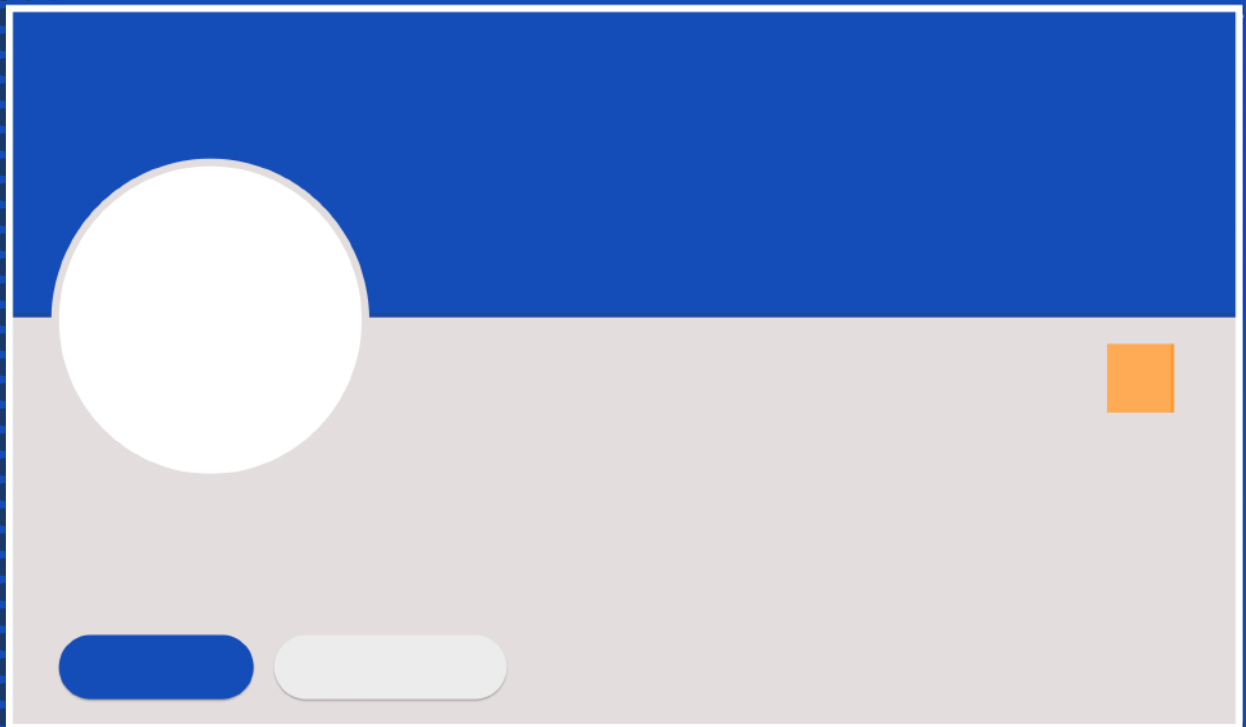
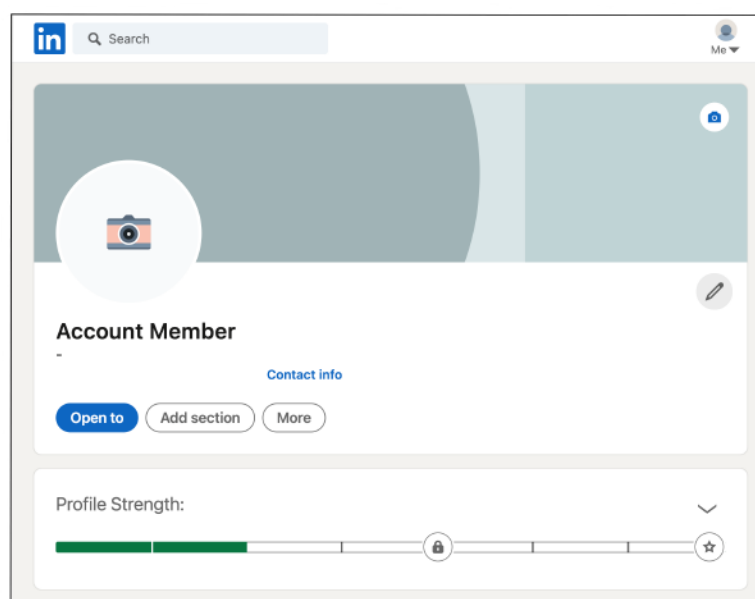


LinkedIn Profile Optimisation Guide



Introduction

- Success on LinkedIn starts with an optimised presence.
- LinkedIn is a noisy, crowded and distracting location today in the B2B world. Everyone is sceptical. Prospects are most likely to view your profile to check you out before accepting your connection request. Your profile is important, it demonstrates whether the prospect knows, likes and trusts you.
- You need to provide as much value in advance to increase your chances of higher connection rates and response rates, which eventually lead towards increasing the chances of potential business opportunities (qualified leads).
- In essence, your LinkedIn profile is a Landing Page where people go to check you out. Below is a framework on how you can optimize a 'Prospect Attracting' LinkedIn profile to increase your connection request acceptance rate by as much as 30%.
- We'll explain what makes different sections of a LinkedIn profile great. We'll also give you some LinkedIn profile tips that'll help you take yours to the next level.



1 Profile & Cover Photo

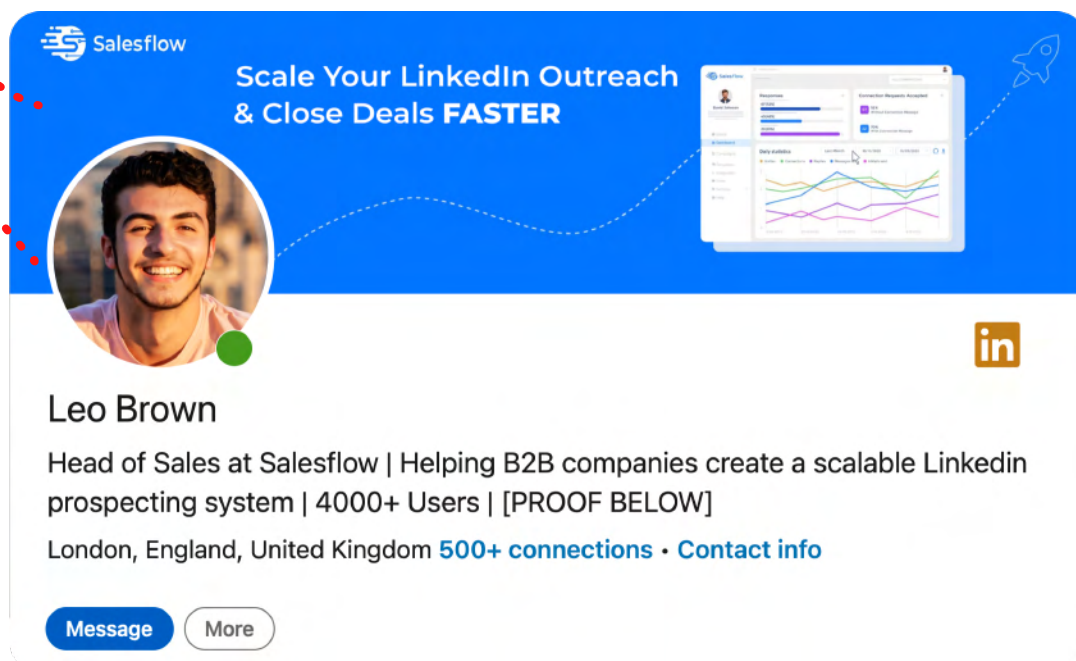
Profile picture:

Make sure you have a clear and professional look that people like to view and see. May sound obvious but there are many cases where people have a blurry photo, a photo that is too dark, a photo where you're with other people, not dressed professionally and have a background that is not clear.

Most likely that everyone has this already. However, if you're in this category, smartphones are advanced enough to create a good quality photo. Make sure you have a:

- A clear background
- Professional clothing
- A bright environment (not too dark).
- Looking straight at the camera (as long as your shoulders are towards the camera, it doesn't matter where you're looking)

Cover photo:



This is a great piece of LinkedIn profile real estate that a lot of people don't utilise. When someone views your profile on LinkedIn this will be the main section they'll see after your profile photo.

Opinions vary but an image of personal significance (you at an event, talking to someone, etc.) or one that relates to your field (your authority within an industry, your UVP/benefits, skills, clients you work with etc.). This will be better than having the standard LinkedIn banner.

For easy access and commercially free images, use [Unsplash](#). To design a background of your own, use a simple tool like [Canva](#) or get someone to do it for you on [Fiverr](#), which is probably the best option if you want to save time or lack creativity, especially as the price is cheap, yet valuable.

2 LinkedIn Headline

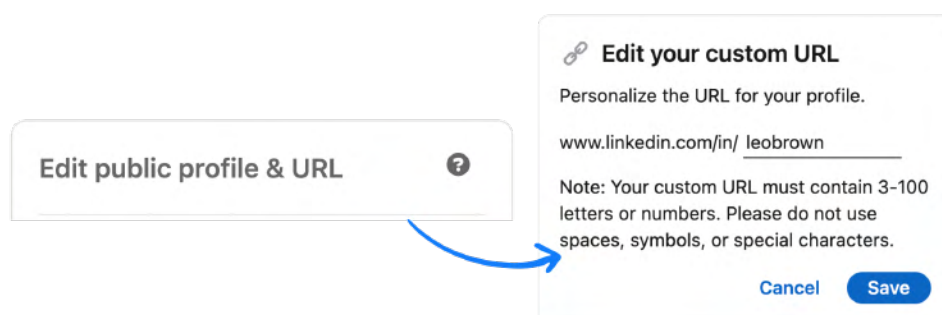
- There are many ways to make effective use of your LinkedIn headline, it's all down to preference. The LinkedIn headline is always the tricky aspect.
- Just a simple thing like the classic 'Your Title At Company Name' will suffice. However, you want to stand out from the crowd.
- A lot of people have their UVP (unique selling point), but sometimes this indicates to prospects that as soon as they accept, they will receive a message. This may increase the chances of them not accepting your invite. However, having this all depends on how established you are, how big of a problem you are solving, the number of case studies and social proof you have etc.
- Furthermore, a simple headline that is different from everyone works the best. This is by having a combination of keywords with your UVP and job title. Here is a formula you can use to improve your LinkedIn bio:

What you do (Job title) | UVP (how you do it/ the solution you provide) | Notable achievement(s) | Quick CTA

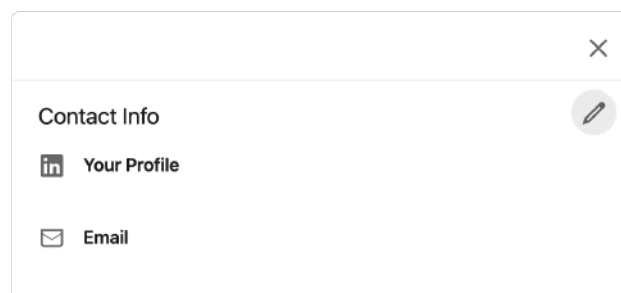
Head of Sales at Salesflow | Helping B2B companies create a scalable LinkedIn prospecting system | 4000+ Users | [PROOF BELOW]

3 The Small But Important Details

- **URL:** If you haven't already, change your LinkedIn URL. Custom LinkedIn URLs are way easier to remember, and it makes searching for your profile again easier. For easy searching, you can customise your URL to: www.linkedin.com/in/yourname. If you have quite a common name, you can always insert your middle name or a number.



- **Contact:** Info section: You want to make contacting you as easy for prospects as possible. If the way that prospects can get in touch. You can list some of your personal information such as: Email address, phone number, blog/or company website.



- **Connections (500+):** Nothing makes a LinkedIn profile look more credible and trustworthy than lots of high-quality connections. When people find that you're connected with similar-minded people – some of which they might even know, they're much more likely to get back to you.



-HERE- Is where to find the settings

LinkedIn Bio & Summary

- This is an important piece of real estate on your LinkedIn profile, this is yet another opportunity where you can rank for keywords. The prospect only cares about what you can do for them, therefore, do not mention what you do for yourself.
- Great summaries are something that all the best profiles on LinkedIn have in common. If you want your LinkedIn summary to be effective, you need to give the prospect more reasons to be interested in connecting and engaging with you. The summary should be articulated in three short paragraphs that consist of 5 sections:

Section 1: What you can do for the prospect:

These are the first few lines that prospects will see, it needs to be enticing. The purpose of this is to get their attention and highlight the problems you solve. You should pique their interest with the benefits you can provide here. This should be 80 words at max.

Bonus: Starting with a story is always a good tactic. Storytelling is a powerful marketing weapon to make people stop, listen, and connect with your message. A good way to persuade people to take action is a story that clicks.

Section 2: How you do it & why you:

The purpose of this is to build credibility and position your solution as the answer to the prospect's challenges. Build up the reasons why your prospects should listen to you instead of your competitors.

This is where you create curiosity for the prospect. This is where you bridge the gap to 'because' and show how you can help them. This should be 80 words at max.

Examples: faster service, convenience, years of experience, new/different solutions, identifying areas of expertise, unique way of positioning your offer, showing prospects a painful overlooked problem, a better guarantee.

Section 3: Social proof

The purpose of this section is to solidify credibility. A big contributing factor for differentiating yourself from your competitors is social proof.

Social proof is one of the most important factors as people are far more likely to believe third party stories than those of your own. Prospects want to see proof of other people in the same position as them and their outcome working with you.

Evidence = credibility, provide the prospect evidence that your vehicle works. Keep this to 70 words max.

Section 4: Personal note

This is optional but recommended. It's good to add a personal section to make you and your profile more human. After all it's a networking platform, make yourself more approachable and show people what you're like as a person outside the professional scope. It doesn't have to be long, 1 or 2 sentences is all that's needed.

Section 5: Call to action

The purpose of this section is to encourage the prospect to take action. End with a call to action, if you don't tell the prospect where to go, they will most likely do nothing. Make sure it's very clear what you want them to do by making it as easy as possible.

Examples include linking to your funnel or website, Calendly booking page or contact details such as your email and phone number.

Putting It All Together

Bonus: Use tools like [LinkedIn-makeover](#) to make your text stand out and [GeteMoji](#) to add a few emojis on your profile (don't overdo it with both tools). This is to make your profile text more visually appealing and easy to read.

About

What we can do for you: We help Agencies, Sales Teams & Growing Start-ups scale their LinkedIn outreach & close deals faster with our Sales Engagement Platform 🚀

We help save time & focus on what matters. Gain leverage by getting yourself where you want to go faster, while you focus on the things that matter, which is:

- Generating appointments
- Closing deals
- Delivering results.

How we do it & why us: Our platform is an easy to use tool that you will love. You can build your campaign in minutes with our intuitive & easy to use interface. It's simple, reliable & comprehensive navigation to get things done.

With 7+ years of experience with LinkedIn Automation, we are your reliable technology partner that delivers. We're the safest and most effective tool to grow a qualified sales pipeline on LinkedIn, fast.

95% of customers stay on average of 18 months.

Case studies 📊:

Clevley [Scaled from 50 to 600+ accounts]

Out2bound [4x more B2B bookings for their clients]

Yojji [5656 Invites sent, 1370 Connections made, 689 Replies made, 64 Warm Leads, 39 Sales Meetings]

Visyond: [5 Deals closed & £45,704 Value Generated within 6 months]

Cellular Attitude [62% Connection acceptance rate, 63% Reply rate. Ranked in the Top 1% for Industry & Network Social Selling Index on LinkedIn]

Just some info about me: Stumbled into the SaaS space after university and was lucky to find my career path straight away. I am now involved in sales management and building the sales team.

Outside of work, I enjoy my football, I'm an Arsenal fan & a season ticket holder (unfortunately).

How to find out more:

Get in touch 📧 Book a time to talk: calendly.com/leonard

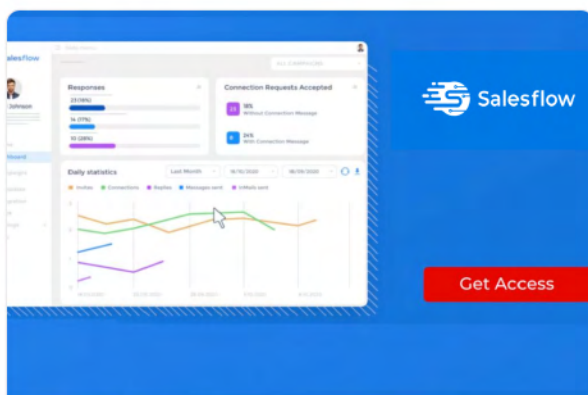
Email: leonard@salesflow.io 📧

Learn more here 📄 Salesflow.io

Featured

This section can be used to enhance your expertise in your field. This part of your LinkedIn profile is a great way to get the attention of profile viewers by providing eye-catching visuals and content. These can be your posts or even direct links to funnels, testimonials, your website, youtube videos etc. Take a look at the Salesflow example below:v

Featured



Scalable Prospecting System - Salesflow

salesflow.io

Get instant access to the safest & most effective platform for LinkedIn Automation



Salesflow LinkedIn Stack (4 guides)

salesflow.io

4 guides to utilise your LinkedIn Lead Generation efforts

5 Experience

- Just like in every other section of a LinkedIn profile that's optimized for social selling, you should simplify your work experience and job titles. Keep your job title and experience short and keyword heavy and client-facing.
- List experiences in a way that'll appeal to your prospects. The best way to do this is to list your most appealing duties and responsibilities as bullet points. You can mention your quota achievement as well as the tactics and different methods used to achieve these results.
- This way, people can get the message you're trying to get across without having to read your profile word-by-word.



6 Other areas

- Education:** This part is not just about your formal degrees. You can also include online courses you've undertaken in the past, current ones or different certifications.
- Groups:** The best way to catch the eye of a buyer is to participate in similar groups that they are members of or have shown an interest in.
- Recommendation:** This part is also crucial however, this is the part where you cannot write your own recommendations. You can always ask for recommendations from your clients or people you have worked for in the past. Getting a perfect review from a client is even better. This will ensure your credibility and will serve as a future reference.

Consistent posting

- 46% Of Social Traffic To Websites Comes From LinkedIn
- Posting consistent, relevant and helpful content on LinkedIn can lead to great results for organic reach compared to other social media platforms. You can also use relevant hashtags so you can rank when people search for your profile.
- Engaging with other people's content such as liking and sharing other people's posts, they're most likely going to do it with yours too. Which can eventually lead to them engaging with yours. When you have people engaging with your content, it eventually leads to you being elevated with LinkedIn's algorithm, meaning different people can see your posts, growing the number of impressions.

PS. Don't be disheartened if no one likes your content. Posting consistent content still helps with your profile as people will see them when they view your profile.

Having content on your LinkedIn builds personal rapport as potential clients can see your expertise and knowledge, regardless of the number of likes. If the right people see it, they'll show their likes by doing business with you.

Workbook

- Click this link to a plug and play, where you can put everything together to create a LinkedIn Profile that converts. Write out your LinkedIn Summary >>HERE<<



Conclusion

- The best profiles on LinkedIn are always clear, concise, and have a specific purpose. When you start working on your LinkedIn profile, you create everything with your prospects in mind. Everything from the headline to the recommendations should be written/chosen with his intent.

Why Salesflow?

LinkedIn has over 700+ million professionals and over 90+ million decisions actively on the platform. We enable you to take your personal LinkedIn profile and turn it into a lead converting sales machine. Our simple to use and advanced features enable you to automate and close deals faster.

Service-Driven Platform

With 7+ years of experience with LinkedIn Automation, we are your reliable technology partner that delivers.

Customer Success & Support

Dedicated support team to guide & onboard you through your automation journey for success. We're an established team with technical expertise in LinkedIn & Cloud-based Automation.

Easy To Use Platform You Will Love

Build your campaign in minutes with our intuitive & easy to use interface. It's simple, reliable & comprehensive navigation to get things done.

Growing International Team At Your Service

We're not just a SaaS but a service too with a global team servicing 4000+ users across 120+ countries with 3 international offices.

The safest and most effective tool for LinkedIn Automation to grow a qualified sales pipeline, fast. Built for Agencies, Sales Teams & Growing Start-ups.

Resources

- Pricing Plans
- ROI Calculator
- For Sales Teams
- Success Stories
- For Agencies
- For Growing Start Ups



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[Talk To Our Automation Experts](#)