



# Copywriting Linked In



# Client Attraction

Create a Connection

Be Human

Solve the Problems

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# Reverse Engineer

- Think of WHO You are Targeting
  - HOW Do you SELL the Best: Presentation, Consult, Sales Page
  - FOCUS on Problem - Solution. Using 85% Problem; 15% Outcome/Desire
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# Worksheet

- Fill in the LinkedIn Profile Worksheet
  - Then Tell your story in your: Summary & Services
  - Call To Action (CTA): Tell them how to get started
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# REMEMBER

What does your  
**PROSPECT SAY**  
on the first meeting?

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# REMEMBER

You have to live in  
what's WRONG  
with their world!

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