

# The LinkedIn Profile

## 10 Optimization Steps

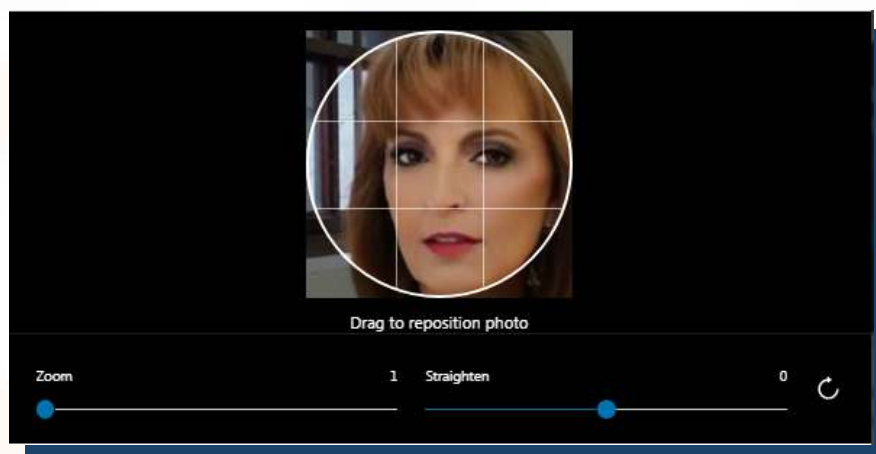
As the LinkedIn Profile will be central to all your LinkedIn activities and act as a landing page and a sales page, the following components are of importance.

### 1. The Background Banner



The background photo is used to create credibility as well as your solutions offer. If you are a speaker display a picture of you speaking. The wording should immediately relay the message that your visitor is at the right place and create curiosity to want to know more. Ensure the background photo is the correct size.

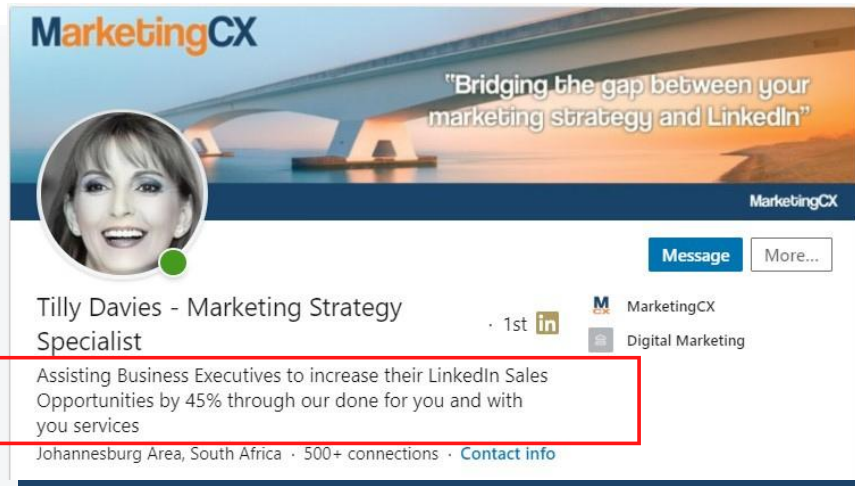
### 2. The Profile Picture



Invest in getting a professional headshot of yourself. First impressions last and it is extremely important to position yourself as a well-groomed, friendly, approachable, professional person waiting to assist your very next customer.

### 3. Headline

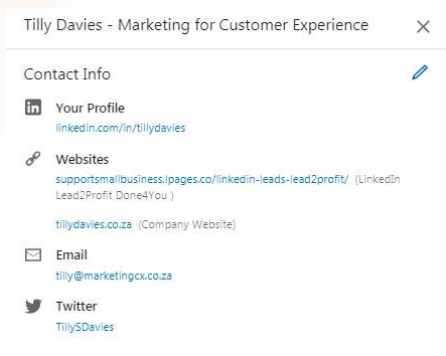
Your LinkedIn Profile must never be treated as a CV / Resume. Most people opt to enter their job title or position within their company as the headline in error. The headline should detail your sales message in one sentence. The visitor should immediately identify with this statement as the **solution to their problem**.



There are three formats that work well:

- **You Assistance Offer:**  
I help [target audience] to [achieve] within [time frame] through [the method]
- **The Solution Question:**  
Detail the problem creating the solution  
e.g. You know how you battle to get leads here on LinkedIn wasting valuable time, effort and money? I solve that!
- **The Imagine Statement:**  
Position your visitors within the solution they are seeking  
e.g. Imagine having all the high-quality leads your business needs daily with a 60% close ratio. That's what we do.

### 4. Contact Details



- Personalize your profile URL
- Add your Company Website
- Add your Business Email
- Add your Twitter Account (if you have one)

## 5. About (Summary)

Here you want to briefly inform your target audience who you are and how you can assist them.

### Use Three Different Methods

- Problem and Solution with Call to Action
- What, Who and How with Call to Action
- Mission statement

#### About

Many businesses are struggling right now! Let's talk about the importance of Business Growth.

- 🤔 Is your LinkedIn profile bringing you high-quality, ready to buy leads?
- 🕒 Do you want a predictable system to get daily sales appointments without wasting hours on LinkedIn?
- 💰 Are you looking for a more effective marketing system that will save you time, effort and money?

Most people spent hours on LinkedIn with no results.

👉 But there is a way whereby you can let your salespeople do what they do best – Close Sales! 🎯

I serve customers around the globe specializing in the optimization of their LinkedIn assets and ongoing networking. Plus providing engaging activities through their LinkedIn accounts resulting in generating leads daily!

There are 3 core areas our customers struggled with:

1. The Who – Who is your ideal client?
2. The What – What message will become irresistible to your ideal clients?
3. The How – How do attract qualified, highly convertible leads on LinkedIn?

## 6. Featured

Add any Video or Graphics to build even more credibility.

### Featured

Algorithms on any social media platform can be a huge challenge!...



MarketingCX | LinkedIn  
za.linkedin.com

We create a high-value engaging community leveraging the power of LinkedIn! Join Us

## 7. Experience

- Write in Story Format
- Add in Video's or Graphic to draw attention
- Don't add your entire CV, one or two positions will be sufficient

The screenshot shows a LinkedIn profile section titled "Experience". It features a logo for "MarketingCX" with a blue "M" and orange "CX". The text indicates the user has been with MarketingCX for "4 yrs 8 mos". The role is listed as "CEO | Business Coach | Marketer | LinkedIn Specialist | Speaker | Social Media Marketing" from "Jan 2016 – Present · 4 yrs 8 mos" in "Sandton". The description reads: "I help businesses to grow by offering lifestyle solutions. I have assisted many corporate business executives, small business entrepreneur including home-based business owners to become leaders and influencers; making a difference in the lives of others through achieving huge business successes... and effective marketing!". A secondary line of text says: "Also, I do LinkedIn for you, with you and show you!". A final line states: "We put your customer at the centre of all our LinkedIn marketing activities and focus on improving the customer experience through engagement. After all, sales start with service and service start with sales, right?!"

## 8. Skills & Endorsements

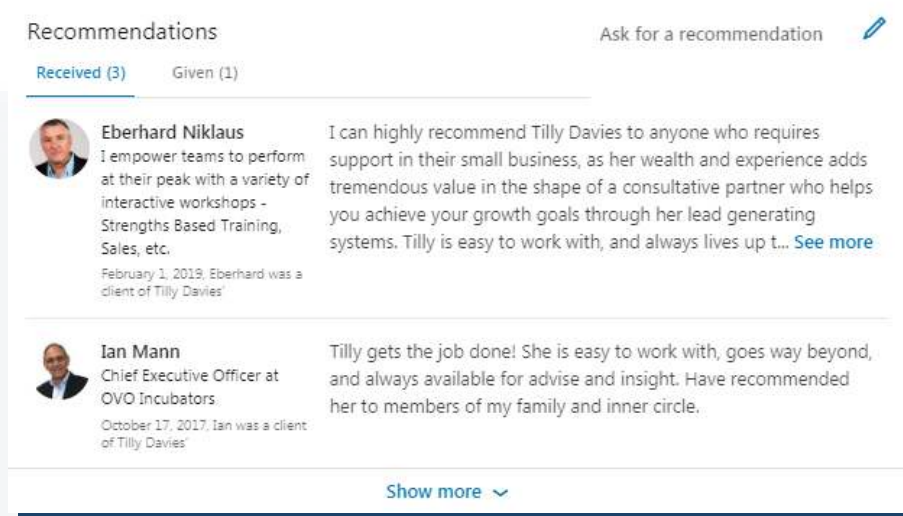
- Create keyword density by adding keywords that are relevant to your target audience interest
- List the top 3 skills that you would like to receive endorsements for
- Remember if you want endorsements then give endorsement

The screenshot displays a LinkedIn "Skills & Endorsements" section. It lists three skills with their respective endorsement counts and details:

- Marketing · 92**
  - Endorsed by Brian Smith - Lead Generation Specialist and 1 other who is highly skilled at this
  - Endorsed by Gerrit van der Merwe - Referral Business Facilitator [BNI on LION] (mutual connection)
- LinkedIn Marketing · 28**
  - Endorsed by Gerrit van der Merwe - Referral Business Facilitator [BNI on LION] (mutual connection)
  - Endorsed by 2 of Tilly Davies' colleagues at MarketingCX
- Business Strategy · 82**
  - Endorsed by Ian Mann, who is highly skilled at this
  - Endorsed by Gerrit van der Merwe - Referral Business Facilitator [BNI on LION] (mutual connection)

## 9. Recommendations

- Get at least 3 Recommendations
- Focus on giving and receiving Recommendations



Recommendations Ask for a recommendation

**Received (3)** **Given (1)**

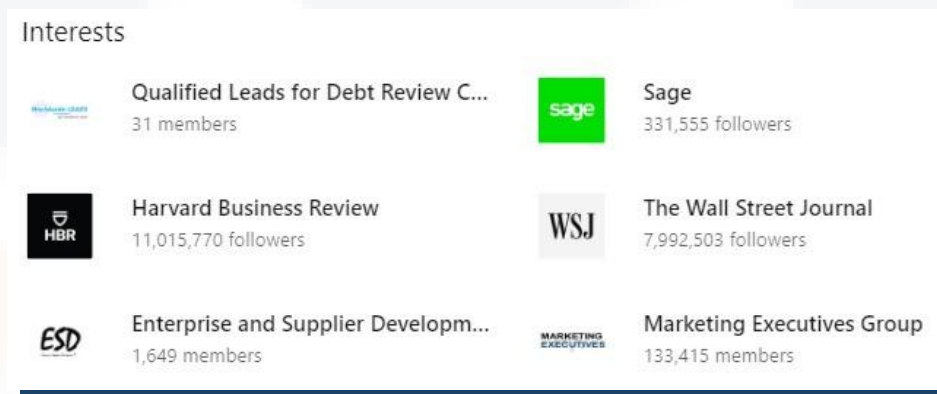
**Eberhard Niklaus**  
I empower teams to perform at their peak with a variety of interactive workshops - Strengths Based Training, Sales, etc.  
February 1, 2019, Eberhard was a client of Tilly Davies  
I can highly recommend Tilly Davies to anyone who requires support in their small business, as her wealth and experience adds tremendous value in the shape of a consultative partner who helps you achieve your growth goals through her lead generating systems. Tilly is easy to work with, and always lives up t... [See more](#)

**Ian Mann**  
Chief Executive Officer at OVO Incubators.  
October 17, 2017, Ian was a client of Tilly Davies  
Tilly gets the job done! She is easy to work with, goes way beyond, and always available for advise and insight. Have recommended her to members of my family and inner circle.







[Show more](#)

## 10. Interests

- Follow Pages that will help you to find your ideal client and build relationships
- Only follow that are active and posting at least once every day that will assist you to expose your engagement content



Interests

 <b>Qualified Leads for Debt Review C...</b> 31 members	 <b>Sage</b> 331,555 followers
 <b>Harvard Business Review</b> 11,015,770 followers	 <b>The Wall Street Journal</b> 7,992,503 followers
 <b>Enterprise and Supplier Developm...</b> 1,649 members	 <b>Marketing Executives Group</b> 133,415 members

## Examples of Optimized Profiles

<https://www.linkedin.com/in/flexible-packaging-specialist/>

<https://www.linkedin.com/in/michelle-harding-budde-19216966/>

<https://www.linkedin.com/in/segalgary/>

## Your LinkedIn Profile Check List

Print this document out and tick the sections of your own LinkedIn profile that you have optimized or need assistance with.

Component	Done	In Progress
Eye Catching Background Banner		
Professional Profile Photo		
Headline Detailing Sales Message		
Complete Contact Details		
About		
Featured video/ graphics		
Story Format Experience		
Keyword Dense Skills & Endorsements		
Min of 3 Recommendations		
Interest: Only Follow Relevant Pages		