

Create a profile that ROCKS!

LINKEDIN

PROFILE

IMPROVEMENT

TIPS

**In real estate there's a term you may have heard - *curb appeal*.**

**Curb Appeal** refers to the impression that prospective buyers get as they drive up to the front of a home that's for sale.

While homes with lousy curb appeal may still sell, most of us, want a home to look nice as we, or others, drive up.

**Curb Appeal** matters, if for no other reason than, we'd like it if visitors muttered something like, "I always love how Ted and Jean's home looks," as they're approaching our home for dinner or some other social situation.



Which home is more appealing?



**Your profile is 98% curb appeal and 2% content.**

Your profile needs to be as *visually* attractive as humanly possible.

**The more time a visitor spends on your page, the more likely she or he is going to want to pick up the phone and "meet" you.**

**And/Or, the more likely he or she will become a client.**

Thanks for downloading.

Your *LinkedIn® Profile Improvement Tips* are on the following pages.

It's a quick read.

**And I promise, you will NEVER look at *any* LinkedIn® profile the same way again.**

**Could your profile use a makeover?**

**If after reading this publication you believe a profile makeover is in order, shoot me an email at [Richard@GetLinked123.com](mailto:Richard@GetLinked123.com). Let's chat. No hard sell.**

# The First and Most Valuable Piece of Real Estate is your PROFILE PICTURE

LinkedIn® tells us that profiles WITH pictures are 14X more likely to garner visitor views.

**What LinkedIn® does NOT tell us** is that while most people skip over pictureless profiles entirely, **profiles with lousy photos may be viewed, but a connection will NOT be made.**

**These are the 6 rules for profile photos.**

**Your picture should be Current.** (Do you *look like* the person in the picture? Similar age, hair color, etc.) Treat this like a dating photo. People don't want you to show up on a podcast or interview looking like a completely different person.

- ✓ No Dark Glasses
- ✓ No Hats
- ✓ NO SELFIES - - ever - - for any reason!!!!
- ✓ No Second Person - - especially the same sex.  
This causes confusion as to whom the profile actually belongs.
- ✓ Watch your background.  
If you have dark hair, skin, or clothing - - don't take a picture against a dark background. If you have a light background, don't be wearing light clothing. Either of these situations could potentially leave you as just a "face."
- ✓ Hidden Rule # 7 - - smile Smile SMILE

## 2<sup>nd</sup> Valuable Piece of Real Estate is the BACKGROUND PICTURE

The background picture is the **large rectangular area** behind your profile picture. There are 4 types of background pictures.

1) **Empty.** For such valuable real estate you should NEVER leave this area blank. LinkedIn® provides a nice looking, grey background, but it's pretty much useless.

2) **There's something there,** but it really doesn't tell anybody *anything* (e.g. pictures of sunsets, animals, or whatever).

While this is preferable to LinkedIn's grey background, you're still NOT taking advantage of prime real estate.

3) **My background.** Go to <https://www.Linkedin.com/in/strength>

- I have something there and it's telling a story.
- My background says: I deal with women. I'm a public speaker. I've been on television.
- I present myself professionally, whether dressed up or business casual.

**This is all well and good, if I'm just connecting with whoever - - which is why I did it. HOWEVER, it doesn't tell anyone ANYTHING about what I do or who I serve.**

4) **A professional background that's attractive,** tells people what you're up to right now and maybe tells them how to reach you. It does this in a visual manner.

I'm displaying 2 profiles to example this. (With the people's permission of course.)

**First Up: Vendy.** <https://www.linkedin.com/in/vendysteinberga/>

I LOVE this profile background. It attracts our attention; it looks professional; and it tells you EXACTLY what Vendy is up to.

**The 2<sup>nd</sup> is Adam Strong.** <https://www.linkedin.com/in/adamistrong/>

Not quite as great as Vendy's, but still tells you EXACTLY what Adam's doing right this minute with his *brand-new* book and, again, the background is colorful, attractive and draws the viewer in.

## The 3<sup>rd</sup> Piece of Valuable Real Estate is your HEADLINE (aka:TAGLINE)

Your headline - - those 2 or 3 lines directly below your name, is EXTREMELY important. You have 220 characters to tell visitors EXACTLY what you do and the EXACT client you serve **OR** to “WOW” visitors into accepting your connection request; or sending *you* a request to connect; and to also, hopefully, have them continue reading your profile.

**My original headline** was set up to get people to visit my page, NOT sell a product or service.

I accumulated more than 10,500 quality connections in my first 12 months on LinkedIn® with this exact headline: **Just a guy trying to impress everyone with how great I think I am.**

It was a fun little line to attract people to find out more about me. That’s it. I wasn’t selling anything. And it worked just fine for its intended purpose, to obtain connections.

**DO NOT, I repeat - - DO NOT do what I did.**

**My headline is virtually useless for attempting to obtain business, land a job, or build brand awareness.**

**99% of the time your headline should be telling people, *WHO* is your ideal client and exactly *WHAT* you can do for that client.**

**Both Vendy’s and Adam’s headlines** are designed to attract potential clients and keep them on the page. Your headline should accomplish the same.

**Your headline** should be designed to have someone say, “Wow. Megan’s speaking my language. I need to set an appointment to see if I can work with her.”

OR

“Wow. Trevor’s product is exactly what I’ve been looking for and he seems like a good guy. I think I’ll give him a buzz and find out about cost and delivery times.”

That’s it!

Gimmicky, funny, and nebulous/vague headlines generally don’t work well in keeping people on your page, or even getting them there.

# The last piece of valuable real estate is your CONTACT INFO

Soooooo many people leave this section of their profiles incomplete.

If you're on LinkedIn® to get business, or land a job, **you want to make it easy, Easy, EASY for people to get ahold of you.**

Yes, you might get a little extra spam in your email.

Yes, you might get a few unwanted phone calls.

**BUT, you might have someone wanting to purchase your product or service or land that dream job you've been searching for.**

Don't miss out. Complete as much of this section as possible. EXCEPT birthdate.

**Also, for whatever reason,** I've found that oftentimes people who provide links in this area have dead links or the links are going to the wrong places.

**Check your links, be sure they work and they're going to the exact location you desire.**

**ARE THERE OTHER IMPORTANT AREAS OF YOUR PROFILE?  
ABSOLUTELY!**

**The 2 questions I always ask people are:**

- 1) If you were your *ideal customer*, would you know that based on the top section of your profile; and,
- 2) Would YOU hire you?

**Do you want your profile to BLOW PEOPLE AWAY? And bring in business??**

If your answer is yes, go to <https://GetLinked123/liuseroffer> and see how a simple online program can help you create the PERFECT PROFILE.

**LinkedIn members save more than 50% off the GetLinked123 website price.**

**Would you like a free critique of your profile? Email: [Richard@GetLinked123.com](mailto:Richard@GetLinked123.com)**

## **IS YOUR PROFILE WORKING FOR YOU?**

Is LinkedIn® producing the results you'd hoped for?

**It took me more than 100 hours to try to figure out just how to complete my profile and do a few other things.**

And that was *with* LinkedIn's "training"!!! Which, as far as I'm concerned, is useless.

**If you're not happy with your profile....**

**If you'd like to improve your results on LinkedIn®....**

WITHOUT spending an arm and a leg,

**visit [GetLinked123.com/liuseroffer](https://www.getlinked123.com/liuseroffer) - - to purchase the premiere LinkedIn® training program at more than 50% OFF the website price.**

GetLinked123 takes you step by step from A to Z in creating a winning profile. BUT it doesn't end there. The program shows you how to navigate LinkedIn's system AND how to obtain new business, or that dream job you've been searching for.

**Would you like to chat?**

**Would you like a consult on your profile?**

Email me at [Richard@GetLinked123.com](mailto:Richard@GetLinked123.com). Include your LinkedIn® username, your phone number and the best time to call, and we can spend a few minutes talking.

**I don't hard sell. I don't take on many clients since GetLinked123 can pretty much help you do anything you're attempting on LinkedIn®.**

You want to work with me - - great. But the program can quickly and easily walk you through just about any issue you might be having for less money.

If you have more money than time and would like someone to complete your profile for you? I can help.

But REALLY! You don't need me.

Thanks for visiting. Have a great day.

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