



**LinkedIn**

# **PROFILE ASSESSMENT**

The execution check-list to boost your LinkedIn profile to become a Lead Generation Machine!

# LinkedIn PROFILE ASSESSMENT

Congrats on taking the first step to becoming an Authority on LinkedIn!

My name's Amy and I'm here to help you on becoming The Authority in your niche, but first, we have to get you LinkedIn ready.

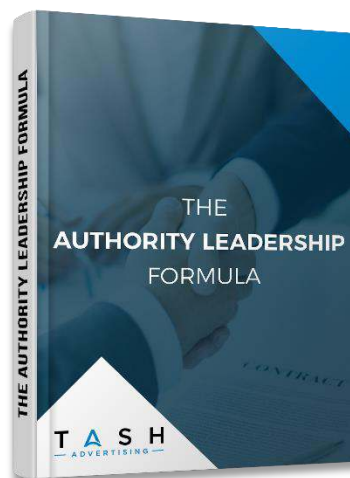


So, are you ready to become a **LinkedIn Authority**?

While I'm sure your profile is off to a great start, I want to ensure you the success you deserve. So, I've compiled this check-list of everything you need to do to ensure your account becomes a Lead Generation Machine.

Your profile is key when it comes to presenting yourself on LinkedIn, it presents you as an authority figure, can increase your prospecting results, and can make visitors on your profile turn into clients.

Let's get started!



# YOUR PROFILE PICTURE



First impressions matter, you'd never greet someone you meet without smiling, right? The same goes for LinkedIn! The people who are visiting your profile are "meeting" you for the first time – you need to look happy and friendly!

Just from smiling alone you can increase your connection requests by 40% - so make sure to flash those pearly whites!

Keep the background distraction-free and make sure you look professional. There's no need to hire a photographer, just ask a friend or colleague to take a picture of you.



# TITLES MATTER



So, I'm project manager. Pretty neat right? Well, probably not to you, you're probably wondering why I'm even telling you. So, let me tell you a little secret...

Honestly, **no one cares** about your job title, they care about what you can do for them. If you're putting Owner or CEO or whatever your job title is as your headline – you're missing out. Consider this part of your profile prime real estate for marketing.

Your headline is vital because it's the first thing people learn about you. To get them to accept your connection request, your headline must be **RELEVANT** to their needs and not sound like a sales pitch.



To see exactly how we  
implement our check-list  
[CLICK HERE!](#)

# HAVE YOUR NICHE



If you try to help everyone and anyone, you're really helping no one. People never seek out the jack-of-all-trades because they want someone who can help them and their specific needs. They want an expert in their field.

This is where you have your chance to shine and prove yourself as the authority figure. This is where your header can come into play. You address their pain or need in the first place they see. You don't want to oversell yourself and come off too salesy, but you do want them to understand you're there to help them.

Here's a good formula to follow for a great header:

**Title, Company | I help [industry] [benefit]**

Need help with your profile?  
Schedule a free consultation:  
<https://successplan.youcanbook.me/>

# MAKE YOUR BIO SHINE



Your bio should go over exactly what your company does for its clients and the success it has had in the past. Go over some great results you've garnered for past business in this industry, but make sure you don't go into too much detail - no one likes a bragger.

Try to limit your paragraphs to about 2-3 lines, as it's easier to read.

Be sure to highlight your unique selling proposition and why you're the best at what you do.

A big bonus to really boost your authority is to add a testimonial or case study in your bio.

Always, always, ALWAYS end your bio with a call-to-action. Make sure they know how to contact you for your expertise. You've went through all this work and now it's time to let them choose if you're the expert for them!

# DON'T FORGET YOUR EXPERIENCE

This is something many LinkedIn users overlook - which is a big no-no! You're establishing yourself as an expert, you should be showing them what lead you up to this status.

Make sure to put most of your work into your current role and the successes you've had there.

Previous roles you should dedicate 2-3 sentences/bullet points on how those roles prepared you for your current position.

Be sure to check out the following page for our **Booster Bonuses** – these extra tips will really blow your profile out of the park and give you the authority presence you want. These bonuses tend to be found on profiles that convert more leads into clients, so I'm sure it's something you'd like to check out!





## RECOMMENDATIONS

Recommendations should be coming mainly from your clients - if you ask them to write you a testimonial, ask them to write it on your LinkedIn profile, that way you can showcase it to the professional world!

## BRANDED CONTENT

This can include anything from articles, videos, testimonials to case studies. Any piece of content that portrays your skill and your ability to generate results should be placed on your profile either in the bio, through a post, or in your media section.

## SKILL ENDORSEMENTS

People want to know you're good at what you say you do. Skill endorsements are the perfect way to portray your ability. Ask your clients, friends, peers, and family to write on your profile a testimonial based on a particular skill that relates to your service.

## GROUPIE

Be sure to be active on LinkedIn, post content, make connections, and, most importantly, join groups! You'll be able to meet people in your field or someone seeking assistance.