

Optimize Your LinkedIn Profile to Help Attract Your Ideal Visitor



David J.P. Fisher
Sales & Business Academy
DavidJPFisher.com

3 STRATEGIC QUESTIONS

i **The biggest mistake that people make on their LinkedIn Profile:** They start working on their social media profiles, especially their LinkedIn profile, without any planning or forethought. Know what you want to say before you say it.

#1: What are your primary goals in your position?

What results are you aiming for? “Sell more” isn’t enough. Are you looking to find and cultivate new relationships? Are you looking to deepen your existing ties to your customers? Connect with referral sources? The more vague your goals, the more vague your results – so be concrete and specific.

#2: Who is your target audience?

You can't be all things to all people. Who does your profile need to speak to: Prospects? Existing clients? Influencers? Possible employers? Partners? The more granular you get, the better. In other words, “directors of marketing who buy outsourced online advertising services” is better than just “prospects”.

#3: What message do you want to share? (i.e. your personal brand)

What do you want your visitor to think about you after they visit your profile? Knowing what differentiates you and what you provide will shape how/what you communicate in your profile. What can you share about yourself and your company that will make people respond positively to your profile?

3 TACTICAL AREAS

i **The second biggest mistake that people make:** They don't spend time on their profile to make a great impression. Speak to your prospects and customers in terms they would respond to. Three areas on your profile share a majority of your message and you have to get them right.

#1: Photos (Banner and Headshot)

The banner is your first impression – it's like a billboard for your profile.

1. **Is the banner image consistent with either my company's visual branding or representative of my field or industry? (is the banner a consistent visual representation?)**
Yes No
2. **Does the banner convey professionalism? (Is your first impression credible?)**
Yes No
3. **Is the tone presented in the banner representative with the message you are sharing on your profile?**
Yes No
4. **If the answer is no to any of these questions, time to get a better banner until you can answer yes for all three.**

The headshot should convey professionalism and the ability to execute.

5. **Is the photo polished? (is the person in the photo credible and professional?)**
Yes No
6. **Is the photo approachable? (would someone want to start a conversation with the person in the photo?)**
Yes No
7. **Is the image presented in the photo consistent with the rest of your profile? (would someone read your profile and think, "Yes, the person in the photo matches my expectation based on what I'm reading?")**
Yes No
8. **If the answer is no to any of these questions, time to get a better photo until you can answer yes for all three.**

#2. Headline

The headline should grab the reader's attention and speak in terms that resonate with your target audience.

1. Is your profile headline set to your current job title and company?

Yes No

2. If yes, is your job title descriptive enough to let your reader know what differentiates you? (account representative or sales executive is not)

Yes No

If no, use targeted keywords to appeal to your target audience:

Keywords that Describe the Target Audience You Serve:

Phrases that Describe What You Help Your Audience With:

Put it together: "Helping (your target audience) (what you help them with)"

#3. About Section

The summary should provide a brief story of how you help your customers.

3 Paragraphs (2-3 sentences each) that share:

1. Communicate what you do in your position:

1. As a _____ for _____ I am responsible for _____

2. On a day-to-day basis, I _____

2. Provide value statements that differentiate you and your services:

1. When working with my customers, I bring .
2. At , we are focused on providing .
3. I enjoy working with my customers because .

3. Be Profersonal™. Share something beyond your job role that that humanizes you:

1. When not at the office, I am involved with
because I .
or
2. Besides my work at , I also enjoy . I've
actually .

4. Feature your most important messages by adding multimedia:

1. The “Featured” section allows you to add video, images, pdfs, and slide decks.
2. These can feature you personally, your most important services or products, client testimonials, or media mentions of your organization
3. It allows your Profile reader to consume content directly in your profile.

Don't wait! Start making these changes today. Even 10 minutes a day on your LinkedIn profile is powerful. In a week you will have a tool that is helping you bring people into your sphere of influence instead of pushing them away.

See you online!

David

Have questions?
Want to share your new profile with me?
Reach out to me:

