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LIMITED EDITION RELEASE

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THE UNFAIR ADVANTAGE TO ONLINE LEAD  
& CLIENT GENERATION

# THE **3** SECRETS OF HIGHLY EFFECTIVE LINKEDIN PROFILES

HOW  
EFFECTIVE IS  
YOUR PROFILE?  
APPLY THE  
CHECKLIST (INSIDE)  
FOR

POWERFUL STRATEGIES YOU CAN APPLY  
IN 30 MINS OR LESS THAT GENERATES 100's  
OF EXCLUSIVE LEADS & CLIENTS

# THE COMPLETE GUIDE TO LINKEDIN PROFILES

You are here to jumpstart your professional LinkedIn profile as quickly and easily as possible... And that's exactly what's going to happen. There are several different LinkedIn techniques that produce results; however, this 3-step process was created to maximize your impact through the fewest steps possible. Focus on the three R's to prime your LinkedIn profile – Reviewing your profile photo, Rethinking your headline and Retargeting your "About" section.

An effective LinkedIn profile should urge people to learn more about you and your business. How do you achieve that? By showing potential clients/customers that you understand their troubles and understand their pain-points. It's not enough to just stand out; it's about standing out to the CORRECT target audience!

First off, you do NOT want your LinkedIn profile to resemble a biography, resume or laundry list of accomplishments. Your profile should be used as a personal, virtual sales letter. It should speak directly to your target audience – the same way as if you were talking to a hot lead over the phone.

Don't lose sight of your client's pain-points throughout the entire profile. Those pain-points really grab people's attention.

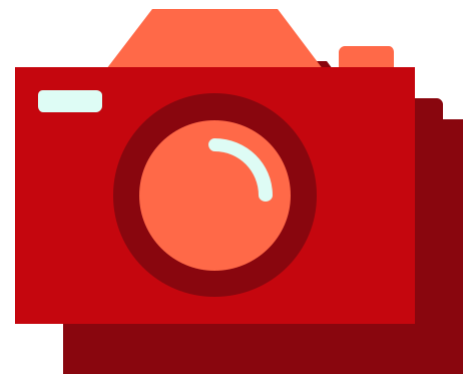
- How do you make your client's life better?
- What stress do you relieve?
- Why are you the best person for the job?

This document guides you through a variety of questions and pointers that help you revise your profile. Once you complete the three sections, you can copy your content and post it directly into your profile!

Let's begin...

## 1. REVIEW YOUR PROFILE PHOTO

Your LinkedIn profile photo is your very first impression to potential leads. Make sure you're making the right professional impression. Crop and light the photo to make your face bright and visible (about 80% of the image should be your face itself). Dress professionally, face the camera directly and please be sure to smile.



While a professional headshot is ideal, today's smartphone cameras can work wonders.

You can also consider these additional tips...

## CLOTHING TIPS:

- Try and keep colors from getting too close to your natural skin tone!
- Avoid clothes that may take you back to the 70s'. For example, no wild checks, stripes, or very busy patterns...especially if worn together!
- Avoid clothing extremes. Dress professionally while staying true to your authentic self.
- RELAX!! If you are feeling frazzled, it will come across in the portraits.
- Avoid clothes that are too revealing.



## THE COLOR OF THE CLOTHES:

- Avoid bright reds and orange (they battle your face for attention)
- Darker colors are generally better than lighter colors.
- Colors like white, yellow and pink tend to over-power the face and make you look too pale.
- In general, the best colors are medium shades of blue, green, burgundy, and rust.

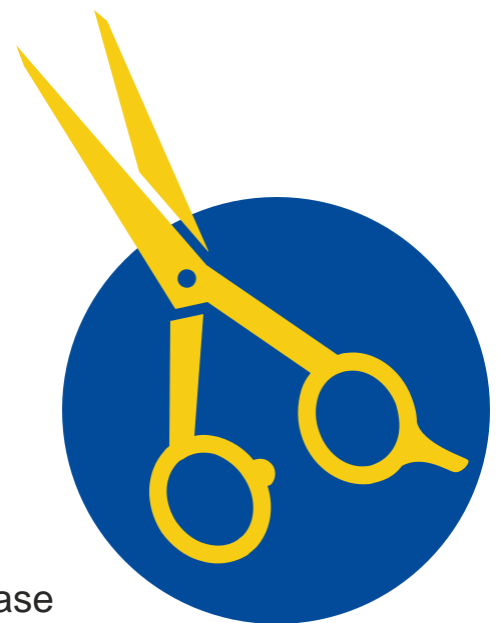


## MAKEUP TIPS:

- 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 an eraser that is close to the skin tone.

## SHAVING & HAIR TIPS:

- Get a good shave if you have a heavy beard.
- Don't 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 don't 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.



**NEXT STEPS** – If your profile photo is NOT in its correct form, then set up your camera to take a new profile photo. Otherwise, it's time to move on and rethink your LinkedIn headline. Way to Take Action!

## 2. RETHINK YOUR HEADLINE

The vast majority of LinkedIn users allow their headlines to sit in default, which means their current job title displays as their headline. Their loss is your gain...

The headline is your BEST chance to stand out from the crowd in LinkedIn searches. In addition to your profile photo, it's best to think of the headline as your advertising "hook" or "tease." It can highlight who you are, what you do, and how you can help potential clients, but most importantly, your headline should directly focus on your client's pain-points and fears.

It is sometimes easier to do headline writing with a formula and example in mind.

### HEADLINE FORMULA

(Want to... {ultimate desired outcome}) + (Without a certain "pain-point") + (In A Certain Amount of Time) + (Call-To-Action)

This is the MOST POPULAR headline formula and generally recommended. Keep in mind that you want to use keywords that will turn up in a search.

You should try this formula out first. It addresses the customer's pain-points directly and grabs attention immediately; however, your headline choice is ultimately up to you. Incorporate emojis to add some color.

If you're looking to time-activate your headline with some authority wording, then use a phrase like..."in XX Weeks or Less."

==> ///// **EXAMPLES** ///// <==

Want \$127,562+ Per Year In 90 Days or Less Without Stressing About Your Job? I Help You Gain Freedom 📩 Message Me!

Want Full Homeowner's Insurance Without Paying Too Much? ☆ Premiere Baltimore Insurance Agent 📩 Message Me!

Want to Sell Your Home Fast, With ZERO Stress & At Top Dollar? ☆ I'm An EXPERT Online Marketer & Realtor 📩 Message Me!

**IMPORTANT** – Remember that your LinkedIn Headline is limited to 220 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!

**NEXT STEPS** – Keep Up the Momentum! Start brainstorming your new

LinkedIn headline, and begin writing your attention-grabbing headline. It's time to start shining in LinkedIn search results!

### 3. RETARGET YOUR "ABOUT" SECTION

Pain-points were mentioned earlier, but they should reign supreme in your LinkedIn summary. Focus on what you do for your clients/ customers! It is extremely important that you clearly state your client's pain-points and how you can help resolve them.



You want to focus more on what problems you relieve as opposed to just listing your skills. Your profile should look like a 'benefits-driven marketing' piece. Really dive deep and demonstrate that you understand the issues facing your ideal client and the solutions you have.

It's so important you REALLY understand your target audience because your whole profile is being customized to that audience. The key is being clear about your intentions and goals as you develop your LinkedIn profile. Specificity and clarity will help to attract connections who are actually interested in what you have to offer.



**REMEMBER** – Write your "ABOUT" section 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 your services, emphasize how you are going to help the reader. “I do this” isn’t as effective as “I do this for people like you so that you no longer have to wonder where your next client is coming from.”

Here are a few recommendations to help you get started:

**\*Start with a bang!** After the newest LinkedIn update, only the first few lines of the ABOUT section 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; therefore, you need to start with something enticing. In the first couple 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 client’s pain points and begin writing...

**\*Next, fill in this section 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 <SOLVED\_PAIN-POINT>, then please (Call ☎ / Email ✉ /Visit this Link/etc.) me to see if we're a good fit to work together."}

**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 organizing your line-breaks and blocks of text so they are reader-friendly.
- \* Maximizing the value of every word – cut out what you don't need!

**IMPORTANT** – Remember that your LinkedIn summary is limited to 2,600 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!

If you still have room to for additional copy (after addressing pain-points, details and a CTA), then try to cover some of these additional points:

## **\*\*YOUR MOST IMPORTANT ACCOMPLISHMENTS\*\***

**NOTE** - You will want to use specific accomplishments very purposefully! Remember, you are creating a sales letter to your audience... not a bio to get a job.

⇒ Write a sentence for each accomplishment in terms of the value you create/ created for your client/customer — let them know what's in it for them... (i.e. “My last 3 coaching clients all yielded 3X in revenue within 90 days” OR “I saved my company \$500k in returned products by ensuring customer satisfaction on the front end”).

## **\*\*\* YOUR VALUES & PASSIONS \*\*\***

⇒ Articulate your operating principles and the things that energize 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.

## **\*\*\* YOUR SUPERPOWERS \*\*\***

⇒ 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 skeptical client”). Again, please notice that the examples are written in first person, yet they talk in terms of how you can HELP the prospective client.



**NEXT STEPS** – Now It's Time... Put yourself in a creative place (literally and figuratively), turn off unnecessary electronics, and get ready to produce your best work, it's time to write your LinkedIn HEADLINE and ABOUT section. Go Take Great Action & Start Generating Leads Online!

**Want More Help?**  
**Get Access to BBS's LinkedIn**  
**0DVWHUFODVVDQRWKHU**  
**\$YDQHGVDLQ&RXUVHV**



Generate Leads  
Set Appointments  
Close Deals  
**EVERY WEEK**

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