

THE LINKEDIN PROFILE CHECKLIST

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**YOUR LINKEDIN PROFILE
IS YOUR LANDING PAGE**

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- Stop using your LinkedIn profile as a **trophy shelf**
- Your customers don't care about your sales performance. They care about **themselves**
- When the main focus of your LinkedIn profile is to brag about your achievements, you're losing precious real estate to **help your prospects**

HERE'S WHAT TO DO INSTEAD

3-steps checklist

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1. HEADLINE

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- Prospects need to know **how** you help people **like them**, and what's the **outcome**
- Explain exactly how you do that by **optimizing your headline**
- Here's my headline: I train and coach **(what I do)**, B2B sales teams **(who)**, to generate more opportunities and close deals faster **(outcome)**

2. BANNER

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- Your banner is [free real estate](#)
- Go to [canva.com](#)
 - Look for “LinkedIn Banner” and create a new one
 - Choose catchy colors
 - Repeat your headline
- Go check [mine](#) for an example

3. FEATURED SECTION

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- Your **featured section** is the only place where LinkedIn allows external links
- Insert a link to your website, or **helpful content** for your prospects
- Examples:
 - Website
 - Calendar link
 - A video of you
 - A **Problem-centric** landing page

ACT NOW

A hand holding a pen over a checklist on a notepad. The checklist has several items with checkboxes, some of which are marked. The background is a dark blue overlay.

A simple challenge

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OPTIMIZE YOUR LINKEDIN PROFILE

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1. Rework your [headline](#)
2. Go on canva.com and build a [new banner](#)
3. Update your [Featured Section](#)
4. Shoot me a [DM on LinkedIn](#) when your profile is updated

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ACT NOW

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