

LINKEDIN™ SIMPLIFIED

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LinkedIn™ Profile Cheat Sheet

Learn how to get
more business with
LinkedIn™

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Today**

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LINKEDIN PROFILE CHEAT SHEET

Who is this for?

- COACHES
- CONSULTANTS
- BUSINESS OWNERS
- ENTREPRENEURS



Join Us

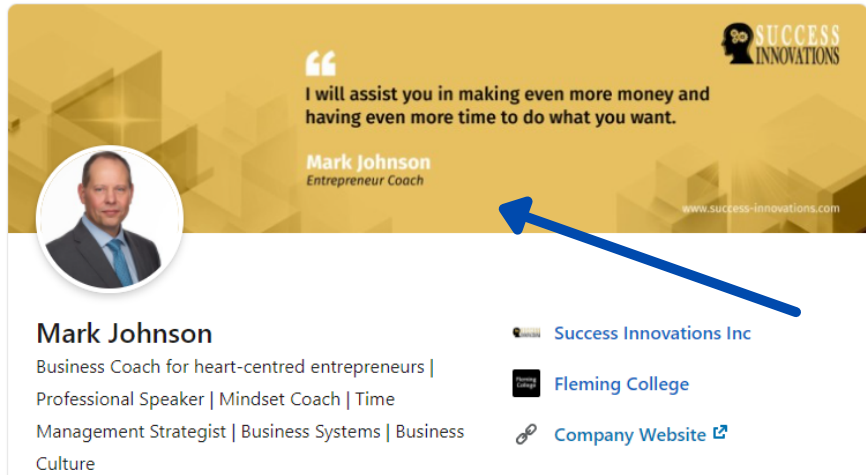
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↓ ↓ Your first cheat is on the next page ↓ ↓

LINKEDIN PROFILE CHEAT SHEET

Step 1 - Client Attracting Profile

1. Cover Image - This is the image on the top-most part of your linkedin profile. The personal background image recommendation from LinkedIn is between 1000 x 425 pixels and 4,000 x 4,000. The company banner image recommended size is 646 x 220. You can use cover photos to put your contact information, profession, and other attractive things to make your profile look appealing



“


I will assist you in making even more money and having even more time to do what you want.


Mark Johnson
Entrepreneur Coach


Success INNOVATIONS

www.success-innovations.com

Mark Johnson
Business Coach for heart-centred entrepreneurs | Professional Speaker | Mindset Coach | Time Management Strategist | Business Systems | Business Culture

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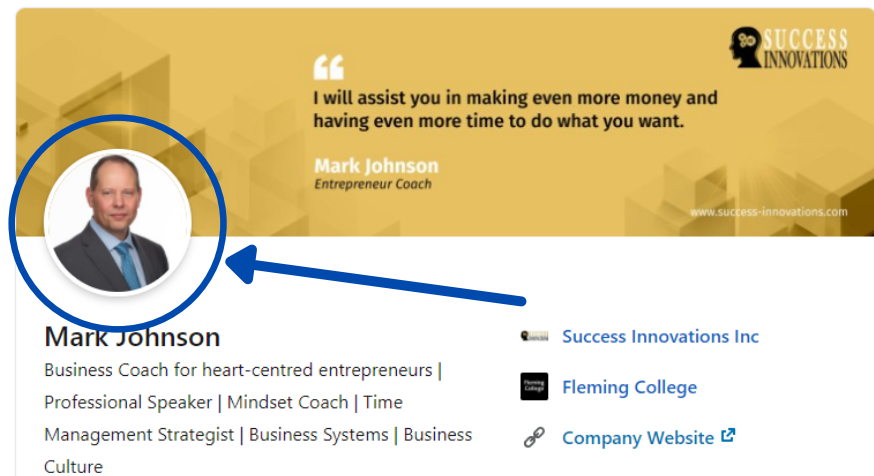
 [Company Website](#)

LINKEDIN PROFILE CHEAT SHEET

Step 1 - Client Attracting Profile

2. Profile image - This is important because it will showcase your personality. A professional image that looks presentable and professional would probably help a lot to gain trust from people who are just about to connect with you.

Tip: Hire a professional headshot photographer to take your photo



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3. Profile Name - You must make your profile name stand out. You can add icons to it to add attraction.

“

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Step 1 - Client Attracting Profile

4. Headline - Ensure that your headline captures your readers' attention and makes them want to click on your profile. You may also want to include one or two keywords that you want to be found for in a LinkedIn search. On posts, comments it will show this:

“
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LINKEDIN PROFILE CHEAT SHEET

Step 1 - Client Attracting Profile

5. Summary - this is where all information about you is shown right below your headline. So this should be appealing as well.

About



Most entrepreneurs today are people, like you, working long & hard but have little time for themselves & families. I don't believe you started your business to work 60-80+ hours a week, missing family, rarely (if ever) taking holidays, and losing grip on your personal life. There is a better way. 💡

What Would Your Business & Life look like if you:

- ▶▶ Worked 35 hours (or less) per week and STILL got everything done?
- ▶▶ Making a BIG DIFFERENCE in the lives of your customers and your team?
- ▶▶ Were able to DELEGATE or many tasks that (quite honestly) bore you to death?
- ▶▶ Had systems in place that let you take time off with complete peace of mind?
- ▶▶ Had a mindset that removed roadblocks that trip you up?

That would be pretty amazing, wouldn't it?

LINKEDIN PROFILE CHEAT SHEET

Step 1 - Client Attracting Profile

6. Copy the Summary and put it in the first level of Experience

Experience



Success Innovations Inc

13 years 1 month

◆ Professional Speaker ◆ Business Coach ◆ Workshop Facilitator ◆ Mindset Coach ◆

Jun 2008 - Present · 12 years 8 months

Alberta, Canada

What's the difference between succeeding or burning out in the business world?

Most entrepreneurs today are people, like you, working long & hard but have little time for themselves & families. I don't believe you started your business to work 60-80+ hours a week, missing family, rarely (if ever) taking holidays, and losing grip on your personal life. There is a better way. 💡

What Would Your Business & Life look like if you:

👉 Worked 35 hours (or less) per week and STILL...

Show more ▾

LINKEDIN PROFILE CHEAT SHEET

Step 2 - Sending Connection Requests Daily

1. Write a message to connect with your ideal client

Hi <First Name>, I noticed your profile and wanted to connect with you.

<Your Name>

Hey <firstName> - came across your profile and would love to connect! I work with a lot of Entrepreneurs and I am always looking to expand my network. Also, I have a network of over 2k business owners, let me know if I can introduce you to anyone in my network.

<Your Name>

LINKEDIN PROFILE CHEAT SHEET

Step 2 - Sending Connection Requests Daily

2. Follow up with each accepted connection within 24 hours

Hi <First Name> - Thanks so much for connecting with me here on LinkedIn.

I am curious to hear more about you - hit the "reply" and tell me about what you're up to, how things are going and what type of audiences you serve?

Thanks, <Your Name>

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Step 3 - Have a Conversation with your New Connection

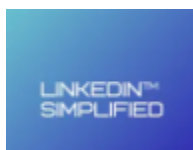
1. Think about if you are attending a networking event. You move around the room and you introduce yourself and ask them their name and about their business.

Step 4 - In Each Month follow up

1. Ask them how things are going
2. Create some article or post and ask if they would tell you what they think.

KEY: Replicate human interaction

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