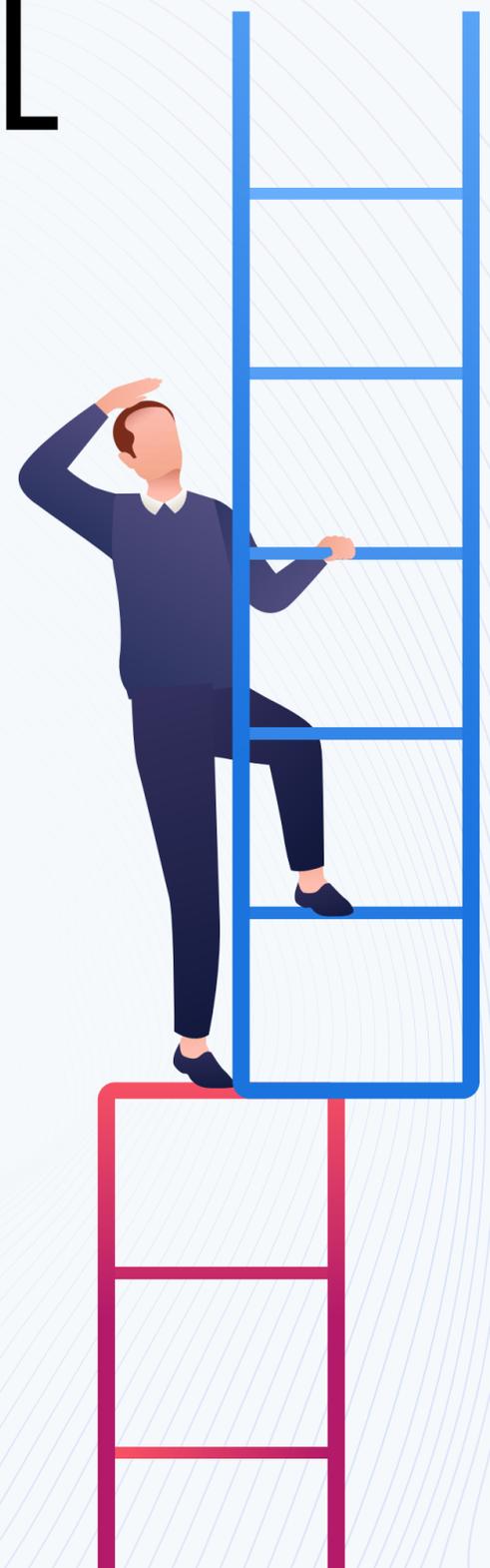


LinkedIn's Hidden Gem!

**ONE FEATURE THAT CAN PROPEL  
YOUR LINKEDIN REVENUE  
TO NEW HEIGHTS!**



Properly leveraging your LinkedIn Featured Section can help you present yourself as an **authority figure**, **grow your list**, and **even generate sales**.

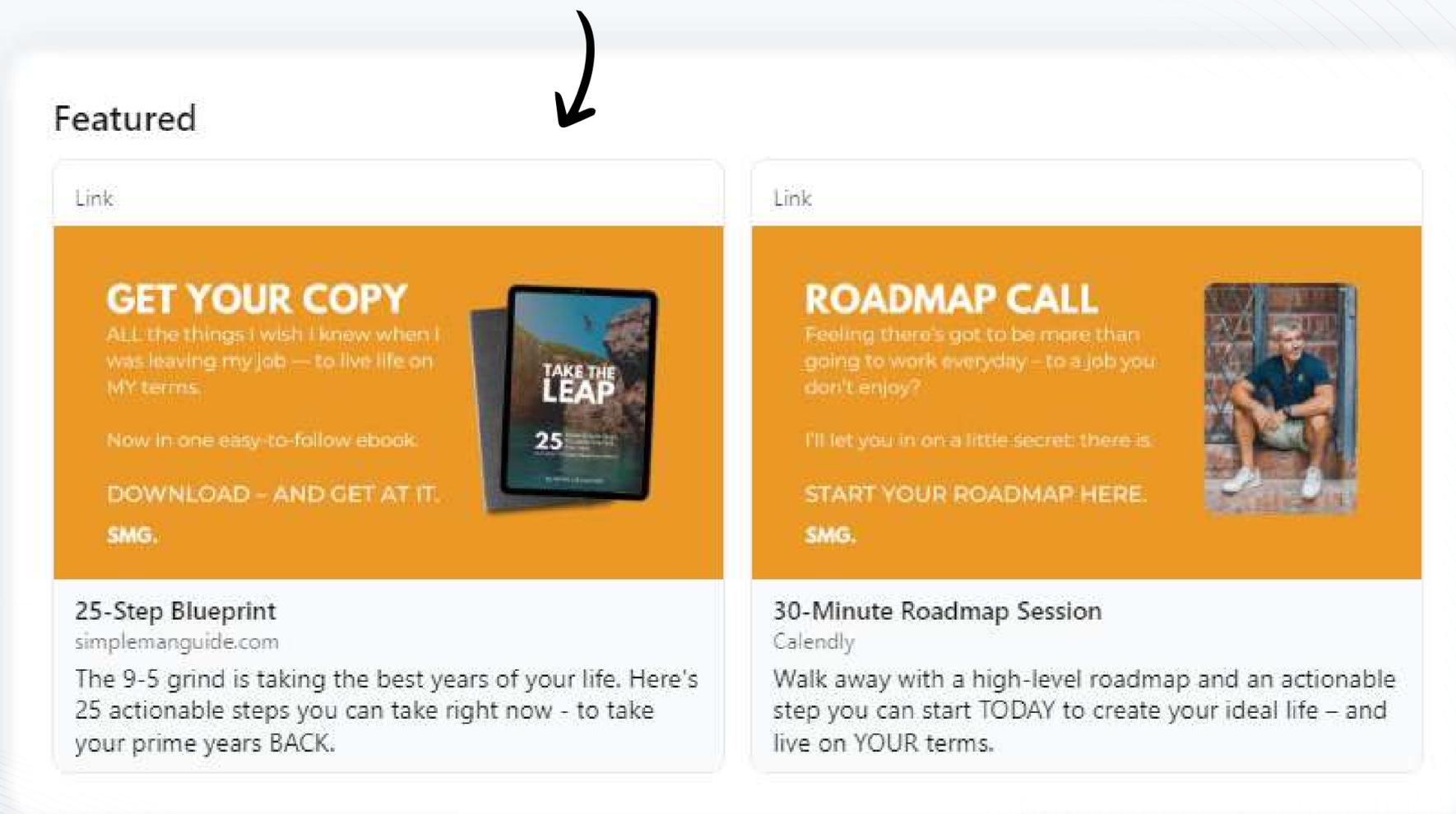
*Let's look at a few examples...*



# LEAD MAGNETS

Your Featured Section is an excellent place to promote your lead magnets and **grow your list.**

Featured



Link

**GET YOUR COPY**  
ALL the things I wish I knew when I was leaving my job — to live life on MY terms.  
Now in one easy-to-follow ebook:  
**DOWNLOAD - AND GET AT IT.**  
**SMG.**

**TAKE THE LEAP**  
25

**25-Step Blueprint**  
simplemanguide.com  
The 9-5 grind is taking the best years of your life. Here's 25 actionable steps you can take right now - to take your prime years BACK.

Link

**ROADMAP CALL**  
Feeling there's got to be more than going to work everyday - to a job you don't enjoy?  
I'll let you in on a little secret: there is.  
**START YOUR ROADMAP HERE.**  
**SMG.**

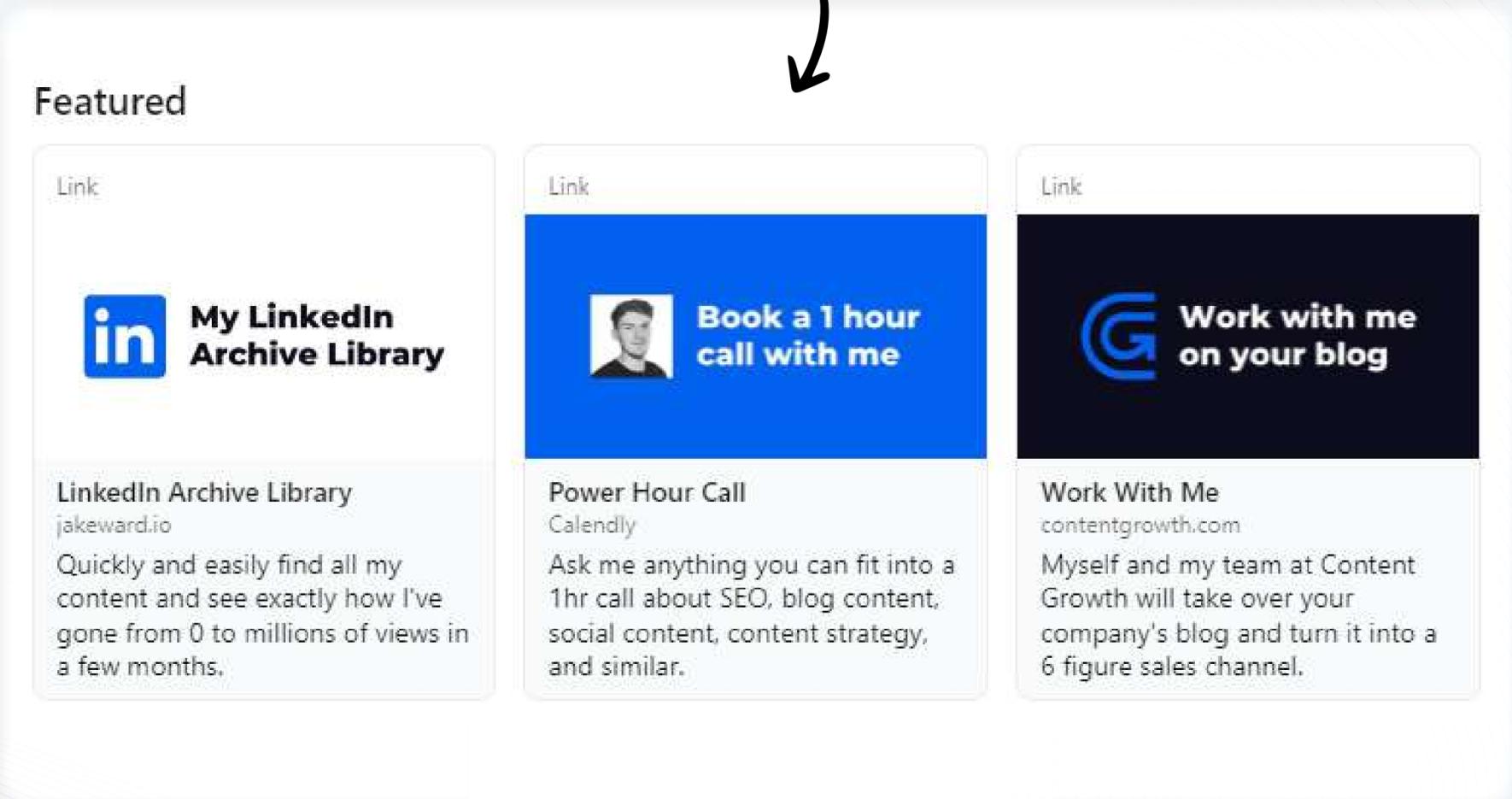
**30-Minute Roadmap Session**  
Calendly  
Walk away with a high-level roadmap and an actionable step you can start TODAY to create your ideal life - and live on YOUR terms.

Profile Source: Brian Gallagher



# BOOK A CALL

Let your profile visitors see they can book a call with you for **consultations, sales, or general questions.**



The screenshot shows a LinkedIn profile's 'Featured' section with three featured items. An arrow points to the middle item, 'Book a 1 hour call with me'.

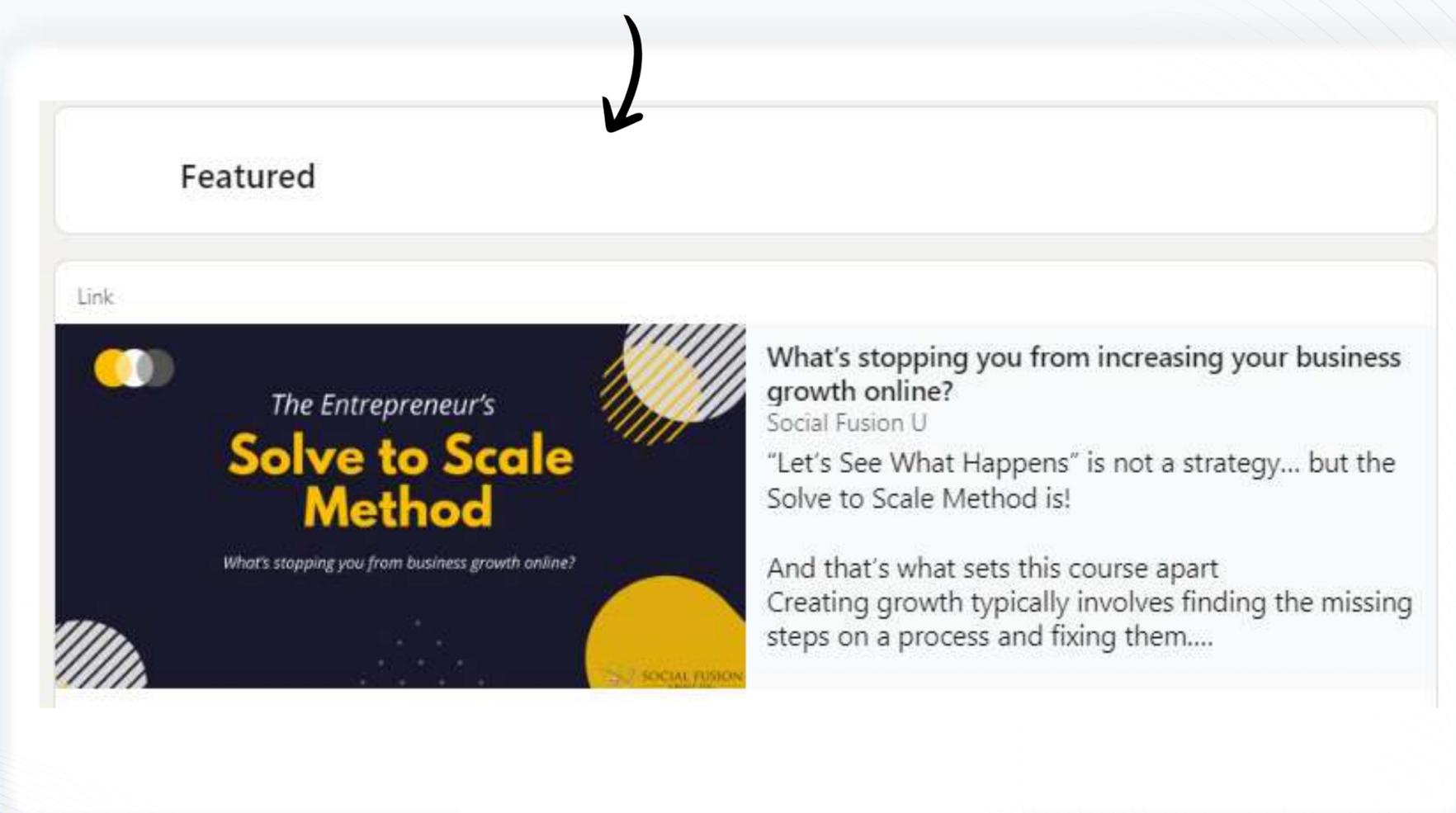
Link	Link	Link
 <b>My LinkedIn Archive Library</b>	 <b>Book a 1 hour call with me</b>	 <b>Work with me on your blog</b>
<b>LinkedIn Archive Library</b> jakeward.io Quickly and easily find all my content and see exactly how I've gone from 0 to millions of views in a few months.	<b>Power Hour Call</b> Calendly Ask me anything you can fit into a 1hr call about SEO, blog content, social content, content strategy, and similar.	<b>Work With Me</b> contentgrowth.com Myself and my team at Content Growth will take over your company's blog and turn it into a 6 figure sales channel.

Profile Source: Jake Ward



# PROMOTE A COURSE

Provide **additional value** to your audience and **boost your sales** by promoting your own course in your Featured Section.

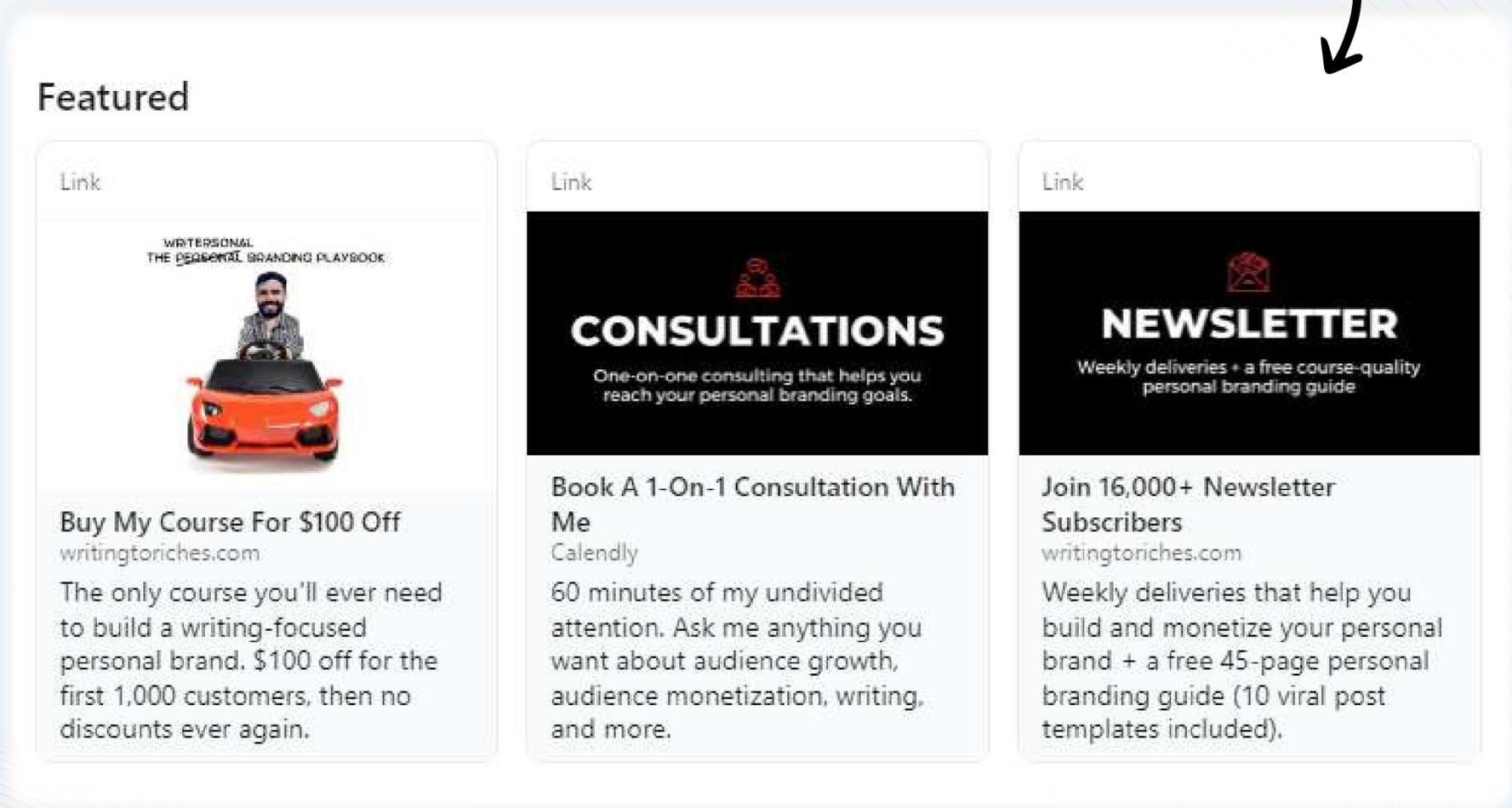


Profile Source: Chris Muccio



# NEWSLETTER SIGNUPS

Grow your list and continue to stay top of mind by promoting your own newsletter.



Featured

Link

WRITPERSONAL  
THE PERSONAL BRANDING PLAYBOOK



Buy My Course For \$100 Off  
writingtoriches.com

The only course you'll ever need to build a writing-focused personal brand. \$100 off for the first 1,000 customers, then no discounts ever again.

Link



**CONSULTATIONS**

One-on-one consulting that helps you reach your personal branding goals.

Book A 1-On-1 Consultation With Me  
Calendly

60 minutes of my undivided attention. Ask me anything you want about audience growth, audience monetization, writing, and more.

Link



**NEWSLETTER**

Weekly deliveries + a free course-quality personal branding guide

Join 16,000+ Newsletter Subscribers  
writingtoriches.com

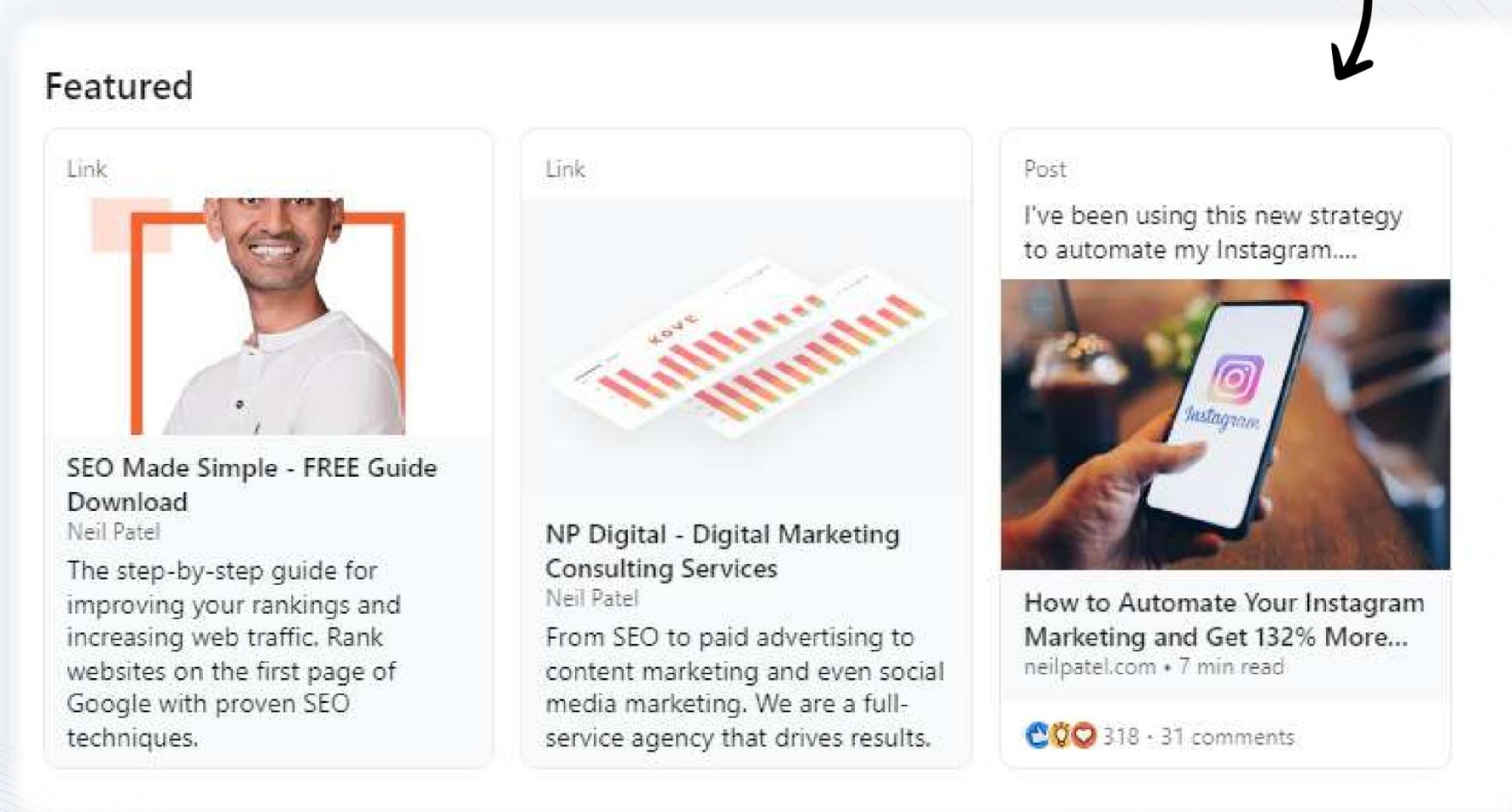
Weekly deliveries that help you build and monetize your personal brand + a free 45-page personal branding guide (10 viral post templates included).

Profile Source: Charles Miller



# PROMOTE A BLOG

Provide **additional value** to your audience and **boost your page views** by promoting your own blog.



The image shows a screenshot of a social media profile's 'Featured' section. A black arrow points from the top right towards the featured items. There are three featured items:

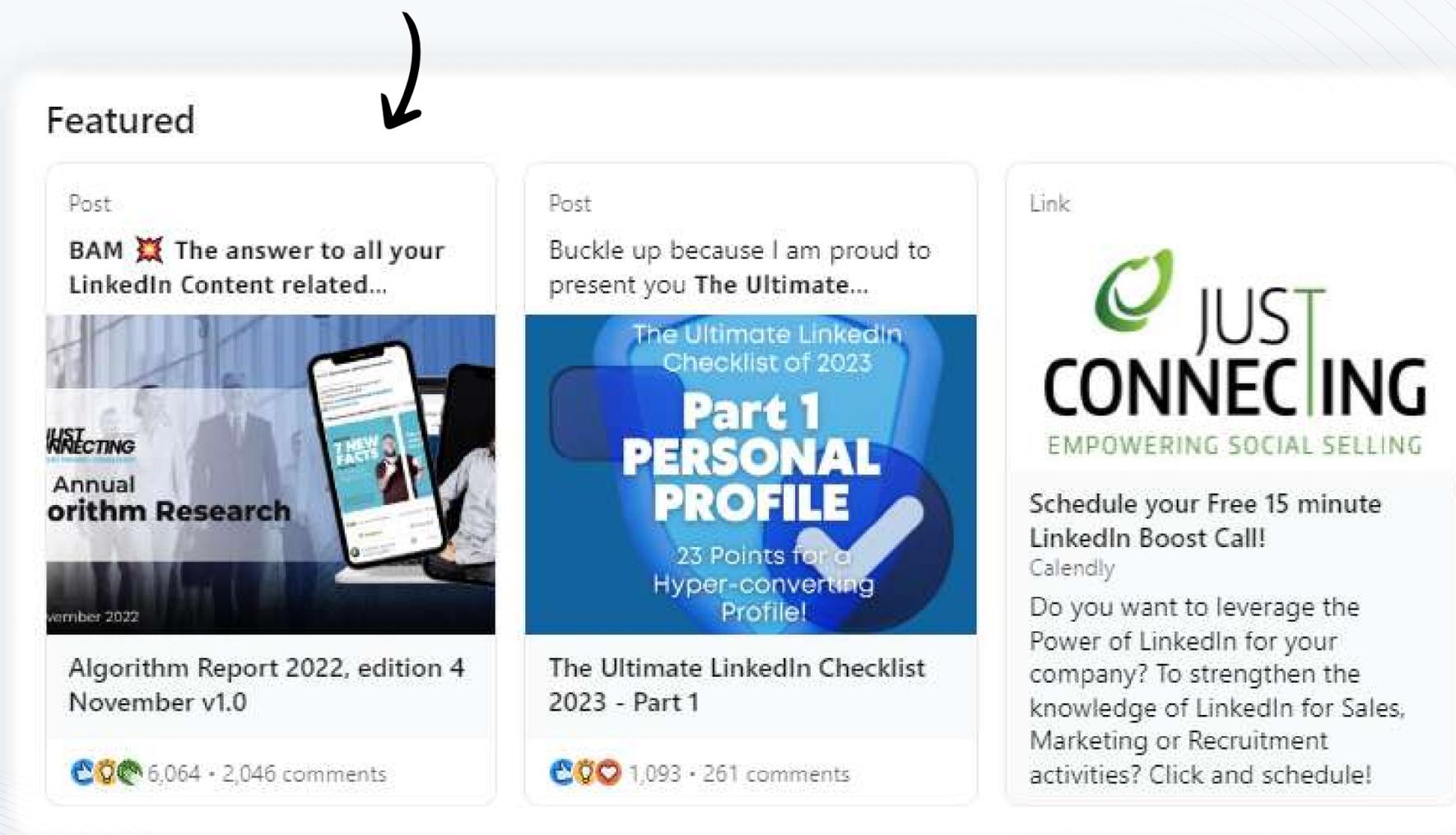
- Item 1:** A 'Link' post featuring a photo of Neil Patel. The text reads: "SEO Made Simple - FREE Guide Download" by Neil Patel. The description says: "The step-by-step guide for improving your rankings and increasing web traffic. Rank websites on the first page of Google with proven SEO techniques."
- Item 2:** A 'Link' post featuring a graphic of a bar chart. The text reads: "NP Digital - Digital Marketing Consulting Services" by Neil Patel. The description says: "From SEO to paid advertising to content marketing and even social media marketing. We are a full-service agency that drives results."
- Item 3:** A 'Post' featuring a photo of a hand holding a smartphone displaying the Instagram app. The text reads: "I've been using this new strategy to automate my Instagram..." followed by "How to Automate Your Instagram Marketing and Get 132% More..." by neilpatel.com • 7 min read. It also shows engagement icons and "318 • 31 comments".

Profile Source: Neil Patel



# PROMOTE A POST

Pin a high-value and insightful post for all your audience to **see and interact with.**



Profile Source: Richard Van Der Blom



# CUSTOMER TESTIMONIALS

The ultimate way to **show you're an authority** and **gain audience trust**, is to show testimonials from happy customers.

Featured

Link



**LINKEDIN CLIENT ACCELERATOR**

LinkedIn Client Accelerator  
therichardmoore.co

Learn the steps I show businesses that help them collectively generate millions in revenue from LinkedIn.

Link

"RICHARD IS AN ABSOLUTE MASTER AT COPY"



**RAV RAJANI**      **RICHARD MOORE**

Rav Rajani - LinkedIn Client Accelerator Testimonial  
YouTube

Contact me to learn more about the LinkedIn Client Accelerator!

Link

FROM FOUR FIGURE MONTHS TO FIVE FIGURE WEEKS



**RICHARD MOORE**      **BRIAN HARMAN**

Brian Harman - LinkedIn Client Accelerator Testimonial  
YouTube

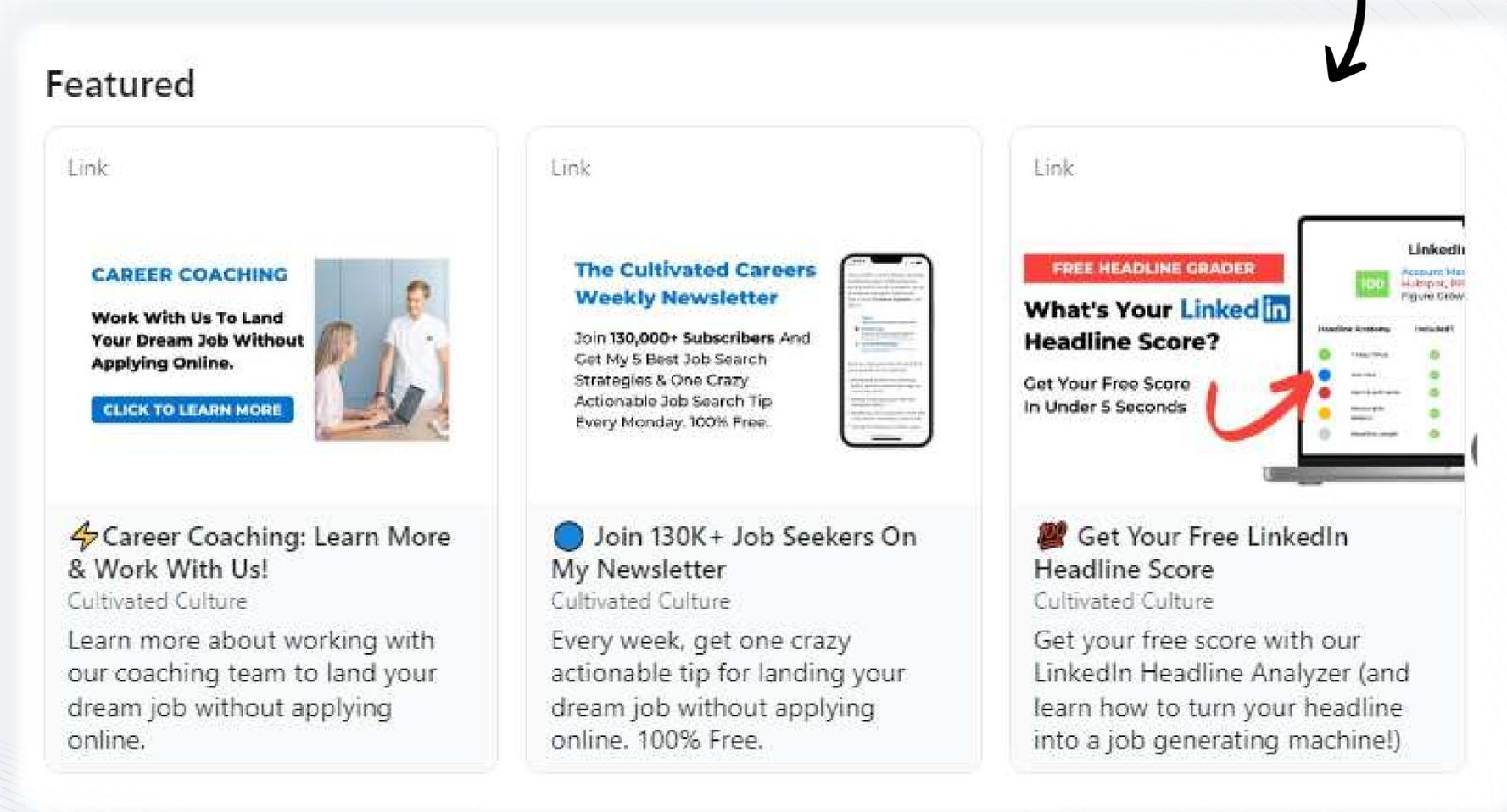
Contact me to learn more about the LinkedIn Client Accelerator!

Profile Source: Richard Moor



# FREE ASSESSMENTS

Promote assessments your audience can take that can ultimately **grow your list** and **create opportunities for future sales**.



**Featured**

Link

**CAREER COACHING**

Work With Us To Land Your Dream Job Without Applying Online.

[CLICK TO LEARN MORE](#)



Link

**The Cultivated Careers Weekly Newsletter**

Join 130,000+ Subscribers And Get My 5 Best Job Search Strategies & One Crazy Actionable Job Search Tip Every Monday. 100% Free.



Link

**FREE HEADLINE GRADER**

**What's Your LinkedIn Headline Score?**

Get Your Free Score In Under 5 Seconds



**⚡ Career Coaching: Learn More & Work With Us!**  
Cultivated Culture  
Learn more about working with our coaching team to land your dream job without applying online.

**📄 Join 130K+ Job Seekers On My Newsletter**  
Cultivated Culture  
Every week, get one crazy actionable tip for landing your dream job without applying online. 100% Free.

**📄 Get Your Free LinkedIn Headline Score**  
Cultivated Culture  
Get your free score with our LinkedIn Headline Analyzer (and learn how to turn your headline into a job generating machine!)

Profile Source: Austin Belcak



# PROMOTE A PODCAST

**Increase your podcast listeners** by promoting your page or your most popular episode on your Featured Section.

Featured

Link



**Let's Go Win Podcast on Apple Podcasts**  
Apple Podcasts  
Let's Go Win! podcast is a Peak Performance focused interview show that will guide listeners from fear to freedom. Hosted by Amazon Best Selling Author JM Ryerson with featured guests fro...

Link



**Let's Go Win: The Keys To Living Your Best Life**  
amazon.com  
We are all living a life full of wins, losses, and lessons. And some of us feel compelled to pass along the things we learn from each win and each misstep, in the hope that others can bypass some of the...

Link



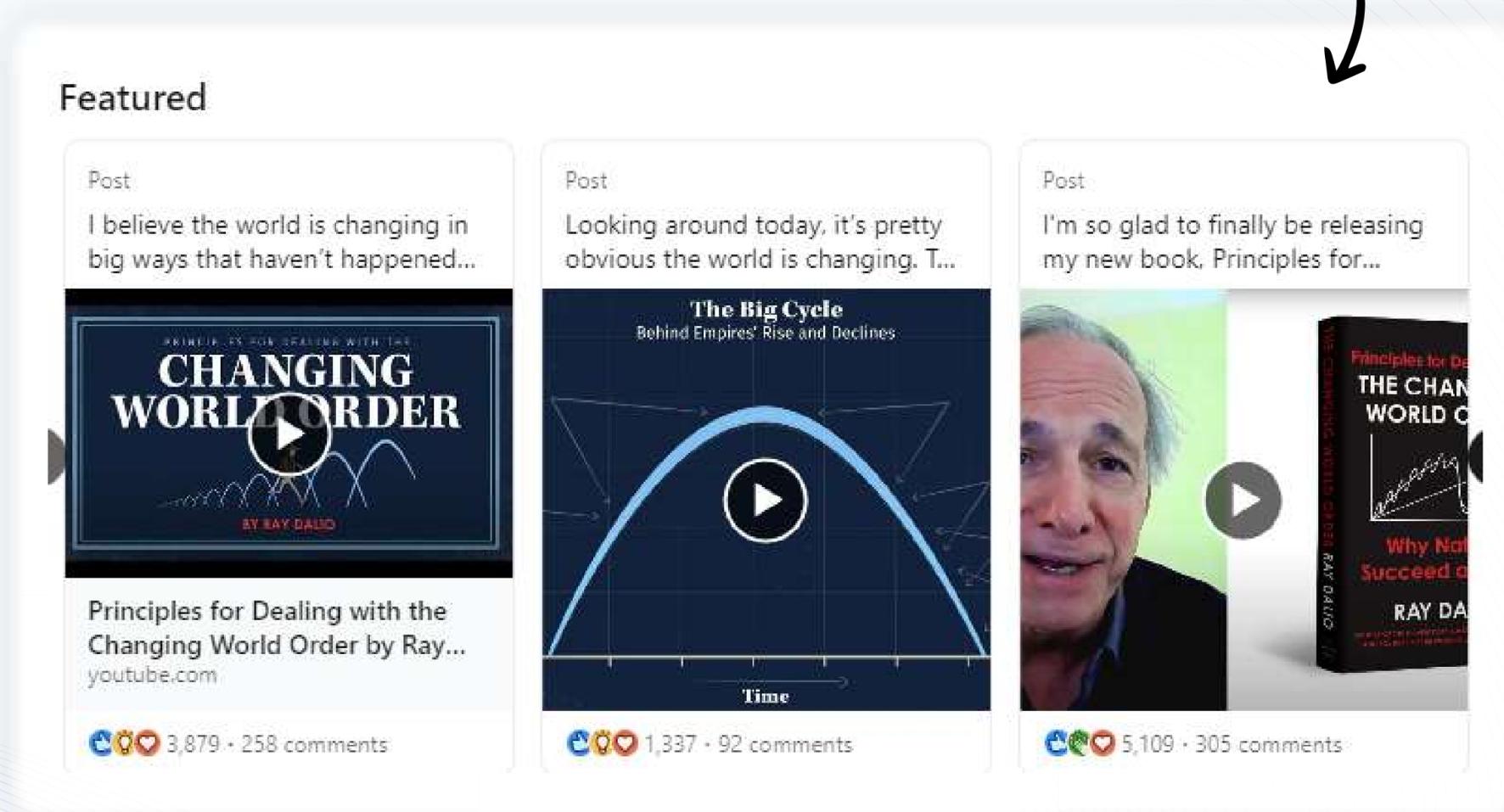
**Champion's Daily Playbook: Let's Go Win!**  
amazon.com  
JM Ryerson, author of the Amazon bestseller, Let's Go Win, firmly believes that success leaves clues. And the best way to spot those clues? By consciously and intentionally living your days....

Profile Source: JM Ryerson



# PROMOTE A BOOK

Your Featured Section is an excellent place to promote your Book, **cementing you as an authority figure.**



Profile Source: Ray Dalio



End