

Ultimate Guide

PLATINUM PROFESSIONAL LINKEDIN PROFILE



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How To Get Your Prospects Clambering To Connect

It's All About First Impressions

Your LinkedIn Profile is your "Social Proof" for all the world to see...So let's make sure you're delivering a great first impression.

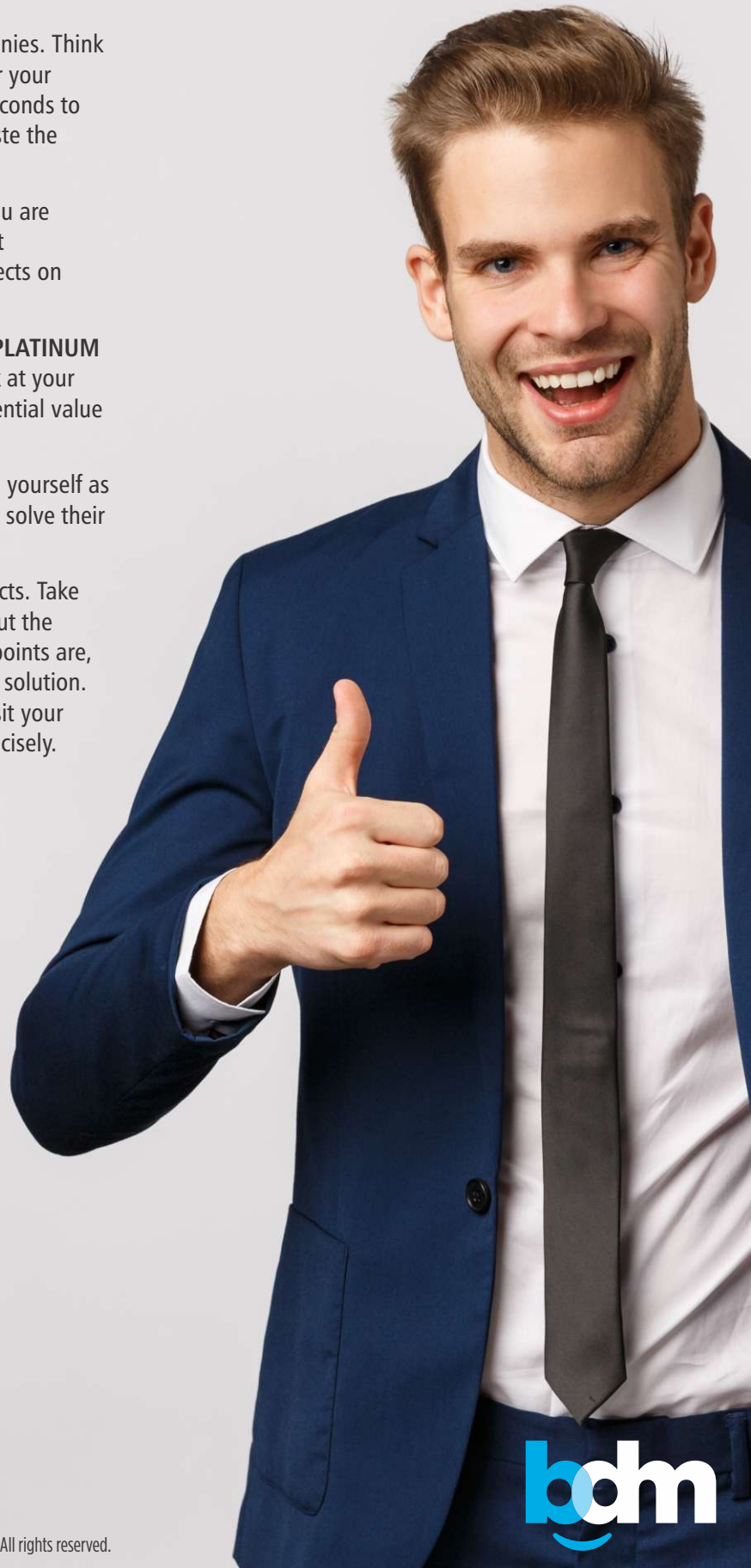
Remember that people buy from people, not companies. Think of your profile like your public face, the billboard for your personal brand on LinkedIn. You have only a few seconds to capture the attention of your prospect, so don't waste the opportunity.

You aren't selling in your LinkedIn messages, but you are selling in your profile. Your profile will be your silent salesperson when you reach out and engage prospects on LinkedIn.

Once you start to reach out and connect with your **PLATINUM** prospects, it's highly likely they will first have a look at your profile to see whether you're someone that's of potential value to them, before they accept your connection.

It's not a resume about you, but instead positioning yourself as a resource who can help your **PLATINUM** prospects solve their problems.

Put yourself in the shoes of your **PLATINUM** prospects. Take onboard what you know about them and think about the questions they're asking. Consider what their pain points are, and how your product or service delivers a tangible solution. Consider what'll be on their mind if they were to visit your profile and how you can answer their questions concisely.





LinkedIn Profile Must Haves

- ✓ A great recent headshot photo of you smiling authentically and with a positive vibe
- ✓ A well branded banner image with a clear message of what you bring to the table for your PLATINUM prospects
- ✓ A compelling headline that resonates with your PLATINUM prospects and positions you at a level your prospects respect
- ✓ A profile summary that reflects your clear understanding of your PLATINUM prospect's problems, the solution you offer and a clear call to action
- ✓ Powerful assets, guides, ebooks & videos that reinforce your ability to help your prospects and solve their problems
- ✓ Including relevant keywords to bolster your search positioning
- ✓ Grab your unique LinkedIn url to deliver a professional edge
- ✓ Be personal, relatable and authentic as if you are having a one on one conversation with an ex-colleague
- ✓ Make sure your grammar and punctuation is perfect and you are speaking your client's language

Don't Blow Your Horn

When it comes to nailing your LinkedIn profile, remember - it's not all about you.

If you treat it like a resume and blow your own horn, you're destined for failure.

Create your profile from the perspective of your PLATINUM prospects, positioning yourself as the resource who can solve their problems, not an encyclopaedia on you and how good you are.

You know yourself when you're with a group of people and there's someone hogging the spotlight talking themselves up. You can't wait to get away... and the same goes for your LinkedIn profile.

When you are creating any elements for your LinkedIn profile, put yourself in the shoes of your PLATINUM prospects, and make sure you're talking their language. The more authentically, relatable you are the greater your engagement.



Be on brand

Your LinkedIn profile is an extension of your online brand presence. If your company has a brand styleguide, be sure to keep your LinkedIn imaging in alignment with the colours, logos and messaging.

And remember, your brand isn't what you think it is, it's what your clients think it is. If your brand is inconsistent across your online media, it puts into question what your service will be like too.

If you want a hand to create a totally compliant LinkedIn profile in alignment with your communication policies, be sure to reach out so you can move forward with total peace of mind.

Profile Photos With Punch

How important is your LinkedIn profile photo?

CRITICAL!

According to LinkedIn, a profile with a photo is 11 times more likely to be viewed.

It starts with a great profile shot of an approachable you - smiling authentically - not like a cheshire cat, but as an engaging, credible soul that people would want to get to know better in a professional sense.

Our system is predicated on the philosophy that you're communicating with leads as if they were old colleagues and you're reconnecting after an absence of communication. Your prospects are going to look at your profile and see your photograph when your connection request comes in, and you can start that relationship off on the right foot with a great profile shot of the real you.

So, while you might be tempted to include a serious-faced, professional mugshot of you in your business best, we've found the photographs that work best are actually more human. Choose a photo that shows you as you are now (not 10 years ago) wearing what you would normally wear to work. It should be a head & shoulders shot in which your face takes up more than half of the space. Studies have shown that smiling photos with teeth showing are best received on the network.

If you don't have a photograph that fits these suggestions, it's worth taking 15 mins out of your day to have someone else take a photo of you. That way you can make sure you're putting your best face forward, literally.

Do's

- ✓ Smile with teeth showing
- ✓ Make eye contact
- ✓ Head to shoulder framing
- ✓ High resolution, so it doesn't appear blurry or pixelated on your profile

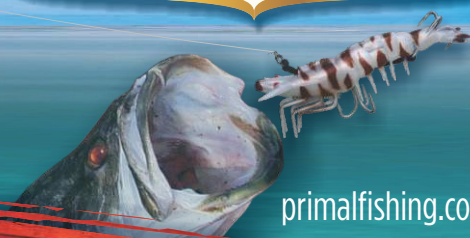
Don'ts

- ✗ No group photos
- ✗ No distracting backgrounds
- ✗ Avoid harsh lighting or exaggerated filters
- ✗ No sunglasses
- ✗ Not too close up





DISCOVER AUSTRALIA'S
FAVORITE SHRIMP BAIT



primalfishing.com

Engaging Banner For A Great First Impression

Your LinkedIn banner is prime real estate so don't let it go to waste. Stop prospects in their tracks from the very first glance?

Your banner needs to be compelling, professional, informative and on brand. Your **PLATINUM** prospects are judging your presentation. If they're impressed, you stand to win more business. It's that simple. Be clear on the purpose of your banner, whether it be for personal branding or to promote a product, service or event and keep it up to date.

Our key recommendations for your banner include:

- > Quality professional image that is discernible across mobile and desktop
- > Branded to your company logo and colours
- > Powerful brand statement / call to action

There are three key factors to remember with your banner. Firstly, keep it on brand, aligned with your brand styleguide for colours and fonts. Use the same or similar colours and fonts as you've used elsewhere, and include your logo in the banner. That way, it's cohesive and connects your LinkedIn profile to your broader online presence.

Secondly, it should include a clear call to action or positioning statement so your prospects can immediately identify why they need to be taking notice of you. Don't settle for 'call me today'. Instead, channel your unique selling point into a clear statement or call to action that directs and drives your prospects to pick up the phone, send an email, or make an appointment.

Thirdly make sure it looks professional - high resolution without pixelation and not so busy that it appears confusing or disorganised.

Be sure to get a good designer to get it right for you the first time. Size wise, your LinkedIn banner should be 1684px x 396px. Ensure you have a safety or bleed zone to the edges and relative to where your profile photos will appear on mobile and desktop.

Whether you're using your company's marketing team, Canva or a freelancer on Fiverr, be sure to reference our handy [PLATINUM LinkedIn Banner Sizing Cheatsheet](#) below.

When you're happy with the design, place it into your LinkedIn profile and move onto the next step!

HOT TIP

If you're positioning yourself as an authority in your field, consider using a great photo of you up on stage presenting at an event that you can use in your banner... it can be a good way to amplify credibility.

People Buy From People Who Solve Their Problems!

Prospects can't buy from you if they don't know who you are or how you can help them

People want their problems solved...Not to be SOLD to

People buy from people-
NOT COMPANIES

Trust comes from growing rapport & showing your value without selling

Capture Instant Attention

Your headline is prime real estate and needs to be on-point to secure connections. You've got 120 characters to hook your prospect's attention and compel them to want to connect with you.

This isn't about talking yourself up and blowing your horn with an over-inflated statement about yourself. Consider it from the perspective of your PLATINUM prospects.

Position yourself as an authority that will be respected by these ideal prospects. If they see you as an equal or someone to look up to... It helps to secure connections.

Then define the no 1 benefit you really deliver for your Platinum Prospects - the reason why they need to listen to you. If you are targeting niches, be specific in your message to amplify engagement.

For example, a business broker wouldn't say "I help owners sell their business" that's a given. Instead, something like:

Broking Director - sharing ways to realise maximum business sale potential

Or for a life coach...

Award winning brain re-trainer for sales pros | Coach, Guide, Mentor, Hypnotist

And lastly, an Industrial cleaner...

Operations Director - Revolutionary non-abrasive laser cleaner saves time & money

...and in my case:

Brand Director - Sharing B2B brand building ideas

As you can see, the emphasis is in positioning yourself at a level where you are on par with your ideal prospects, plus position the value you provide for your PLATINUM prospects to latch onto, to find out more.

Give it the 3sec test. Put yourself in the shoes of your ideal prospect.... and ask yourself - would I connect with you?



Key recommendations:

- Tailor your profile to establish credibility with your ideal prospects
- The key benefit to them (How you help)
- Include key words for SEO
- Include compelling 'unicorn' unexpected differentiators
- Include interesting personal skill
- Don't make it feel salesy

HOT TIP While you are trialing your headline, use www.lettercount.com/ to check your letter count. (120 max. characters)

Your Show-Stopping LinkedIn Profile

The PLATINUM Profiling FORMULA



You're now ready to populate your show-stopping LinkedIn profile to generate leads and win sales.

I like to focus on the 'ABOUT' section where you've got 2600 characters, so it's important to be concise.

Kick-off by deciding on the goal of your summary. Remember, your objective is to arouse interest, engagement and action from your PLATINUM prospects, compelling them to connect and respond....

How?

By being '**PLATINUM Prospect Centric**'.

Building trust and credibility starts with answering your target's primary pain points and problems. When you waffle along, or take too much time to show your relevancy and value, prospects may not stick around to learn how you can really help them.

People researching on LinkedIn often use LinkedIn in the same way you search on Google to find the right people.

So you can write your summary in a keyword friendly manner for maximum exposure, but this is secondary to attracting your platinum prospects.

Think of your profile as having a simple flow. You start with the problem / pain point of your client. This is often best framed in a question "Are you sick of...?" OR "Do you struggle with...?"

Then you talk about the solution you offer, making a point to talk about your experience, your successes and how you've helped others in the same situation.

The best LinkedIn profiles end with a call to action, encouraging the prospect to connect to solve their pain points right away... So don't forget your contact details.

Bring these elements together and you've got a profile that will support your successful lead generation efforts on LinkedIn, helping prospects learn more about you, and understand what you can do for them.

HOT TIPS

- ✓ Include a statement on who your solution is not for, to reduce unwanted connections
- ✓ Add a link to your appointment calendar, your preferred contact details and your other relevant social account links... particularly Twitter (where appropriate not personal)
- ✓ Add a 'Get To Know Me' section for a personal touch...

Get To Know Me: Love fatherhood, family, fishing, fitness, gardening, soccer and the outdoors. An enthusiast for chocolate, laughter, soulful moments, travel and making solid connections.

Get Your Profile Details Spot On

FEATURED

Add rich media like videos, guides, e-books, whitepapers, cheatsheets, posts, articles, links and other attention grabbing lead magnets to build greater credibility and trust.



10 Hacks To Be A LinkedIn Rockstar



PLATINUM High-Ticket Client Acquisition On Auto-Pilot

EXPERIENCE

Your experience is as much about your results as it is a resume of your past roles.

Be sure to include a summary of your actual role, what you do and don't do and share the results you are delivering so interested prospects get a clear understanding of why they need you!

Always verify any information included in your profile to ensure it doesn't conflict with any non-disclosure agreements in place for your business and clients.

SKILLS & RECOMMENDATIONS

Your skills are your professional overview of your personal brand on LinkedIn. You can showcase your real unique skills so visitors can get a sense of your strengths and to attract endorsement.

Choose a combination of both niche and broad competencies and add them into your profile as a quick reference guide.

You can request recommendations from your colleagues and clients to add some 3rd party endorsement credibility... Just like testimonials.

Consider the people you have delivered the most outstanding results for and 'Ask for a recommendation' from your profile page as a prompt for the right people.

HOT TIPS

- ✓ Add some personality into your profile, preferably with unique and intriguing interests that drive conversation
- ✓ Don't lie. LinkedIn has a compliance team in place and can police your profile if your credentials don't stack up
- ✓ Add relevant keywords into your profile for SEO
- ✓ Go to the 'Add new profile' section to add additional competency groups to your profile
- ✓ If you want to follow specific people or influencers, go to their LinkedIn page and tap the 'More' button & select 'Follow'
- ✓ Be sure to edit your privacy settings so you don't share every update with connections

Platinum LinkedIn Profile Guide

What Next?

Nice work improving your B2B skills!

Now that you have gained valuable insights and actionable strategies, it's time to take your skills to the next level.

We invite you to view the Masterclass: , "Unlocking B2B Lead Gen and Sales Conversion Secrets", where our specialists share their insights and strategies to help you unlock your B2B lead gen and sales conversion potential.

In this masterclass, we delve into the three key areas of building authority, predictable, high value lead generation and collaborative sales conversion. We share practical tips and strategies to help you hone your sales processes and drive our revenue growth..

To access the masterclass, simply click on the following link:

<https://bdmmedia.com.au/free-masterclass/>

We hope you find this masterclass helpful in taking your B2B sales to the next level. Thank you for choosing our ebook guide and for your commitment to improving your B2B sales processes.

DISCLAIMER:

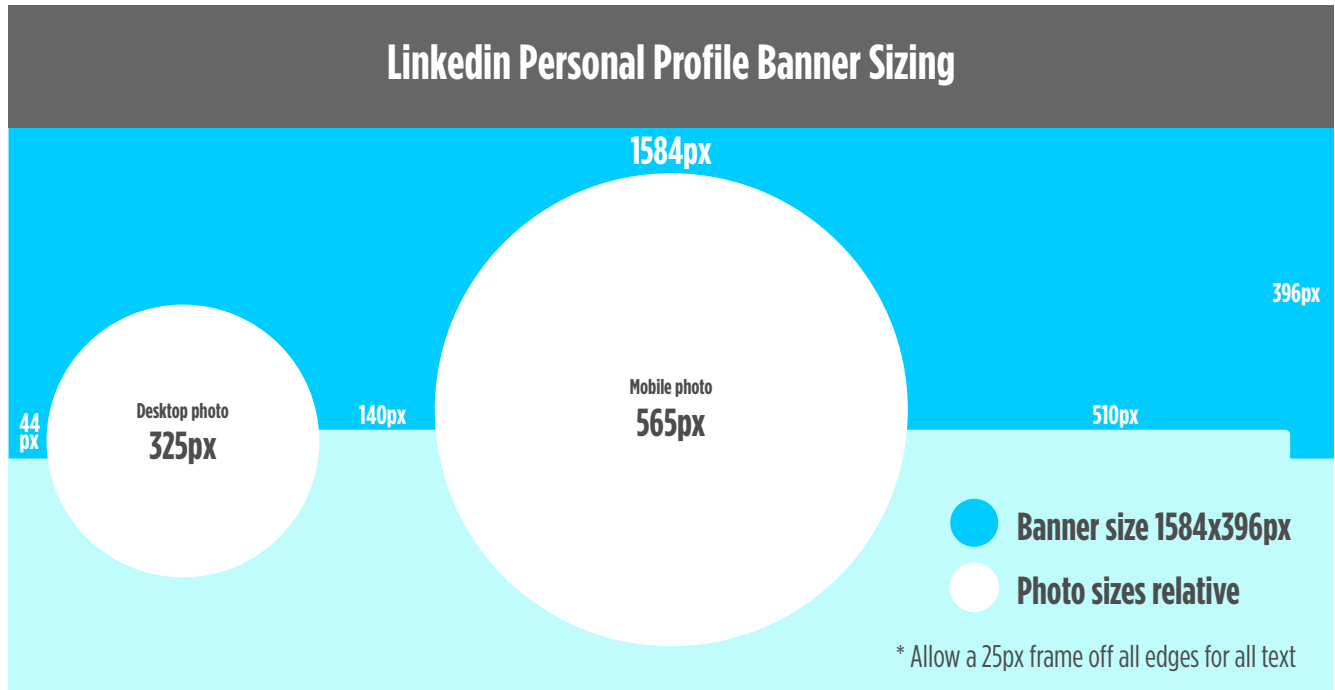
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LinkedIn Personal Profile Banner Sizing



LinkedIn image sizes (2020)

Personal pages:

- > LinkedIn profile picture size: 400 x 400
- > LinkedIn background photo size: 1584 x 396
- > LinkedIn post image size: 1200 x 1200 (desktop) 1200 x 628 (mobile)
- > LinkedIn link post: 1200 x 628
- > LinkedIn video: 256 x 144 (min) to 4096 x 2304 (max)
- > Maximum LinkedIn video length: 10 minutes

Company pages:

- > LinkedIn company logo size: 300 x 300
- > LinkedIn cover photo size: 1128x191
- > LinkedIn Dynamic Ads size: 100 x 100 (company logo)
- > LinkedIn Sponsored Content image size: 1200 x 627
- > LinkedIn Hero image size: 1128 x 376
- > LinkedIn Business Banner image: 646 x 220