



# Your LinkedIn Profile Cheat Sheet



# Your LinkedIn Profile

There are HUGE misconceptions about LinkedIn Profile optimization, and if you want to start getting clients with LinkedIn – you need to change your mindset when it comes to your LinkedIn Profile.

Most people get LinkedIn Profile optimization all wrong.

First of all, it's important to understand what you want your LinkedIn Profile to do for you.

If you want to use your LinkedIn Profile as a resume – that's fine, but you probably won't have a lot of success with generating quality leads for your business.

But, if you want to use your LinkedIn Profile to generate high-quality leads, then you need to start thinking about your LinkedIn Profile as a lead generation tool.

And how do you do that?

By understanding and determining a couple of things before you even start optimizing your LinkedIn Profile:

- 1) Who is your LinkedIn target market and in what stage of awareness are they in
- 2) What is your LinkedIn Profile goal

These two things are crucial. Why?

Because nothing will help you to find high-quality leads with LinkedIn and convert them to clients if you don't know these two things – not keywords, not LinkedIn Ads, not LinkedIn Blog Posts.

If you don't know who it is, **VERY SPECIFICALLY**, that you want to engage with on LinkedIn, and in what stage of awareness they are in when it comes to their problems and the solutions they are looking for - you won't get engagement or grab their attention. And that means they'll never become your clients.

If you know who your LinkedIn target market is, but you don't know what your LinkedIn Profile GOAL is – you won't convert your LinkedIn Profile visitors and you'll just continue to ride your hamster wheel, going nowhere.

Actually, most people get stuck in this stage. Even if they identify and find their LinkedIn target market and start connecting to them like crazy, they can't seem to convert those leads or push them into their “outside” LinkedIn sales funnels.

## Your LinkedIn Profile Goal

By now you've already identified and researched your LinkedIn target market, and now you need to determine your LinkedIn Profile goal.

What do you want your LinkedIn targeted visitors to do once they visit your LinkedIn Profile?

Schedule a free 15-minute call with you? Download something? Connect with you? Send you a LinkedIn message? Visit your Website? Register for your Webinar?

One thing you have to remember is that the purpose of your LinkedIn goal is to help you move your LinkedIn targeted leads to the next stage; the beginning of your sales funnel – to download your lead magnet, schedule a call or visit your webinar registration page, for example.

To be honest, you are not going to sell anything directly on LinkedIn, and in 98% of cases your job with LinkedIn will be to move your LinkedIn targeted leads towards the next/first step of your sales funnel (downloading your lead magnet, for example.)

For example, if you are using LinkedIn to get high-ticket coaching clients, you'll use your LinkedIn Profile to build trust and communicate their pains, needs, wants and desires to them through the Profile – and to position yourself as an expert.

But, if those high-ticket coaching clients require a sales call (which is the beginning of your sales funnel), where you qualify them and actually make the sale - then your LinkedIn Profile goal might be to get your LinkedIn leads to schedule that sales call with you.

Now, write down what your LinkedIn Profile goal is (focus on **ONLY** one goal):

# Your LinkedIn Profile Mindset

You should start optimizing your LinkedIn Profile **ONLY WHEN** you determine those crucial things - who is your LinkedIn target market, in what stage of awareness they are and what is your LinkedIn Profile goal.

Do not make a mistake of jumping the gun and starting your LinkedIn Profile optimization without understanding these things - because you won't have good results.

So before writing a single sentence on your LinkedIn Profile keep in mind that at **ALL** times and on **EVERY** single part of your LinkedIn Profile you need to answer these questions:

- 1) Why should my target market/LinkedIn Profile visitors care?
- 2) What's in it for them?
- 3) Why should they listen to me?

This is the **MOST** important thing you have to keep in mind before you start optimizing your LinkedIn Profile, because these questions are going to be in your LinkedIn target market's heads when they land on your LinkedIn Profile.

They will ask themselves these questions when they see your headline, look at your background picture, read your summary or your LinkedIn experience section – even when they look at your skills section.

Your job is to address these questions on your LinkedIn Profile – and that is what **REAL** LinkedIn Profile optimization is.

So, how are you going to do that?

There are a couple of things you need to do:

- 1) Talk about their pains, needs, fears and desires (and don't forget the stage of awareness they are in)
- 2) Address their objections
- 3) Focus on benefits and results instead of pitching your products/services
- 4) Use simple, "normal" language instead of hard-core sales copy. Tell a story.

Remember, these LinkedIn leads are just people, humans – and they want to do business with real humans, not robots.

I've seen thousands of LinkedIn Profiles that have a bunch of keywords and use sales copy – and it works sometimes, but my question is...

...do you want to get leads and clients on consistent basis with LinkedIn or focus on luck?

On LinkedIn you need to position yourself as an expert and build trust, and if you start pitching them your stuff (remember, they don't care about your brand or services, they only care what's in it for them) – they will leave without doing anything.

So, use the language in your LinkedIn Profile you'd use if you were talking to your best friend, don't focus on "copywriting".

**Basically, you want to TELL A STORY in your LinkedIn Profile.**

Think about it.

Why do we love books?

Why do we love movies?

Because we love **STORIES**, and if you can write a story on your LinkedIn Profile instead of a sales copy – you'll get **FANS** instead of leads.

**Now, let's recap.**

**Your mindset, before you start optimizing your LinkedIn Profile, should be:**

- 1) How can I communicate the benefits to my LinkedIn leads?**
- 2) How can I make them like and trust me?**
- 3) Why should they care about what I am saying?**
- 4) How can I show them the opportunities and crush their objections?**
- 5) How can I crush their fears and show them that with my help they'll be able to get the results they really, truly want?**
- 6) How can I explain all of this in the most simplest way?**

**If you don't have this mindset yet, please don't start optimizing your LinkedIn Profile, because you'll mess it up.**

**We humans are complex beings, and most of us have become immune to the classical sales-pitches and copy we see everywhere.**

**When you reach this mindset, keep reading this cheat-sheet further.**

# Your LinkedIn Profile Optimization

## The Contact Info Part

There are a couple things in the Contact and Headline section that you can do to move your LinkedIn targeted leads closer to your Goal.

### Your background photo

Use a background photo that will communicate something that your target market can relate to. When they see your LinkedIn profile BG photo (and it's one of the first things they'll see), you want them to think:

- I can relate to this or
- This person has similar interests as I do

You can do that by:

- 1) Uploading a picture of something you know they love, so they can relate to you more easily (for example, nutritionists love food, so you might put a BG photo of spices)
- 2) Asking a question you know bugs them to get them to nod and say – *“Wow that is me!”* (for example, my clients always say: *“I know my clients are on LinkedIn, but I don't know how to get them”*. I might put a question in the BG like *“Are your clients on LinkedIn, but you don't know how to get them?”*)
- 3) Uploading a picture of something that will peak their interest or curiosity
- 4) Uploading a picture of places (TV, podcasts or blogs) that you've been featured in to build more trust and position as an expert

The choice is yours, but I like to focus on the 1) and 2).



## **Your LinkedIn Profile Picture**

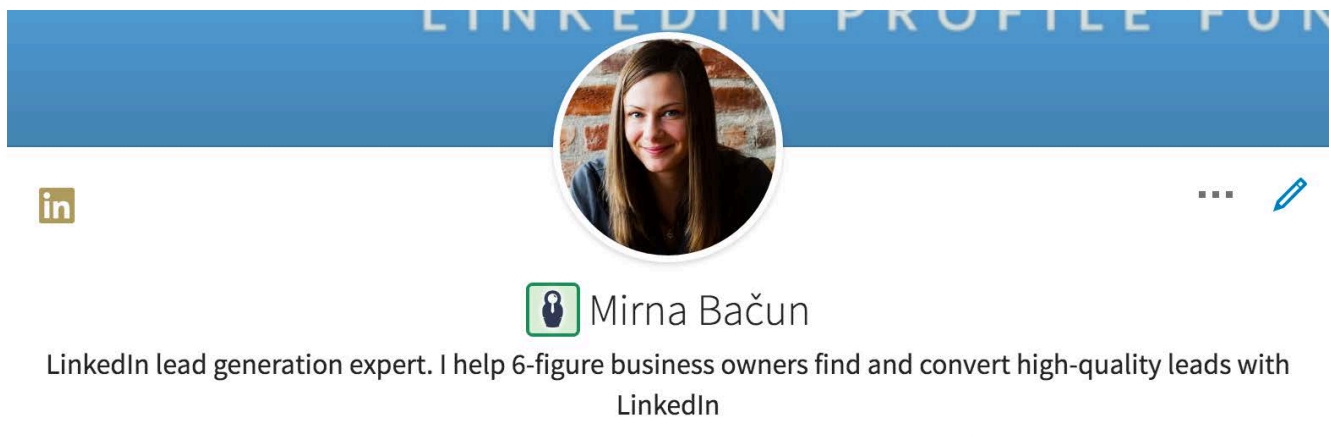
Be sure you put a **HIGH-QUALITY** picture of yourself, where you look directly in the camera and smile a bit.

No yoga poses, dogs, kids or anything where they can't look you "straight in the eye".

Also, no low quality pictures – they just suck and people will think you are cheap.

Remember that your LinkedIn profile picture will follow you around LinkedIn, where ever you appear and what ever you do on the platform – this includes the LinkedIn mobile app as well.

## **Your LinkedIn Profile Headline**



Your LinkedIn headline is something you want to pay attention to and craft carefully because the headline is also the part of your LinkedIn Profile that will appear everywhere on LinkedIn.

This is what you need to do.

First, write clearly who you are, for example: LinkedIn lead generation expert, business coach, digital marketer etc.

Then write down what you are helping your clients with and how. In the start-up world this sentence is called the "Elevator Pitch".

Use these formulas for your Elevator Pitch.

*"I help (my target market) do (the result that they really want) with/by (how?)."*

or

*"I help (my target market) do (the result that they really want) without (the pain)"*

Try to be as clear as possible. Address your target market, but be clear here, as well. This is super-important.

If your target market are women entrepreneurs, don't address "women" or "people". Write down you are helping women entrepreneurs.

Your target market needs to know that they came to the right place, that you are working specifically with them and that you are an expert in solving their particular problems.

The more focused you are in explaining this, the bigger the chance you'll have of the RIGHT leads contacting you over LinkedIn.

I cannot stress enough how important this headline is.

Now, write down a couple of versions of your Headline (Elevator Pitch) here:

Now choose the Headline/Elevator Pitch you'll use and which will resonate with your LinkedIn target market most.

## **Your Contact Info**

You wouldn't believe how many people mess this up.

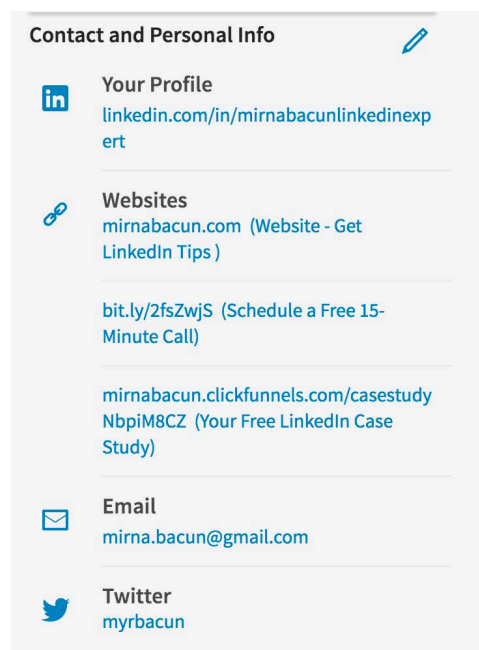
Seems there isn't a lot to mess up, right?

Well, think again.

I've seen hundreds of LinkedIn Profiles that put a link to their website in the Contact Info - that actually doesn't go anywhere or the link is broken.

It happens more often than you know.

So, make sure you leave **CORRECT** e-mail address and all the information your LinkedIn target market might need to contact you. Make it easy for them to get in touch and fulfill your LinkedIn Profile goal.



When you start filling out the “Website” part, use a more compelling way to get your LinkedIn target market to fulfill your LinkedIn Profile goal.

Instead of just putting words like “Company Website”, “Personal Website” or “Blog”, use this part of your Profile to peak their interest and make them do the action you want (see example above).

This is the rare part of your LinkedIn Profile that is actually clickable and can direct your leads outside of LinkedIn, so take an advantage of it.

Also, be sure to change your personal LinkedIn Profile link. By default it will have bunch of numbers, and you want to be sure it's professional looking.

For example:

<https://hr.linkedin.com/in/mirnabacunlinkedinexpert>

Now, get to work :)

# Your LinkedIn Profile Optimization

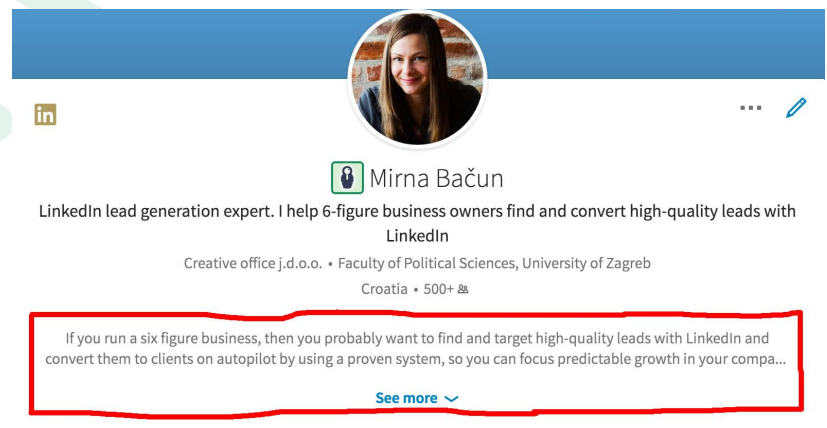
## Your LinkedIn Summary Section

Again, people make a huge mistake in the LinkedIn Profile Summary section by putting in a bunch of keywords instead of focusing on **TELLING A STORY**, showing the benefits of working with them and results they can deliver to their LinkedIn target market.

There are a couple of things I want you to pay attention to. The first sentence in your summary is hugely important because it will appear on mobile and in your LinkedIn Profile below the profile picture, and you want to take advantage of it to communicate your Elevator Pitch in greater detail.

Give your target market a little bit more information in the first sentence of your LinkedIn Summary section about how they will benefit if they listen/work with you.

Then, the next question - what is the purpose of the Summary section?



I like to think of it as a great place to tell a story and answer all the questions the target market has, that I mentioned before. Most people use this part to talk about themselves and blah blah blah – nobody cares!

The first thing you can do to improve your Summary section and get people interested in what you have to say is to use “You” sentences, instead of “I” sentences - and I strongly suggest you do.

**This is the structure you can use, but you can be creative. Just remember that you need to:**

- 1) Tell a story**
- 2) Get them to like and trust you**
- 3) Talk about their fears, wants, needs and desires**
- 4) Crush their objections**
- 5) Focus on the benefits and results**
- 6) Have a call to action (aligned with your LinkedIn Profile goal)**

**Let's break it down.**

- 1) Write a sentence that will expand your Elevator Pitch a bit, still focused on benefits.**

**2) Tell them about their fears, wants, needs and desires in two or three sentences. You may start with: *"Have you ever faced these challenges?"***

**And then focus on talking about the fears or struggles you (or your clients went through). Remember that these struggles need to be the same struggles they are experiencing right now (and that you can solve).**

**3) How did you/your client's solve these problems and obstacles? What results did you/your clients get (DO NOT pitch anything here)? Write two, three sentences max.**

**4) What do you help your clients with? Address the target market and DO NOT PITCH anything here. Just focus on the results or benefits your clients had while working with you. Write a story or use bullet points.**



**5) How did you get these results and how did you get results for your clients? What's unique about what you do? DO NOT pitch anything here and focus on the HOW instead of WHAT. Focus on benefits. Write a story or use bullet points.**

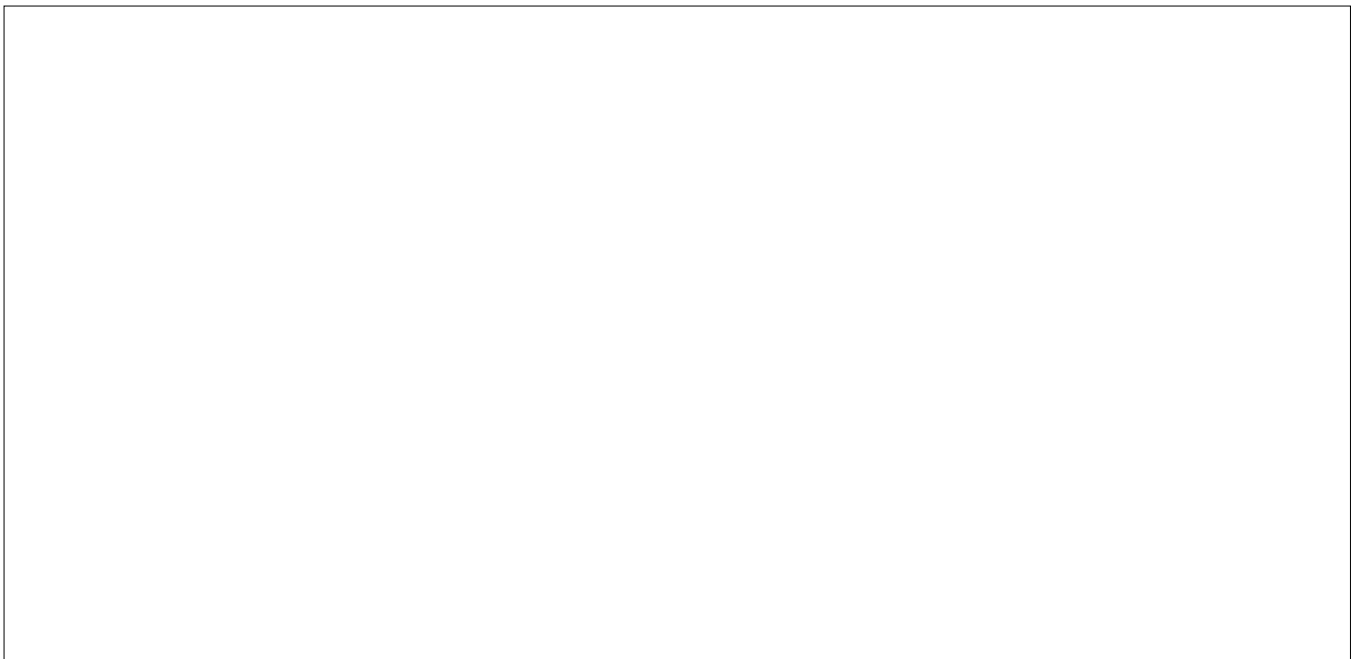
6) Call to action. Remember what your LinkedIn Profile Goal is. What do you want them to do? How will they benefit if they do it?

Keep in mind that nothing is clickable in the LinkedIn Profile Summary section, so it might not make sense to put in a link to your case study, for example.

Make it easy for your LinkedIn target market to understand what you want them to do. If you want them to schedule a free 15-minute consult, you might want your call to action to be something like:

*“Feel free to connect with me here on LinkedIn or send me an email to name@whatever.com to schedule a free 15-minute call where I’ll (give them the benefits of the call. What will they get?)”*

Be clear and give them a clear roadmap of what you want them to do. Write one or two sentences.

A large, empty rectangular box with a thin black border, intended for the user to write their call to action. It occupies a significant portion of the page below the instructional text.

Now, you can use these parts you’ve written down, tweak them a bit to make them flow into a nice story and copy-paste it to your LinkedIn Profile.

**Remember, the best “copy” is a STORY.**

# **Your LinkedIn Profile Optimization**

## **The Experience Section**

The experience section is a part of the LinkedIn Profile I could write the whole book about, but I want to give you a couple of tricks and tips that will help you to optimize it towards your LinkedIn target market.

So, keep in mind is that even though you talk about your former job positions in the Experience section – your current LinkedIn target market still wants to know:

- 1) What were the benefits your employers/clients had while working with you?
- 2) What did you bring to the table that made the difference?
- 3) What were the results you had?
- 4) Why should they care about it today?
- 5) How did this position make you a better expert you are today?

I suggest you keep writing a story in the Experience section as you did with the Summary.

Nobody wants to see boring bullet points or read how cool you are - so you still need to focus on your current LinkedIn target market and explain why they should care about you and these positions you had.

You'll do that by focusing on benefits or results.

If you had jobs that don't seem to have anything to do with what you are doing today, I suggest you position these job positions by explaining what you've learned and what skills you developed that contributed to you being an expert that you that currently are.

**This way you'll keep your current LinkedIn target market interested, build more trust and position yourself as an expert with experience from various positions.**

**Just remember – keep telling a story, use “You” sentences instead of “I” sentences, focus on the results and benefits and have a small call to action at the end of every job position. These small call to actions need to be aligned with your current LinkedIn Profile goal.**

# Your LinkedIn Profile Optimization

## The Skills Section

This part is pretty easy.

Instead of putting a bunch of different skills, focus on the skills that your current LinkedIn target market wants and expects from an expert like you.

All the skills that are relevant to your LinkedIn target market – put them in the top 10.

All the other skills can go below, because they are not important to your current LinkedIn target market.

If your target market is looking for a digital marketer, they won't care that you are a "dog-whispering skills".

Also, don't worry about putting skills that have no endorsements right now.

LinkedIn nudges people to endorse their connections for different skills and it will recommend your skills to your connections and ask them to endorse you.

This way, even if you don't have any endorsements for a skill that is important to your target market right now – you'll get endorsed pretty quickly.

Just remember, it's not about you – it's all about what your current LinkedIn target market wants and the skills they find relevant.

Good luck!