



5 LINKEDIN PROFILE “SECRETS” TO UNLOCK YOUR SUCCESS

Knowing how to configure your LinkedIn Profile is the first step towards creating more awareness, leads, and sales .

PLUS THE
EXCLUSIVE
CHECKLIST

15 action steps
to super-charge
your LinkedIn
Profile

5 LinkedIn Profile “Secrets” To Unlock Your Success

LinkedIn is no longer just a place for job seekers. Across all industries, LinkedIn is providing a unique opportunity for those who know how to take advantage of LinkedIn’s *organic reach*, meaning your content can be seen by thousands of people (or more) who are in need of your services -- at no cost to you.

On platforms like Facebook, the same reach would cost hundreds to 10’s of thousands of dollars.

Unfortunately, LinkedIn doesn’t come with a User Manual describing how to use the platform for distributing meaningful content and building relationships that turn into revenue -- which is why these 5 secrets will give you an edge over your competitors.

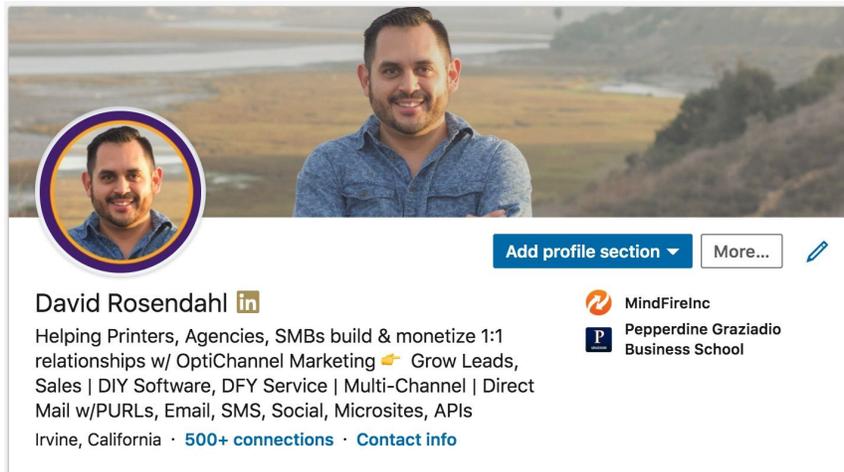
Let’s jump right in!

1. Your Cover Image, Headshot, and Headline. Nothing screams “*I’m not serious about LinkedIn*” more than a profile using LinkedIn’s default cover image, and a sub-par headshot. If you’re looking for leads and sales, consider doing the following:

- Upload a Cover Image that reinforces your brand, and/or your benefits to clients.
- Use a Headshot where you’re looking at the camera, ideally zoomed in to see your head and shoulders. According to LinkedIn, members who include a profile photo receive 21x more profile views and up to 36x more messages, so don’t neglect this important facet.

What most people miss is that while the Headline (appearing right below your name) is most often used to display your title (like in my case, it might say *President at MindFire*), the more useful thing to do is write something that conveys what you can do for your ideal client, and to embed search-friendly keywords, too.

For example, instead of displaying my title, I instead choose to show this:



To help you create a Headline that considers the needs of your Target Audience, try this simple template:

Helping _____ (who?) achieve _____ (what?) by _____ (how?) | keyword | keyword

Here's why we advise changing the Headline to a client-focused benefit statement: Every time you comment, LinkedIn will show a healthy portion of this Headline to the viewer. By displaying how you can help your ideal audience, you'll attract interaction and engagement from people who are more likely to be in need of your services.

And here's a pro tip: For some reason, LinkedIn's mobile app gives you more characters for your Headline than the desktop version does. So take the opportunity to edit your Headline in your mobile app, and gain more characters for keywords.

2. Your Contact Information. If your intention is to make it easy for people to reach you, take full advantage of all the links LinkedIn provides you in the "Contact info" section.

As you can see in my example, make sure to include your phone number and email so that people can easily reach out to you.

You can link to multiple web properties, as well as other social accounts, so take the time to configure these settings to give people a variety of options for learning more about who you are in a variety of contexts.

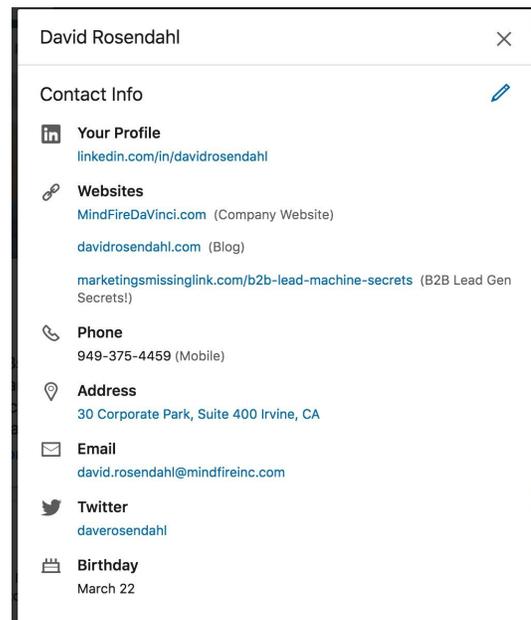
3. "People Also Viewed". Here's a mistake most people make on LinkedIn: inadvertently sending their Profile viewers to their competitors.

By default, LinkedIn will show everyone visiting your profile a list of people who are similar to you in profession, skill, and background.

This means that if someone is searching on LinkedIn or happens upon your Profile, the "People Also Viewed" section will inadvertently leak traffic to your competitors! See the snapshot for an example.

Here's how to turn off this default setting:

- Click the **Me** icon at the top of your LinkedIn homepage.
- Click **Settings & Privacy**.
- Select the **Privacy** tab.
- Under the **Profile privacy** section, click **Change** next to **Viewers of this profile also viewed**.
- Toggle this to **No**.



Tarek El Moussa · 2nd
 Owner at Next Level Property Investments LLC
 Anaheim, California · 43 connections · [Contact info](#)

Highlights
 1 mutual connection
 You and Tarek both know Michelle Morrison

About
 Self-made celebrity real estate investor and host of Flip or Flop on HGTV. Teaching others the real estate investment business to build wealth and build the life they want to achieve happiness through success. Father of two.

Experience
 Next Level Property Investments LLC
 12 yrs 2 mos
 Owner
 Jan 2008 – Present · 12 yrs 2 mos

Advertisement:
 Visit our page to get the most up-to-date news from NIPPON EXPRESS GROUP
 David, grow your business with news and insights from NIPPON EXPRESS GROUP
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People Also Viewed
 Israel Battres · 2nd
 Owner, Battres Construction
 Ryan Serhant · 2nd
 Star of Million Dollar Listing New York on Bravo TV | Author of Sell It Like Serhant | Founder of The Serhant Team
 Chip Gaines · 2nd
 Co-founder at Magnolia
 Drew Scott · 3rd
 Producer/Host/Director/Entrepreneur with Scott Brothers Entertainment
 Mauricio Umansky · 2nd
 Founder/CEO at The Agency RE
 Fredrik Eklund · 3rd
 Managing Director at Core Group Marketing
 Pete de Best · 2nd
 Co-Founder at Tarek Buys Houses LLC / President of US Lending

4. Your About Section: In this section, take the opportunity to describe how your unique skills and experience benefit your ideal Client. Resist the temptation to strictly toot your own horn; rather, craft your statements in a way that demonstrates how your accomplishments are of value to your target audience.

Instead of long paragraphs of texts, try shorter bursts of texts and bullets. You can also include your contact information towards the bottom of this section, which places it in a location people are likely to see if they're interested in learning more about you.

In addition, take advantage of the **Media** feature, which appears beneath your About section. This area allows you to link to external documents, photos, sites, videos, and presentations to accentuate the things you can do for people.

About 

👉 Know how it seems harder to create leads & grow sales? How reaching your customers & clients is evolving so quickly, that it seems harder than ever to keep up?
... see more



5. **Recommendations:** You sometimes need recommendations from others in order to give some viewers the confidence to connect with you.

While it may feel awkward, it is important that you ask others to vouch for your product, services, and character. It builds tremendous credibility.

To give viewers the sense you're actively updating your profile, try to keep the Recommendations shown in your Profile relatively recent.

Recommendations Ask for a recommendation 

Received (12) Given (1)



Grady Martine
Vice President, Datapage Inc. • #Ambassador of Life
• #Destroyer of Doldrums •
#Speaker and Executive Coach•
January 8, 2020, Grady was a client of David's

I heard David speak recently and I was so encouraged and motivated by his words. He is not just a wonderful speaker, but a warm, kind, genuine person willing to help. I would recommend David Rosendahl as a speaker and encourage you to follow him online, There is so much to learn from him!!



Alex Fechner
4th Generation Direct Marketer. It's in my #blood
January 8, 2020, Alex was a client of David's

Passion is the first word that comes to mind when I think about David. Whether it's in a post, a podcast, a webinar or just friendly conversation, it's apparent he cares very deeply about the success of his customers as well as the experience he selflessly provides. Despite the rumored belief that "print is d...
[See more](#)

[Show more](#) 

Want to learn more? Grab your copy of the LinkedIn Case Study "How I Accidentally Discovered a Way to Grow My LinkedIn Followers From 5,000 to 100,000+ In FIVE Months" available at <http://bit.ly/LI-Case-Study>, or via email by sending a request to david.rosendahl@mindfireinc.com. I look forward to hearing from you.

CHECKLIST: LinkedIn Profile “Secrets” To Unlock Your Success

Knowing how to configure your LinkedIn Profile is the first step towards creating more awareness, leads, and sales through the platform.

Print out the following checklist and complete these actions to get ready to launch your LinkedIn journey:

| PROFILE CONFIGURATION STEP | |
|-----------------------------------|---|
| <input type="checkbox"/> | Upload a Cover Image that reinforces your brand, and/or your benefits to clients |
| <input type="checkbox"/> | Upload a Headshot where you’re looking at the camera, ideally zoomed in to see your head and shoulders |
| <input type="checkbox"/> | Update your Headline that considers the needs of your Target Audience, using this simple template: Helping _____ (who?) achieve _____ (what?) by _____ (how?) keyword keyword |
| <input type="checkbox"/> | Update your Contact info to include at least the following: <ul style="list-style-type: none"><input type="checkbox"/> Your Company’s Website URL<input type="checkbox"/> A personal blog if appropriate for your work/brand<input type="checkbox"/> Phone<input type="checkbox"/> Address<input type="checkbox"/> Email address<input type="checkbox"/> Birthday (and ensure it is visible to at least your network, best is “All LinkedIn members”) |
| <input type="checkbox"/> | Turn off “ People also Viewed ” |
| <input type="checkbox"/> | Re-write your About to at a minimum: <ul style="list-style-type: none"><input type="checkbox"/> Focus on the outcomes you deliver to your Target Audience<input type="checkbox"/> Include your email and phone number |
| <input type="checkbox"/> | Add 2-3 relevant Media to your About |
| <input type="checkbox"/> | Ask for 2-3 Recommendations , and revise with the other person until you’re happy |
| <input type="checkbox"/> | “Show” your newly received Recommendations so they’re visible on your Profile |