GET MORE SALES ON LINKEDIN IN 30 MINUTES

WITH OUR POWERFUL PROFILE CHECKLIST

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FORGET ABOUT "LINKEDIN NETWORKING"

Done right, LinkedIn can be a major growth channel for your business.

But that part comes later.

Like fixing a bad website before you start sending traffic to it, you need to make sure your LinkedIn profile is set up properly before you start sending traffic to it.

Get ready to make your LinkedIn profile a 24/7 sales tool.

LinkedIn should be helping your business grow and get more sales—NOT network aimlessly.

Look back through your recent connections and outbound messages. Do you see a steady and strategic increase? If not, that’s probably a key reason you’re not doing more business through LinkedIn.

READY FOR ACTUAL SALES?
Start using your LinkedIn profile to appeal to your target clients. Use this checklist to position yourself better than 95% of your competition.

1. Connect with your Profile Photo

Does your first impression say “Anonymous and stand offish” or “friendly and knowledgeable”? It sounds obvious, but the profile picture is so often overlooked.

**Photo Checklist**

- ✔ Well-lit
- ✔ High-resolution
- ✔ Face is easily visible

**Step-by-Step**

1. Put on a nice shirt (like what you wear to work)
2. Find somewhere with good natural light on your face
3. Stand in front of a distraction-free background
4. Set smartphone camera to portrait/HD mode
5. Have a coworker take lots of pictures, choose one you like
2. INTRIGUE WITH YOUR HEADLINE

The slogan under your profile photo follows you everywhere on LinkedIn. Does it help you stand out? What does it communicate?

Most people use the headline to write their job title. Instead, use it to communicate what you do, who you do it for, and why they should keep reading.

Headline Checklist

- Clearly states the result you create for your ideal client
- States how that result benefits them
- 20 words or less (fewer words = clearer message)

Frameworks

THE RESULT
I help {audience} improve/get {result} through {service}

THE TRANSFORMATION:
Helping {audience} go from {frustration} to {result}

THE BUMPER STICKER:
Improve/Get {X} | Helping {audience} eliminate {frustration}
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YOUR HEADLINE CONTINUED:

Step-by-Step

1. Define your audience — your ideal client:
   What type of client are you looking to get more of by using LinkedIn? *(think: if you could clone a past client, or cherry pick a dream client, who would it be?)*

2. List 3 benefits they experience when working with you

3. List 3 frustrations they feel related to the problem you solve

4. **Plug the frustrations and benefits into the frameworks above** to draft 3 headline variations designed to capture your ideal client's attention. Choose one.

*Ex: I help make collaboration simple with remote-friendly conference rooms*
3. TELL A STORY WITH YOUR BACKGROUND IMAGE

This huge chunk of profile real estate usually goes unused. What’s your background image saying to your clients?

Use your background image to tell a visual story: who you help, the problems you solve, and how it benefits them.

Background Image Checklist

✓ Conveys what you do
✓ Communicates benefits to your client
✓ Features a simple, non-distracting design

Key Elements

✓ Company logo
✓ Your website and email
✓ Your benefits-focused headline or slogan
✓ A Call to Action
Step-by-Step

1. Choose one of our free LinkedIn banner templates on Canva (designed to help you sell — not just look good)

Templates: [LINK]

Sign up for a free Canva account to edit

2. Start editing: Fill in the blanks with your logo, “bumper sticker pitch”, brand colors, info and CTA

3. Upload to LinkedIn
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LINKEDIN CHECKLIST

NEXT STEPS...
Once you’ve put the above pieces in place, your profile will be better positioned than 95% of your competition.

Now it's time to start using LinkedIn proactively and strategically.

CLICK HERE TO DOWNLOAD OUR COMPLETE GUIDE

LinkedIn Outreach: 4 Steps to More Leads in Your Most Profitable Markets.