



LinkedIn Profile Setup Guide!



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1. LINKEDIN PROFILES WHAT DO YOU NEED?

You are here to get a professional LinkedIn profile as quickly and easily as possible... That is exactly what is going to happen! There are several different LinkedIn techniques that produce results; we want to maximise your impact through the fewest steps possible.

Focus on the three R's to focus your LinkedIn profile

- Retouch your profile photo
- Redo your headline
- Retargeting your summary

Encourage prospects to learn more about you and your business, as well as how you can help them!

How do you achieve that? By showing potential clients/customers that you understand their troubles AND their pain-points. It is not enough to just stand out.

It is about standing out to the CORRECT target Avatar audience!

First off, you do NOT want your LinkedIn profile to resemble a biography,



resume or list of duties. Your profile is YOUR personal and virtual sales letter. It should speak directly to your target avatar audience – as if you were talking to

a hot lead over the phone.

Do not lose sight of your clients' pain-points throughout the entire profile.

Those pain-points really grab people's attention.

- How do you make your clients' lives better?
- What stress do you relieve?
- Why are you the best person to help them?

2. RETOUCH YOUR PROFILE PHOTO:

2.1. CHOOSE THE RIGHT PROFILE PICTURE FOR LINKEDIN:

Your profile picture is your calling card on LinkedIn – it is how people are introduced to you and (visual beings that we are) it governs their impressions from the start. There are some great posts explaining [how to pick the right profile picture on LinkedIn](#)

Here are some quick tips to start with:

- make sure the picture is recent and looks like you
- make sure your face takes up around 60% of it (long-distance shots don't stand out)
- wear what you would like to wear to work
- smile with your eyes!

2.2. ADD A BACKGROUND PHOTO

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable

2.3. GENERAL CLOTHING TIPS:

- Keep colours from getting too close to your natural skin colour
- Avoid outdated clothes, no wild checks, stripes, or very busy patterns...especially if worn together!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 do not over-power the face. Dress to feel comfortable.
- Be calm. If you are feeling nervous, it will come across in the portraits.
- Long-sleeve shirts rather than short-sleeve.

2.4. THE COLOR OF THE CLOTHES:

- Avoid bright reds and orange.
- Darker colours are generally better than lighter colours.
- Colours like white, yellow and pink tend to over-power the face and make you look too pale.
- In general, the best colours are medium shades of blue, green, burgundy, and rust.

2.5. 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 a concealer that is close to the skin tone.

2.6. SHAVING & HAIR TIPS:

- Get a good shave if you have a heavy beard.
- Do not 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 do not 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.

2.7. NEXT STEPS

If your profile photo is NOT in its correct form, then set up your camera to take a new profile photo.



3. REDO YOUR HEADLINE:

3.1. MAKE YOUR HEADLINE MORE THAN JUST A JOB TITLE

There is no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. If you have sales reps at your company who are on the ball with social selling, then take a quick look at their profile page headlines for inspiration. They will almost certainly have more than their job titles in there.

3.2. IMPORTANT

- LinkedIn Headlines are 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!

3.3. NEXT STEPS

- Keep Up the Momentum! Start brainstorming and begin writing your attention-grabbing LinkedIn headline. It is time to start shining in LinkedIn search results!

4. RETARGET YOUR SUMMARY:

4.1. TURN YOUR SUMMARY INTO YOUR STORY

The first thing to say about your LinkedIn summary is – make sure you have one! It is amazing how many people still leave this field blank when creating their LinkedIn profile. Your summary is your chance to tell your own story – so do not just use it to list your skills or the job titles you have had. Try to bring to life why those skills matter – and the difference they can make to the people you work with. Do not be afraid to invest some time, try a few drafts, and run your summary past people you know. This is your most personal piece of content marketing – and it is worth the effort.

Pain-points are the key to everything. Pain-points reign supreme in your LinkedIn summary. Focus on what you do for your clients / customers! It is essential you clearly state your clients' pain-points along with how you can help resolve them.

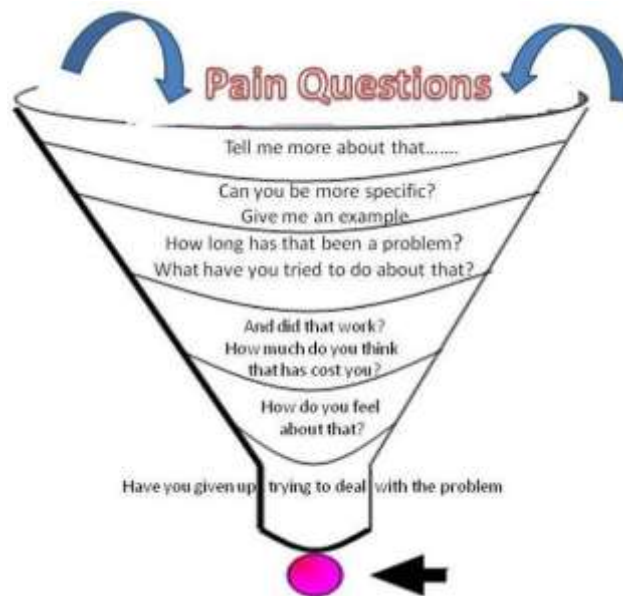
Focus more on what problems you relieve as opposed to just listing your skills. Your profile should look like a 'benefits-driven marketing' piece. Dive deep and explain the details on why you are the ideal person to help.

It is critical you REALLY understand your target audience; your whole profile is being customised to that specific audience. Use your Customer Avatar 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 or employ you!

4.2. IMPORTANT

- 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, emphasise how you are going to help the reader. “I do this” is not 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 latest 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; you need to start with something enticing. In the first couple of 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 clients' 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 , then (Call Me 📞 / Email/Visit this Link/etc.) to see if we're a good fit to work together."}



4.3. 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 organising your line-breaks and blocks of text so they are reader friendly.
- Maximising the value of every word – cut out what you do not need!

4.4. 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!

4.5. DECLARE WAR ON BUZZWORDS

Every January, LinkedIn releases a ranking of the Top Ten most over-used buzzwords on LinkedIn profiles. These adjectives are used so often in LinkedIn headlines and summaries that they become almost completely meaningless. The top ten list for this year included 'specialised', 'leadership', 'focused', 'strategic', 'experienced', 'passionate', 'expert', 'creative', 'innovative' and 'certified'. Now I am not saying you cannot describe yourself as these things – or that they do not matter. However, just using these words will not convince people that you have these qualities. You need to demonstrate them as well – both in the way you describe yourself, and in the way you use LinkedIn profile features to show what you are about.

5. YOUR MOST IMPORTANT ACCOMPLISHMENTS

5.1. NOTE

- You will want to use specific accomplishments very specific! Remember, you are creating a sales letter to your audience... not a bio to get a job (though there is not a lot of difference, you are selling a product either way).
- Write a sentence for each accomplishment in terms of the value you create / created for your client / customer — let them know what is in it for them...
 - (i.e. “My last 5 coaching clients all yielded 5X in revenue within 120 days” OR “I saved my company \$750k in returned products by ensuring customer satisfaction on the front end”).

6. YOUR VALUES & PASSIONS

- Express your values & passions and the things that energise 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.



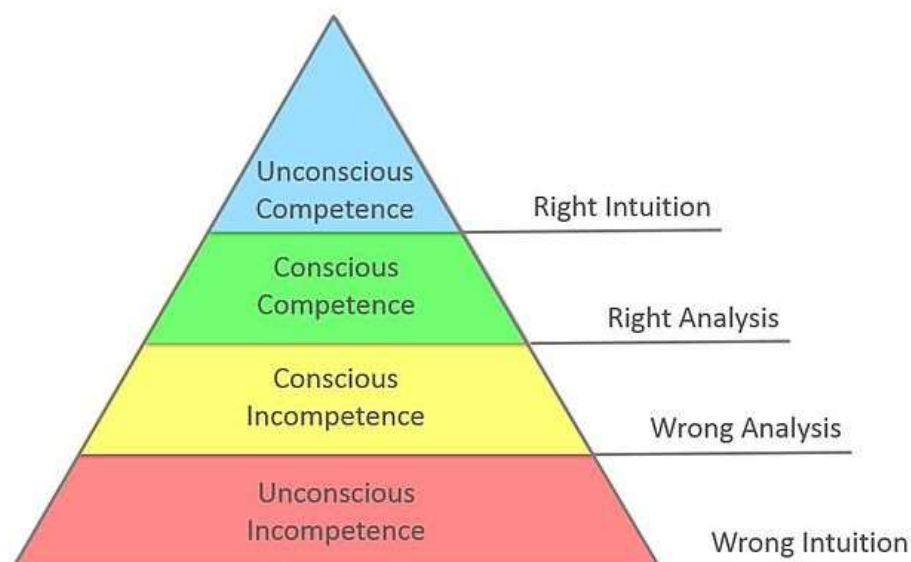
7.YOUR AMAZING SKILL SET

- 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 sceptical client”).

The examples are written in first person, yet they talk in terms of how you can HELP the prospective client.

7.1. LIST ALL OF YOUR RELEVANT SKILLS

It is one of the quickest of quick wins on LinkedIn – scroll through the list of skills and identify all of those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you. However, the key here is staying relevant. A long list of skills that are not really core to who you are and what you do, can start to feel unwieldy. Take time for a spring clean of your skills list every now and then.



Hierarchy of Competence

8. 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”).

8.1. MANAGE YOUR ENDORSEMENTS MORE PROACTIVELY

Once endorsements start to come in, you might find that they skew the emphasis of your LinkedIn profile in ways that do not reflect who you are. It could be that your core area of expertise is content marketing for example, but the people who have worked with you on events are more enthusiastic endorsers. Be proactive in managing your endorsements list using the edit features in the Skills section of your profile – you can choose which to show, and which to hide.

8.2. REQUEST RECOMMENDATIONS

Endorsements give people viewing your profile a quick, visual sense of what you are valued for. Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you. There is a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalise your request. It is worth the extra effort.

9. SOCIAL PROOF

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

9.1. 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. Hand and Glove, otherwise you will be unbelievable.
- Lastly, after you upload your new summary to LinkedIn, try bringing your text to life with images! 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.