like..."in XX Weeks or Less."

==> **///// EXAMPLES /////** <==

Want \$127,562+ Per Year In 90 Days or Less Without Stressing About Your Job?
I Help You Gain Freedom 📩 Message Me!

Want Full Homeowner's Insurance Without Paying Too Much? ☆ Premiere Baltimore
Insurance Agent 📩 Message Me!

Want to Sell Your Home Fast, With ZERO Stress & At Top Dollar? ☆ I'm An EXPERT
Online Marketer & Realtor 📩 Message Me!

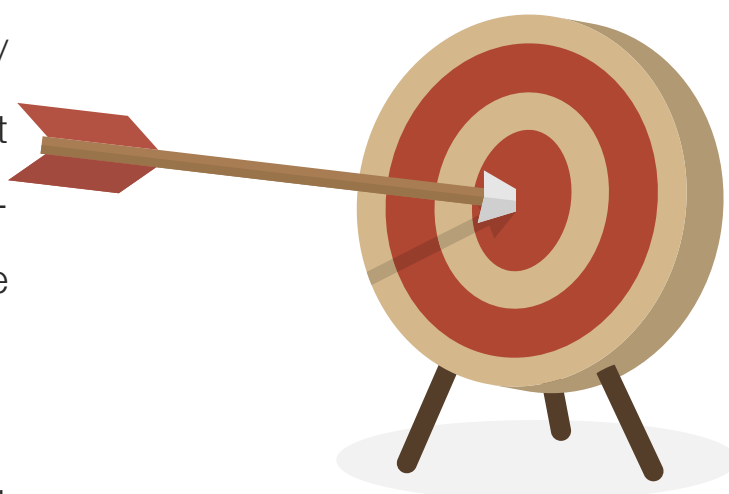
IMPORTANT – Remember that your LinkedIn Headline is limited to 120 characters or less! If you want to check how many characters you are using, please go to this site (<http://wordcounter.net>) and paste your headline into the box. It will give you the character count automatically!

NEXT STEPS – Keep Up the Momentum! Start brainstorming your new

LinkedIn headline, and begin writing your attention-grabbing headline. It's time to start shining in LinkedIn search results!

RETARGET YOUR SUMMARY:

Pain-points were mentioned earlier, but they should reign supreme in your LinkedIn summary. Focus on what you do for your clients/customers! It is extremely important that you clearly state your client's pain-points and how you can help resolve them.



You want to focus more on what problems you relieve as opposed to just listing your skills. Your profile should look like a 'benefits-driven marketing' piece. Really dive deep and explain the details on why you're the ideal person to help.

It's so important you REALLY understand your target audience because your whole profile is being customized to that audience. For [HEC Members](#), use your Customer Avatar Form to guide your brainstorming and targeting. The key is being clear about your intentions and goals as you develop your LinkedIn profile. Stop wasting your time with tire-kickers who will never ACTUALLY buy from you!

REMEMBER – Write your summary in FIRST person. You can talk about yourself (not just your company), but the key is to explain how you HELP clients/customers overcome their difficulties or problems. People buy from people, so try to show your personality if possible. As you talk about yourself, emphasize how you are going to help the reader. “I do this” isn’t as effective as “I do this for people like you.”

Here are a few recommendations to help you get started:

*Start with a bang! After the newest LinkedIn update, only the first few lines of your summary show on your LinkedIn profile. Nowadays, users must click to view your LinkedIn summary in its entirety. You want your audience to read the whole summary; therefore, you need to start with something enticing. In the first couple sentences, you want to interest your readers and leave them wanting more. It can be as simple as a couple questions, statements or even a few words (i.e. High-Energy. Results-Driven. Focused.). Remember your client’s pain points and begin writing...

*Next, fill in your summary with details... Start to develop a compelling narrative about your audience’s needs and how you can help. Mix up content from the different categories to enhance the storytelling style, but remember, this is your sales letter! It should speak directly to your target audience – the same way as if you were talking to a hot prospect over the phone.

*Last, but not least, you want to close with a Call-to-Action (CTA)! Tell your audience what you want them to do or where they should go for more information {"If you want <SOLVED_PAIN-POINT>, then please (Call 📞 / Email✉ / Visit this Link/etc.) me to see if we're a good fit to work together."}

REMEMBER – It is important to lay out your LinkedIn profile in a way that encourages people to read and engage with you. It's tough to read large, dense paragraphs on a digital screen. Try to break up your paragraphs into smaller ones, and use white space as needed to break up the text.

You can also make your summary easier to read by...

- * Using headers, sub-headers and bullet-points to break up the text.
- * Carefully organizing your line-breaks and blocks of text so they are reader-friendly.
- * Maximizing the value of every word – cut out what you don't need!

IMPORTANT – Remember that your LinkedIn summary is limited to 2,000 characters or less! If you want to check how many characters you are using, please go to this site (<http://wordcounter.net>) and paste your headline into the box. It will give you the character count automatically!

If you still have room to for additional copy (after addressing pain-points, details and a CTA), then try to cover some of these additional points:

*** YOUR MOST IMPORTANT ACCOMPLISHMENTS ***

NOTE - You will want to use specific accomplishments very purposefully! Remember, you are creating a sales letter to your audience... not a bio to get a job.

⇒ Write a sentence for each accomplishment in terms of the value you create/created for your client/customer — let them know what's in it for them... (i.e. “My last 3 coaching clients all yielded 3X in revenue within 90 days” OR “I saved my company \$500k in returned products by ensuring customer satisfaction on the front end”).

*** YOUR VALUES & PASSIONS ***

⇒ Articulate your operating principles and the things that energize you (i.e. optimism, giving back, free time, lifestyle freedoms, family, creativity, etc.). People enjoy connecting with other people who share similar interests and opinions.

*** YOUR SUPERPOWERS ***

⇒ Describe the things you do better than anyone else (i.e. “I can assemble seemingly disparate facts into a cohesive, tangible story” OR “I inspire and engage even the most skeptical client”). Again, please notice that the examples are written in first person, yet they talk in terms of how you can HELP the prospective client.

*** FACT, FIGURES & STATS ***

⇒ List interesting points that are quantifiable, help you stand out and demonstrate the REAL you... (i.e. “I ran five marathons in five different countries” OR “I speak three languages and travel to five continents every year” OR “I worked in six different areas of the business before becoming the head of sales”).

*** EXTERNAL VALIDATION ***

⇒ Include testimonials from previous clients/customers. There is strength in numbers, and testimonials can ease potential client’s concerns. People also enjoy identifying with success stories they directly relate to themselves. External validation helps to create authority and trust with potential clients.

REMEMBER – You ALWAYS want to conclude your LinkedIn summary with a Call-To-Action (CTA) that directs people on the next steps to take with you. The overall goal is to make people feel compelled to connect one-on-one (first online, then over the phone). Congruence is critical — you need to check that the information you present online matches your real-world self.

Lastly, after you upload your new summary to LinkedIn, try bringing your text to life with images! For [HECP Members](#), this is where you place your 30-Second Infomercial that you created in the program. LinkedIn allows you to add videos, pictures and documents to the bottom of your summary section, which can help reinforce your words and provide more authority, proof, depth and meaning to

your story.

NEXT STEPS – Now It's Time... Put yourself in a creative place (literally and figuratively), turn off unnecessary electronics, and get ready to produce your best work, it's time to write your LinkedIn summary. Good luck... Go Take Great Action & Start Generating Leads Online!