



Profile Optimization Guide

Optimizing your LinkedIn profile to attract more leads.

What you need to know

A key factor to success with LinkedIn Lead Generation is profile optimization.

Your LinkedIn Profile is both a professional and personal representation of who you are. This can make or break the decision making process to connect in the eyes of your potential prospect.

This is the perfect opportunity to showcase your skills and how you can add value to everyone who clicks “accept”.

Profile Photo

Choose a professional profile photo with a clean background

Before uploading your profile photo, rename it to include relevant keywords

Choose option “All LinkedIn Members” or “Public” to allow search engines to find your profile easier

Pro Tip:

www.remove.bg is a great free resource to remove the background to any photo



vs.



Banner Image

This is your opportunity to stand out from the crowd!

Your banner image should reflect your personality, hobbies or the industry you are working in.

www.canva.com is a great free resource for creating a banner image



Headline Statement

Ask yourself this - why would someone want to connect with you rather than someone else in your field?

Don't be afraid to do something different here, we are trying to stand out from the other 3,000 profiles they might have seen that day

Template

[Title] / Position]

Helping [industry] [problem you solve] by [explain process]
[add keywords].

Examples:

Chief Operating Officer at Kennectd | SaaS Sales & Tech Entrepreneur | **Simplifying Conversations** For 1M People by 2023

VP of Operations | Helping Professionals Increase Sales, Save Time & Have More Impact | LinkedIn | Client Relations

Managing Partner at Inbox Gorilla 🦍 | LinkedIn Specialist | Connector 🔗 | Volleyball Fanatic 🏐 | Serving Entrepreneurs By Teaching Them How To Scale On LinkedIn Without Paid Ads Using Social Selling Strategies 📈

About Section

Turn the About Section into your story, what is your “why”

Provide insight to who you are and what you do

Give the reader a reason to feel connected, find some common ground or relate to you in some way

Show what you can offer, provide relevant and specific value

Utilize keywords and update this section often.

Only the first 265-275 characters will show before someone will have to click “see more”, so make it count!

About Section: Networking Examples

I love helping people design & build systems that consistently deliver a steady stream of new leads, new appointments, and new clients for their businesses.

My team and I do this through a variety of proven processes & online tools that we've developed over the years. All focused around optimizing time, streamlining operations, & increasing sales.

Since graduating engineering school in 2017 from the University of Cincinnati, I've been blessed to have successfully launched 8-figure businesses, make software that tens of thousands of business professionals use to save time every single day, & make so many amazing relationships along the way.

If you'd made it this far and think we have some synergy, shoot me a message. Let's link up for 10-15 minutes to see if we can connect the dots & make something happen together!

Specialities: Sales Process & Automation, SaaS Strategy & Scaling, Social Selling, Business Operations, Tech Stacks, HubSpot CRM Consulting & Implementation, Omni-Channel Marketing Strategies

 Indianapolis Native

◆ Former Collegiate Football Player at Ave Maria University -- The leadership, confidence, and work ethic gained through my athletic career is undeniable. I strive to improve myself and others around me everyday.

🎯 We help simplify business conversations to drive even more revenue consistently. Learn how we have helped over 16k+ business professionals grow their business!

 Book a demo: <https://meetings.hubspot.com/sterling26>

About Section: Sales Example

👤 I grew up in an environment where it felt as though the only acceptable road to success was to graduate college in 4 years and to secure a 9-5 job with good benefits. Not a bad thing.

💛 But entrepreneurship has taught me perspective and it has changed my life and has even restored relationships I thought I lost.

📈 Currently, I enjoy helping people design & build systems that consistently deliver a steady stream of new leads, new appointments, and new clients for their businesses.

📅 What would getting a 10-15 increase in qualified leads booked right on to your calendar do for your business?

💡 My team and I have created a Done-For-You LinkedIn Inbox Management system that optimizes your profile and completely automates your outreach process.

Here are a few things you can expect :

✅ Our team will fully optimize your profile to make sure your prospects know how you can best serve them

✅ We will create as many personalized scripts as it takes for your outreach process

✅ We will dig into your ideal client avatar and find them on LinkedIn

✅ You will receive pre-qualified leads and my team will communicate DIRECTLY with interested prospects directing them on to your calendar

✅ Our system is automatic and hands off, generating a constant flow of leads

🐼 If you're interested in learning more about what Inbox Gorilla can do for your business, let's have a quick call. It'll be worth your time!

<https://calendly.com/inboxgorilla/strategy-call>

Featured Section

Posts

Feature posts you have created on LinkedIn that you want your new audience to see.

Articles

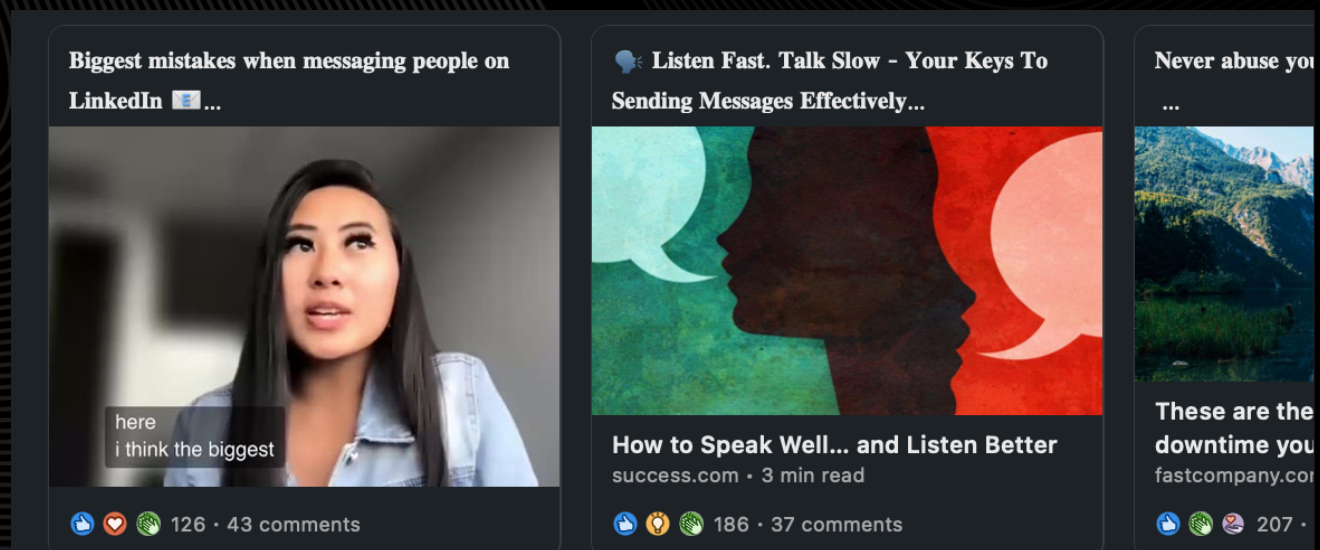
Add any mentions in online articles or resources.

Links

Include links to your website, calendar, testimonial videos and product demos.

Media

Upload company culture photos and videos.



Work Experience

Focus on main achievements, especially those related to your current field.

Update consistently, give detail as to current projects.



Kennected - Master Your Network

1 yr 1 mo

Director of Sales and Development

Full-time

Jul 2021 – Present · 4 mos

Indianapolis, Indiana, United States

Business Development Officer

Full-time

Mar 2021 – Aug 2021 · 6 mos

Indianapolis, Indiana, United States

Business Development Representative

Full-time

Jan 2021 – Mar 2021 · 3 mos

Business Development Specialist

Full-time

Oct 2020 – Jan 2021 · 4 mos

Indianapolis, Indiana, United States

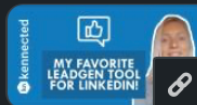
We Inspire business professionals to achieve their dreams so that together, we can have more impact, influence, and freedom.

We do 3 things for you that make all the difference:

[... see more](#)



Ribbon Cutting Ceremony



Testimonial: Athena

Education

Provide details about relevant coursework, clubs and activities.



University of Cincinnati

Bachelor's of Engineering, Computer Engineering, Graduated
2012 – 2017

Activities and Societies: Sales and Leadership Club

I've done multiple things at the University of Cincinnati to both further my education and to improve the community. Coordinating Relay for Life and helping out with numerous philanthropy events throughout the Greek community is a couple different ways that I give back to the community. I am also apart of a few organizations on campus to further my educational knowledge.



Ave Maria University

Bachelor of Science , Exercise Physiology (B.S.) and Biology (B.S.)
2017 – 2020

Activities and Societies: | Football | Leadership Council | President of Exercise Physiology Club | Football | Science Major Tutor



University of Central Florida

Hospitality Management, Hospitality Administration/Management
2016 – 2020

Activities and Societies: Study Abroad 2019 | Pi Beta Phi Sorority 2018-2020

Media (2)



Study Abroad - UCF



Rosen College of Hospitality
Management - UCF



Licenses & Certifications

Ex: Hubspot, Google Analytics, JavaScript



Hubspot Agency Partner Certification

HubSpot

Issued Mar 2021 · No Expiration Date

See credential



Kennected Social Selling Verified

Kennected Social Selling

Issued Feb 2021 · No Expiration Date



HubSpot Marketing Software

HubSpot Academy

Issued Aug 2021 · Expires Sep 2022

Credential ID 3c40995aad104c89ad1fb8a5efdad0f1

See credential

Volunteer Experience

This is a great spot to find common interests with your connections



Counselor

4-H Center for Youth Development

Jun 2013 – Jul 2016 • 3 yrs 2 mos

Children



Guardian

12th Circuit Guardian Ad Litem

Oct 2017 – Jul 2019 • 1 yr 10 mos

Children



Coordinator

UGA Relay For Life

Apr 2013 – Present • 8 yrs 7 mos

Health