

One Hour To A LinkedIn Profile That Gets You Found & Noticed!



Judy PARSONS
The LinkedIn Lady



LinkedIn is an amazingly powerful platform that will get your business noticed.

But . . . don't just take my word for it! Get your mobile phone out and Google your name and/or company.

Where does your LinkedIn profile come in the search results?

Whether your LinkedIn profile comes above or below your own website, it often comes on the first page of the search results.

In our research, it came higher **75%** of the time!



If you want people to find you AND notice you, then you need to invest just ONE HOUR of your time to make your LinkedIn profile work for you.

After all, if you've paid £000s for your website, why not spend just one hour creating a profile that will get you noticed on a platform that costs you nothing? Nothing to host, nothing to alter, nothing to design, nothing to get great SEO results?

A fabulous LinkedIn Profile will:

- ✓ Increase how often you are found in search results
- ✓ Get more people clicking through to your website
- ✓ Have more people connecting with you
- ✓ GET YOU NOTICED!**

The biggest mistakes you may be making with your LinkedIn Profile

Most LinkedIn profiles are cobbled together in someone's spare time, and never given a second thought. The result is that they ensure your business stays invisible.

Yet with millions visiting and using LinkedIn every single day, it's worthwhile spending just an hour of your time to get yourself noticed – so more of your ideal clients find you more often.

Make sure you're avoiding these huge mistakes which will keep you invisible!

- 1 **Creating a profile that reads like a CV or resume.** Unless you are looking for a job you don't need an online CV.
- 2 **Writing a profile that is all about YOU.** It may be your LinkedIn profile but it's NOT about YOU! It's about your ideal clients: who they are and how you help them.
- 3 **Using vague or fluffy Terms.** Keep it simple! Write your profile in such a way that your ideal clients will be nodding their heads, thinking "this person understands me and can help me" as you clearly describe their problems and how you help them.

So you can either:

- ✗ Do what everyone else does and use LinkedIn as a glorified CV and be invisible, OR
- ✓ Spend one hour changing your profile so that you get noticed!

**So set your timer for ONE hour,
and by the time it pings, YOU
will have a LinkedIn profile that
gets you noticed!**



These tips are proven to get You Noticed ...

**Even making small changes to your profile can have a
BIG impact on your LinkedIn success.**

Louise got an email enquiry from a well-known breakfast brand who had found her on LinkedIn. Barbara followed these tips and got contacted by 3 prospective new clients! Whilst Leah said: "The work we did on LinkedIn worked wonders as I've had two enquiries already!" Marisa told me she had got a meeting with the Head of Marketing at a top legal firm after spending hours going to several different networking events!

Judy's Top Tip:

Write your LinkedIn profile in a Word document first, it allows you to spell check and also save editions of your profile.

Just one more thing before you start!

You need proof that you are getting noticed more. So first you need to find out how many people are viewing your profile right now. Go to your LinkedIn profile and look at 'Your Dashboard' (which is private to you) and see how many profile views you've had in the last 90 days. Clicking on this will take you to your 'profile views' page where you can see who is actually coming to your profile.

Check your profile views regularly and track them. Are they right people coming to your profile? Make a note of how many emails or phone calls you get from prospective clients.

So set your timer and let's go!



1. Your Profile Image

You absolutely MUST have a profile image. You will attract 14 times more profile views than if you don't have one. And you want profile views as that is how you will generate leads and more clients from LinkedIn.

BUT ... not just any image will do for your profile!

If You Want to Be Noticed, Your Profile Image **MUST NOT be ...**

- ✗ Your logo
- ✗ A selfie
- ✗ Looking away from your content (to the left for example)
- ✗ And sin of all sins – not of YOU – i.e. other people, pets, awards, etc

Would You Really Buy From Someone Like This Face To Face?



Someone's kids?



Turning Your Back
on Your Clients.
What does that say
about You and Your
business?



Your Social Life is
Not usually a Key
Selling Point



Your Logo is not
YOU, what are you
hiding?

For a lot like
Judy, your other
face is on hold.
Well here at
E.J. Specialists,
we know how to deal
with it you don't have
to. Get in touch with
the experts today.

My golden rule: If you wouldn't do it face to face don't do it on LinkedIn!

Would you really turn up to a networking event or a client meeting in your wedding dress for example?

Some good examples:

What gives you more confidence? Someone who looks the part? Looks professional and welcoming and someone you would like to do business with?



Your Profile Image Checklist That Gets You Noticed



Is it professional – high quality, nice smile, good lighting?

Does it show you in a way that will attract your ideal clients?

Are you facing or to the right towards those looking at your profile?

2. Your Headline

Your headline is your 'elevator pitch' **NOT** your job title – although millions put their job title here.

Your Headline gets displayed when:

- ✓ People search on LinkedIn
- ✓ When you comment and post on LinkedIn

Be honest ... who would you prefer to work with?

If you were looking for someone to help you with your accounts and you did a search for small business accountant on LinkedIn, which of these would you prefer to work with?



Management Accountant at BFS Management Accounts



Truly Proactive accountant in Halifax, helping business owners improve their profits, pay less tax and have more fun

Whatever you include on your LinkedIn Profile it has to pass the "**SO WHAT?**" Test. Imagine you are someone else reading your profile, every single sentence needs to answer the question "So what?"

- So you're a Director– so what?
- So your company is ABC Company – so what?

Are these important to your ideal client? No. Only to you!

If You Want to Get Noticed, Your Headline **MUST NOT** be . . .

- ✗ Your job title – this is all about YOU, YOU, YOU!
- ✗ Your company name
- ✗ How many years' experience you have

You have 120 characters to grab the attention of potential clients, don't waste those precious characters with things like "director", "founder", or "MD" You want to make sure it's your profile that potential prospects click through to by having an **ATTENTION GRABBING** headline.

Example headlines that will get you Found & Noticed . . .

Graphic Recorder & Illustrator ► Creating Live Visual Notes of Your Meetings & Images To Communicate Complex Ideas

Commercially Focused HR Consultant | People Coach | L&D Expert | Working With Businesses To Resolve People Challenges

Independent Energy Consultant | Business Energy | Complimentary Energy Audits For The Best Electricity & Gas Tariffs

Your Headline Checklist That Gets You Noticed



Does your headline tell your ideal clients:

- What you do i.e. Accountant, Business Coach, LinkedIn Trainer
- Who you help i.e. Manufacturers, SMEs, Business Owners, Start Ups
- How you help i.e. Increase sales, Save time, Make more money, Reduce costs, Improve time management

Are You Using First Letter Capitals – It Makes It Easier To Read?

Are you using as many of the 120 characters available as possible?

3. The About Section – Focus On Your Clients

Your about section is probably the most abused. It ends up as a boring, predictable CV-style resume. It becomes your ultimate invisibility shield.

Use your About section to shine and engage your ideal clients. Tell your story; why you do what you do; and position your credibility and expertise.

Make sure your profile is client focused by including who you help and how you help them.

Show your clients that you understand their problems and how it makes them feel. Then prove you have the solution.

Use statements such as: "if you struggle with . . .", "if your company . . .", "Have you ever . . ." And use clients stories to demonstrate the results you get for people just like those reading it.

You have 2000 characters, but approximately only the first 250 or so characters are visible on the desktop or 100 characters on the mobile before you have to click on 'see more' to read the rest.

Use these first few characters as a stand alone paragraph to augment the headline, create curiosity and tell your prospects what to do next . . . aka a call to action.

When writing the rest of your about section, remember to make it easy to read and scan by breaking up the text with short paragraphs, adding bullet points and sub headings.

If You Want to Get Noticed, Your Summary **MUST NOT** be . . .

- ✖ A vague generic statement about what you have done in the past
- ✖ A long list of stuff you have done / awards you have received / qualifications you have
- ✖ Starting every sentence with I "I am good at", "I have done . . .", "I travelled . . ."

Examples destined to keep you invisible!

About

I am a very confident, driven and determined, community minded individual with a passion for Sales & Marketing. This I feel is demonstrated successfully, along with my commitment, experience and awards, through my achievement of first class grades in the relevant modules of my Law & Business degree. A strong team player with strong negotiat... see more

About

I have worked for more than 25 years in the UK, Europe and Australia within multinational to small organisations to attract, recruit, develop and retain talent. Working in partnership with Senior Managers, I pride myself on developing secure business relationships that focus on business strategy and achieving bottom line results. With a coach ... see more

About Section examples that will get you Noticed . . .

- ✓ 80% of business owners think they deliver great customer experience yet only 8% of customers agree. Map your customer journey and convert more enquiries into sales faster than you thought possible. Get in touch: EMAIL OR WEBSITE
- ✓ Everyday business costs spiralling out of control? Company name helps busy Directors and Managers save money and time on their business costs. Book your Business Cost Review to see how much you could save. Please connect or call 0000 0000000
Email name@company.co.uk

Your About section Checklist That Gets You Noticed	
Have you written your About Section in a way that will appeal to your ideal clients? (If you need help defining those, then contact me)	✓
Have you explained the sort of problems you solve using simple, everyday language that is precisely the words and phrases your ideal clients use?	
Have you told your story – why and how you do what you do now?	
Have you demonstrated your expertise by using stories (case studies or testimonials) to prove how you have helped other people just like them?	
Does it include a “call to action” telling your profile visitors where they can get more information including your website URL?	

In Summary

If you want to **Get Found AND Noticed on LinkedIn, you will need to:**

- ✓ Have a professional, clear photograph of just you smiling for your profile image
- ✓ Use your headline to get a WOW response to encourage potential visitors to click through to your profile
- ✓ Engage your prospects by clearly stating the problem you solve and for whom, both in your summary and in your experience sections so they want to take some form of action with you.

Need More Help?

The tips in here will help you to re-think your profile, focus you on speaking to your ideal client and ultimately get you found and noticed on LinkedIn. But if you're struggling with LinkedIn and would like more help I have a number of resources available:

- **LinkedIn Profile Writing:** If updating your LinkedIn profile is still at the bottom of your to do list and you just want some help to get it done then my LinkedIn Profile Writing service could be just the thing. Please email me at: **judy@judithparsons.com** for more information.
- **LinkedIn One to One Mentoring:** for help and mentoring to get your profile written or your LinkedIn strategy sorted then please email me at: **judy@judithparsons.com**
- **LinkedIn Group Mentoring:** if you would like to join a live webinar where we work through your profile then please email me at: **judy@judithparsons.com**

Please Connect With Me On LinkedIn

I'd be delighted if you would please reach out and connect with me on LinkedIn at: **www.linkedin.com/in/judithparsons**

Please let me know how you get on, the results you get, or if you have any questions email me via LinkedIn or at:

judy@judithparsons.com



Judy PARSONS
The [LinkedIn](#) Lady

What My Clients Say ...



Nigel Greenwood, Simply Customer

I attended one of Judy's workshops last year. It's the only workshop I've been to when I took action as soon as I got back to the office! As a result of her help, I now get regular genuine enquiries that more often than not result in paid work for me, including a recent invitation to speak to 700 business owners about customer experience.



Carrie Sudbury, Barnsley & Rotherham Chamber of Commerce

Judy carried out an intensive half day LinkedIn training session, to help us use LinkedIn to promote and support local businesses. After the training I used my new found LinkedIn skills to find opportunities for the Chamber's training department 'Chamber Skills Solutions.' I was delighted when this led to various meetings who have subsequently become new training clients.



Christine Steel, Mobile Minds By Design

Judy gave me the tools and the confidence to get started on LinkedIn. The success I am achieving with LinkedIn is from the fantastic work that Judy put in to creating my LinkedIn profile. Judy took my words and made them deliver the exact message I wanted to give. If someone asked me what was the one thing that I have done that has made the most impact on my business, undoubtedly, it would be having a professional LinkedIn profile.



Louise Turner, Awards Writers

I engaged Judy to help with a profile review and connection strategy for LinkedIn for one of my brands. We saw a return on investment within the first couple of months representing about 3 times the investment and have landed work, made good connections and now have a series of leads all generated by Judy's expert work.



Fiona Scrase, Action Learning Centre

I loved working with Judy and her approach. She is very thorough, hands on and definitely goes the extra mile with her advice, input and support. And the best bit is Judy checked in with me which really helped me stay focused and implement the changes in using LinkedIn.