7 LinkedIn Profile Tweaks to Land You Customers on Autopilot

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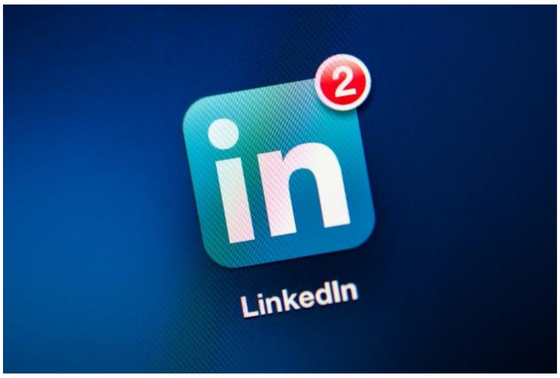
I wanted to put this quick free guide together to help super busy sales executives get their LinkedIn account working for them day and night attracting leads and inquiries. I want you to get a leg up on your competition on autopilot.

There are a lot of tactics you can take via LinkedIn to proactively reach out to prospective clients, deliver your messages and make connections. This little guide however will stick to the tweaks you can make to your LinkedIn profile to ***attract prospects to find you***. Naturally your LinkedIn strategy will be a combination of both but let's get your profile turned into as much of a lead machine as possible.
The very first thing people do when they join LinkedIn is to create their online profile. Since LinkedIn has areas for your previous jobs and companies you worked for along with qualifications, etc. there's a natural impulse to make your LinkedIn profile look like your resume. Stop that.

We want to set up your LinkedIn profile so that it's easy for you to ***be found by your ideal clients***, rather than promote yourself as a potential employee. (Although given some of the horror stories I hear from sales executives I wouldn't blame them for wanting to split from their existing employer!)



Using LinkedIn to get a new job however is not the same approach as you should take to *get a new client*.

We need to design your entire LinkedIn profile and strategy around addressing the common problems your ideal clients have and how you solve them. So we will make some brief and simple adjustments.

Who Is Your Client?

Let's start with defining your ideal client. Here are some questions for you to consider when defining who your ideal client is:

* What is their title?
* What are their daily tasks?
* Who do they report to?
* Who reports to them?
* What would make them look good in their role and what would get them into trouble?

Now here are the real kick-starting questions you must discover that 99%+ of LinkedIn users never consider:

* What are your ideal customers' common pressing problems that concern them and cause them pain?
* What would they type into Google to research solutions that would solve those problems?

Let's address these last two points. First, you should know 5-10 common pressing problems that your customers face that are solved with the services or products you sell. This is obviously very important because you're going to explain how you solve them in your LinkedIn profile. You're going to explain them including the use of industry buzzwords that your customers use when searching for a solution that you provide.

So let's tackle these buzzwords next. Do you know what your industry 'buzzwords' are that your potential clients use in their jobs? These buzzwords are also the 'keywords' that you need in your LinkedIn profile. Keywords are necessary so you can be found by people entering those keywords while executing a search for a solution to a pressing problem they have.

Who Is Your Client?

Once you have your ideal client defined and you know what search terms they might be using I want you to think about what it would be like to meet with them in an informal setting. Would you spew off your resume with companies you worked for and positions you held? Or would you rather explain in brief terms how you help people in their position overcome specific problems?

Bonus points for you if you chose the latter. LinkedIn was ultimately created for linking people together and creating new connections. For business owners and us sales executives those connections mean clients and business partners, not head-hunters, recruiters or new potential employers. Think about your profile as though it is your introduction to a new potential client. The best introductions target who you help, what problems you solve and results you help them accomplish.

Here are the steps to help transform your LinkedIn profile into a lead generating machine:

1. Make sure you are using those proper 'keywords' in your LinkedIn profile that your clients would use to find a solution. Examples of keywords are your location (eg 'Miami') and your profession (eg 'personal injury lawyer') and a problem that's bugging them (eg 'tax audit'). You get the idea; just make sure you use the keywords within your profile that your clients would use to solve their problems.

There are also a few free online tools where you can do research on the actual keywords that your prospects are using to search for solutions. The Google 'Keyword Planner' tool is popular but if you don't have a Google account or want to save yourself the drama of navigating through it and need some results fast you can also use http://www.semrush.com as a great free alternative.

2. Your Headline should NOT be your job title. People searching for a service will not be searching for company name and title, but rather the service itself. This will also be the first thing people read on your profile, so it's pretty important and you want it to make as much impact as possible. So change it to what you *actually do*. Use those keywords you found again as well. For example: 'Insurance - Auto Insurance, Home Insurance; Miami FL' but throw in something deeper such as a powerful benefit to your customers. "Saving My Clients an Additional 10% With Our Unique Approach" or "Earning Clients an Additional 18% Over a Traditional Investment Strategy". You get the idea. Just make it real, and relevant to what you do.

3. What are others saying about you? Next we want potential customers to see testimonials. LinkedIn doesn't allow you to move the LinkedIn 'Recommendations' area but you can however drag and drop the 'Skills & Endorsements' area to appear directly under the Summary area. Make sure you know what skills that you want prospective customers to see. Give lots of endorsements proactively to your network to receive them back.

Here are the steps to help transform your LinkedIn profile into a lead generating machine:

This will also pack a powerful punch when prospects see that others are endorsing you for the skills that they see as valuable and further creates a strong impression that you will be able to help them.

4. You want a professional photo, not you at the cottage. You can get these done inexpensively at a camera or photo processing shop. Another example of a great LinkedIn profile picture is you performing something relevant to your work, like giving a seminar or another value-rich contribution in your industry.

5. Optimize your summary. Your summary section is right below the header. Since this is the first section of your LinkedIn profile that your prospect will read this is where you can capture their attention with keywords, introduce yourself and describe how you can help them.
Make sure your summary includes who you are and what you do. Include the keywords that are important and the ones that your prospect would use to search.
The next part of your summary should also include exactly how you help people. What problems do you solve? What are your specialties? Don't let your prospects have to guess at what you're an expert in and how you can help in specific areas.

6. Include a 'Call to Action'. We however are not going to make your call to action the usual drivel that most companies and sales executives include. The usual is something like "For a free consultation please call me at 555...." How many times have you seen this kind of weak hook, and how many times have you actually followed through on a "free consultation"? Never? Thought so...
No, you are going to ***give them something for free***. Give them a free downloadable white paper, report or 'how-to' video that will help them. In the insurance example above perhaps the agent could create his own free report that is a brief one or two pager listing the top 3 ways to minimize your insurance bill.

Here are the steps to help transform your LinkedIn profile into a lead generating machine:

Who wouldn’t be interested in that? It's free, and does not require any contact with the agent other than perhaps their email address. Within the report itself you will add more hooks for your prospect to want to contact you and do business with you. They might feel far more compelled to contact you after they have received some free value from your free report. It also positions you as an expert before they have any contact with you.

7. Optimize your Experience section. For your work experience section make sure you also list the types of projects you have worked on or companies you have worked with. Think about those keywords again for job titles to use. So instead of 'Sales Executive' include a keyword that your customers might be searching for. 'Data Loss Prevention Sales Executive' is better. Try to find some relevant and interesting projects or deals that you worked on that exemplify the results they could get by working with you and your organization.

This should be enough to get you started and scratching the surface on what's possible with a great LinkedIn strategy. If you like you can also periodically use the "Share An Update" feature to keep everyone aware of what it is you do.

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