

Building a Client Centric LinkedIn Profile

Turn Your Headline into a Value Proposition as follows:

I help / assist / advise (your target audience)

To achieve (your promise of value)

Through (your unique methodology)

In my case, the value proposition looks like this:

*“I help Executives develop a Digital Sales Funnel that doubles
Qualified Leads through the LinkedIn LEAD Generator™”*

Turn your summary into a Call for Action as follows:

The single most important question your LinkedIn profile needs to answer is how do you help people? That is the name of the game. So how do you get into the head of your audience? The first step is to clearly identify the key emotional drivers of your target audience:

1. What is your reader's biggest frustration?
2. What is their biggest aspiration? What is the single most important achievement they are after?
3. What is their biggest nightmare?

Based on the above, you need to craft a value proposition that answers the following questions:

- What is the future of your industry?
- What does it take for a business to survive and find success?
How do you contribute to that success?
- What kind of results can a person expect from working with you?
- What are three questions you might ask to qualify your reader as a potential prospect?

(These are *not* open-ended questions. The answers should be a resounding YES! The idea is if the answers are yes, the reply will be, "Well, I can help you do all those things!")

1. _____

2. _____

3. _____

- What sets you apart from others? Which of your personal attributes have been most beneficial to you in your career? Explain why.
- Name 1 or 2 defining accomplishments. Think of events or projects that shaped your career path and make you proud. What was the impact of these accomplishments on you / your business / customers?
- Who have you mentored and how did your guidance impact that person, their team, department, and company?
- What is your call to action moving forward? Can you offer your reader a free gift as a way to engage?

Example: Client Centric Summary

This enables you to convert your LinkedIn profile into a value proposition for your company that is focused on your buyer / client.

Ask the Three BIG Questions:

- What is keeping you up at night? Low Margins? Slow Growth?
- Are Your Competitors outselling you (although your product is superior)?
- Would you like to double qualified leads within the next One Hundred Days?

Spell out Your Claim to Fame:

For the past ten years, I have worked with leading Global Brands (such as IBM, CNBC, FNB, adidas, MTN, Kelloggs, and Deloitte) to grow the Business, and discovered that the best Brands excel at activating the single most important Driver of Brand Loyalty:

Reveal Your Silver Bullet:

CUSTOMER VALUE OPTIMIZATION (CVO)

In other words, building a Sales Funnel that provides the Customer with Value both before and after the core Purchase – consisting of the following Components:

1. The Lead Magnet and the Tripwire increase the Number of Customers

2. The Core Offer and the Profit Maximizer increase the average Transaction Value per Customer
3. And the Return Path increases the Number of Transactions per Customer

Exemplify Your Silver Bullet

Customer Value Optimization is the Foundation upon which all Strategies in Digital Marketing are built. An optimized Digital Sales Funnel should look like this

1. LEAD MAGNET

- Customer Centric Poll (e.g. Which of the following Indicators are most important in Your Business?)
- Self-Assessment (e.g. How Strong is Your Personal Brand Online?)

2. TRIPWIRE

- Thought Leadership Book (e.g. How to attract New Clients Online)
- Product Launch Formula: 5-Part Video Value Series

3. CORE OFFER

- The Flagship Product (e.g. The Social Selling Success System)

4. PROFIT MAXIMIZER

- Membership Site (e.g. Online Curriculum for Social Selling)

5. RETURN PATH

- Premium Subscription Tool (The Linked LEAD Generator)
- MasterMind (Exclusive Community for Premium Members)

Part 2: Profile Optimization

Keyword Research

List Your Top Keywords (or search phrases) to focus on:

1. _____
2. _____
3. _____
4. _____
5. _____

Action Plan to convert your LinkedIn Profile to a Value Proposition:
