

5 TIPS

TO OPTIMIZE YOUR PROFILE FOR MAXIMUM
SALES POTENTIAL ON LINKEDIN



YOUR LINKEDIN PROFILE IS MORE THAN JUST A PICTURE AND A NAME!

It's a 24/7 business card capable of
converting prospects into customers even
when you are asleep.

*Here's how to transform your LinkedIn Profile
into a Social Selling machine.*

5 KEY THINGS

1. Banner With a Purpose
2. Clean Profile Image
3. Goal-Oriented Tagline
4. Descriptive About Section
5. Value-Driven Featured Section

Lets get started!

1.BANNER WITH A PURPOSE

Here's what an optimized Banner can do:

- Sell/Promote a product or service
- Get audience to connect and follow
- Drive lead generation
- Build brand awareness
- Send audience to a website or landing page

*Your banner is the first thing people will see when they visit your profile, be sure to use it to drive a specific action.
Let's view an example of this...*

1. BANNER WITH A PURPOSE

Example:



Notice how Richard immediately provides value with his Banner, clearly presenting what he does, followed by a Call to Action.

2.CLEAN PROFILE IMAGE

Profile images need to be:

1. Clean and crisp
2. Only show your face
3. Have a simple background
4. Able to evoke an emotion

Your Profile Image can be used to tell your audience a lot about yourself. Keep it clean, crisp, and show confidence in what you do. The tone of the image should align with your brand.

Let's look at an example...

2.CLEAN PROFILE IMAGE

Example:



Notice how Shama has:

1. A crisp, high quality picture of her face
2. A simple background that doesn't draw focus from her
3. A confident yet relaxed posed, showing she's an authority in her niche

3. GOAL-ORIENTED TAGLINE

Your Tagline should tell your audience:

1. Who you are
2. Who you help
3. How you help them
4. What to expect from you
5. How to contact you

The purpose of your Tagline is to help your audience understand exactly what it is you do and how you can help them at a glance.

Be concise yet descriptive.

Once again, let's see an example...

3.GOAL-ORIENTED TAGLINE

Example:

Liz Willits · 2nd

"Liz is the #1 marketer to follow on LinkedIn." - Her Mom | Owner
Content Phenom | SaaS Investor | contentphenom.com

Notice how the tagline provides value at a glance,
answering all the important questions from the previous slide.

4.DESRIPTIVE ABOUT SECTION

Your About Section should include:

- What you have done that has led to your success
- What you have done to help people grow
- Why people should follow / listen to you
- Noteworthy achievements and awards

Your about section is a great place to expand on what you included in your tagline. This is where you can build your social proof and show you are an authority on what you do!

Let's see an example...

4.DESRIPTIVE ABOUT SECTION

Example:

About

Over the last decade, I helped build two \$50M+ ARR companies and raise over \$300M in venture capital.

Then, in 2019, I burned out.

So, I decided to walk away from my high-paying executive job.

But, before I could, I had a hypothesis.

I believed building an audience online would be an incredible asset. That attention was the new currency and would play a major part in my success as an entrepreneur.

So, I started building my brand on LinkedIn in early 2019.

And the results were pretty phenomenal.

In just 6 months I grew from zero followers to over 20,000.

And on August 1st of 2019, I walked away from my executive role at a fast-growing startup.

Since that day, I've spent my time building a number of one-person internet businesses.

My mission is to be the "Diversified Solopreneur."

My portfolio:

- I'm an investor at GTM Fund, investing in exciting, early-stage B2B SaaS companies.
- I advise early-stage SMB SaaS companies in the healthcare technology vertical.
- I mentor entrepreneurs in LATAM via the 500 Startups mentorship program.
- I've built one 7-figure, & two 6-figure digital products for creators.

My results:

- 335k+ people following my journey on LinkedIn
- 260k+ people following my journey on Twitter
- 475M+ impressions in the last 4 years
- \$3.2M+ in self-employed income
- Zero advertisements
- 94% margins

If you want to learn more about how I did this, you can take one of my self-guided courses.

THE OPERATING SYSTEM DIGITAL COURSE

In this 120-minute course, you will learn the complete LinkedIn operating system that I used to grow from 0 to 335k followers, and earn \$3M+ in income with zero advertisements. Join 9,700+ students in the #1 rated LinkedIn course in the world.

→ GO HERE: www.TheOperatingSystem.co

Notice how this About Section goes deeper into showing why Justin Welsh is an authority in his niche, why you can trust him, and sign up for his course.



5. VALUABLE FEATURED SECTION

This entails:

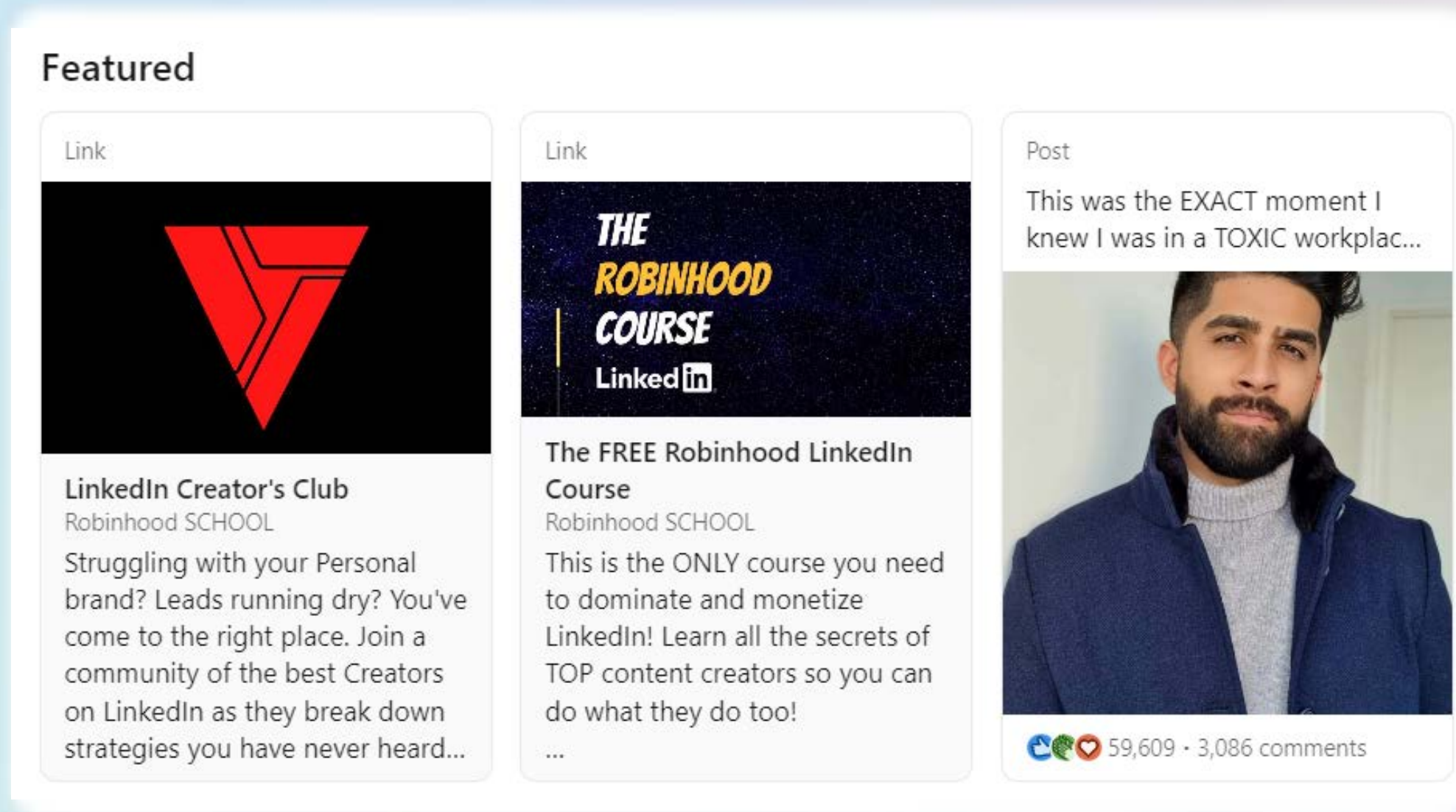
1. Send prospects to landing or sales pages
2. Promote a product/service
3. Offer a lead magnet
4. Promote sign-ups
5. Promote events / webinars

This is a great place to deplatform to a landing page or even a sales page. An excellent opportunity not only to promote an offer, but convert your audience into customers!


Let's see an example...

5. VALUABLE FEATURED SECTION

Example:



Notice how the Featured Section is referenced in his tagline.

Tasleem Ahmad Fateh   · 2nd

My featured section has the solution to all your LinkedIn woes! | Founder at LinkedIn Creator's Club | Your favourite creators are already in. Are you?



End