



*Five Easy Ways  
to Create a  
LinkedIn Profile  
that Converts*



# Five Easy Ways to Create a LinkedIn Profile that Converts

You're an exceptional in what you do. But when you find yourself in a situation where you need to establish authority, increase your prices, or ask for the pay you're worth—self-doubt and imposter syndrome creep in.

Well, good news!

You've stumbled into the right corner of the internet. Because in addition to guiding you through these familiar scenarios, I'm here to teach you how to leverage LinkedIn and create a high-converting profile. LinkedIn is an often underutilized social media platform. But it's perfect for clarifying and honing your market position, increasing your impact, maximizing your income, and gaining freedom through meaningful work. In fact, outside of referrals, about 90% of our current clients come to us via LinkedIn—did you?

These clients have gained access to high-value networking opportunities, incredible jobs, new clients, and speaking as well as partnership connections, all while increasing their credibility and building their visibility. And they did it in a simple way—improving their profiles.



# Five Easy Ways to Create a LinkedIn Profile that Converts

Here are the five actions we encourage that you take to create a compelling LinkedIn profile that converts:

- 1 URL Customization**
- 2 Update Visuals**
- 3 Create a Rich Headline**
- 4 Advanced About Section**
- 5 Highlight Social Proof**

Whether you've done none of these OR you think you're doing them all, we encourage you to read through the entire document. In approaching this exercise with an open mind, you may learn something that you didn't know before—and that thing could be what is standing between you and the right connections.

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## 1 URL Customization

You probably didn't know this. But as with fellow social media sites like Facebook, LinkedIn automatically assigns you a URL. And it's LONG! So, change it to something short and easy to remember. Not only does this ensure you're discoverable, but it also makes it easier for people to remember how to get back to your profile when they're ready to work with you. Here are a few tips to ensure you pick the best URL for you:

- Keep it simple. Consider initials, first and last name, your profession, or something else easily recalled.
- Consider difficult spelling and searchability. If you have a lengthy name or one that is often misspelled, take that into account and shorten your URL. Options might include:
  - Your first name plus the first initial of last name
  - Your first, middle, and last initial plus a number
  - Three letters from your first name and three letters from your last name
  - plus a number.

>> [Change your LinkedIn URL](#)

**Professional Tip:** Add your LinkedIn URL to your resume, bio, business card, and website. Make it easy for potential clients and employers to access you.

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## 2 Update Visuals

As humans, we're visual creatures. So, it comes as no surprise that LinkedIn profiles with profile pictures are fourteen times more likely to be viewed than those without. Whether you're already using a profile photo, yours could use an update, or you're camera shy, keep these tips in mind:

- Invest in a professional photographer to capture your photo. In addition to photographing you in the best light, they often offer you various images for your portfolio.
- When a professional isn't in the budget, set aside an hour and host a photo shoot with a friend or family member using a smart phone or another camera.
- Neutral backgrounds often work best.
- Allow your personality to shine through in the color of your clothes but try to avoid patterns as they don't photograph as well.
- Present yourself in a way that will attract the type of company or clients you're seeking.
- Look at the camera straight on. Your head and shoulders should fill the frame.
- If your profile photo is older than a year, it's time to update it.

[>> Change your LinkedIn Profile Picture](#)



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In addition to your profile photo, you should change the banner image in your profile from the automatic LinkedIn blue to something that represents you. Use this space to advertise an important message or to highlight your products and services. Keep these tips in mind as you design your banner:

- If you can't afford a professional designer at this time, consider using software like Canva to design something special for your profile.
- Don't be afraid to use images on your banner—logos or a picture of yourself with clients are great options.
- Work with a Brand Strategist to design a color palette that speaks to your brand. Or be sure to research the colors you're using before posting anything. Most people don't realize how influential colors can be to profile viewers—and you want to send the right message!

>> Change your LinkedIn Banner

**Professional Tip:** Be authentic in the way you show up. Doing so helps ensure you'll attract the right clients and professional organizations.



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## 3 Create a Rich Headline

LinkedIn defaults your headline to your title and company or employer's name. But like everything else we've discussed so far, you can—and should!—change it. By not doing so, you are wasting prime real estate in the world of selling yourself on LinkedIn. In fact, your LinkedIn profile is often the highest Google ranked content under your name. Those searchers don't care about your current title or employer. So, what should you put there? Here are some tips to consider before you start editing:

- If someone was searching for someone exactly like you to help them, what would they enter in the search bar? Think in terms of keywords that also apply to your skills and accomplishments.
- Consider listing a value proposition—what can you do for your ideal clients?
- Only include your company's name if it adds to your value or if it's well known and adds to your credibility. Not sure? Then it probably doesn't.
- If you include your job title, make it easy to understand to people outside your company. This may mean editing your internal company title to something people outside the company are familiar with.
- Add a help statement such as, "I help X achieve Y by Z." You want potential customers or hiring managers to read it and immediately understand your value.

**Professional Tip:** Use all the characters available in this section because you want to give the reader a reason to continue looking through your profile after this critical introduction.



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## 4 Enhanced About Section

Wasted space. That's what we most often see here. Because no matter how well-intentioned you are, writing about your years in the industry or anything else related to work experience is SO overdone—in addition to being boring and of little value. So, if your about section is suffering from the same old thing, here are a few statements you can include instead:

- An elevator pitch. Tell the reader who you are, who you help, and how you do it—but keep this to no more than two or three sentences.
- Make your skillset and achievements all about helping THEM.
- Respond to possible objections before they can arise (i.e., pricing, if you outsource, how you manage your time, your location, type of degree).
- Share your values. People hire people, and they want to know more about you before they engage your services. Companies often list theirs, so if yours are also available—and a match—this goes a long way toward their initial impression of you.
- Tell others how they can connect with you (i.e., email me, call me, direct message me) and provide clear contact information.
- Include a clear call to action and tell potential clients what you want them to do: opt in to your freebie, sign up for your webinar, etc.



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## 5 Highlight Social Proof

Your website has testimonials on it—why shouldn't your LinkedIn? Having social proof and testimonials serve as the new reference. So, don't be shy about collecting them from peers, clients, mentors, and bosses. Make a list of everyone you're in good professional standing with from the last five to ten years and reach out with a request using these tips:

- If you still have their phone number or email, connect with them that way in addition to through LinkedIn.
- Outline the specifics of what you want them to say. From your contribution to a project to how quickly you learned a new system, ask your reference to dial into what they really know about you.
- If they're busy, offer to write the testimonial for them and allow them to make edits and post.
- Consider any other barriers that may prevent someone from providing a testimonial and remove them.