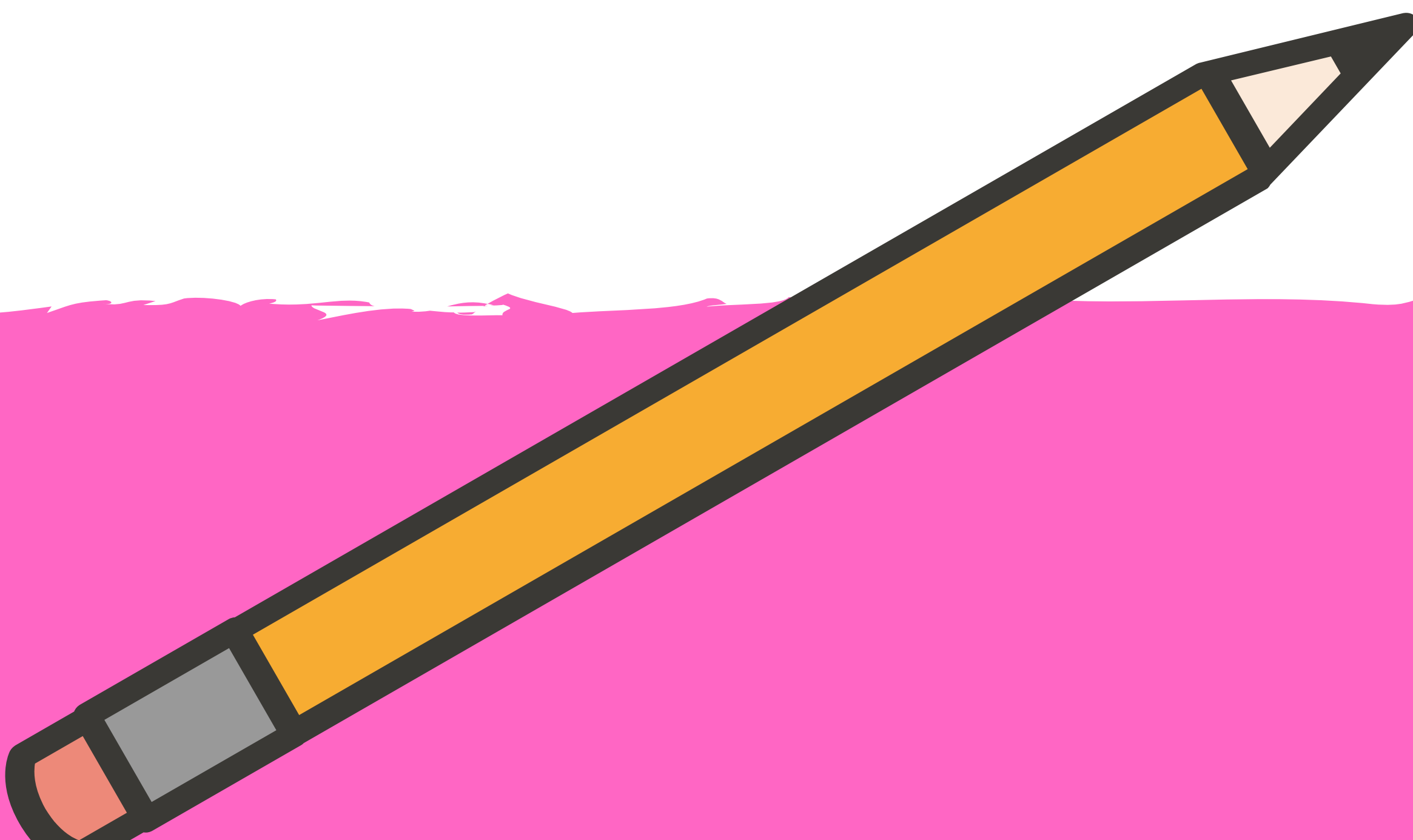


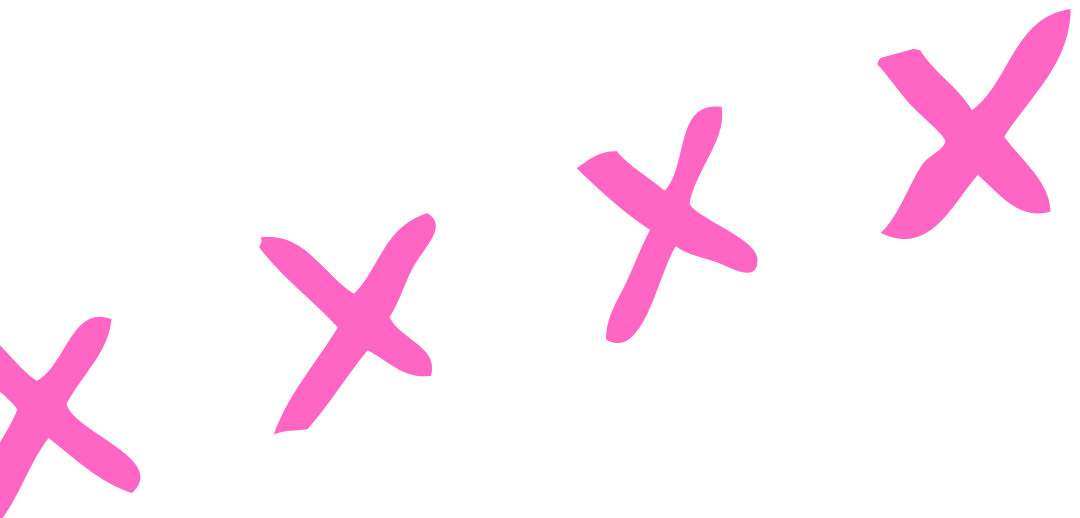
**FREE
GUIDE**

LINKEDIN PROFILE REVAMP

4 Key Elements to a Profile That Works



ABOUT MILDRED TALABI

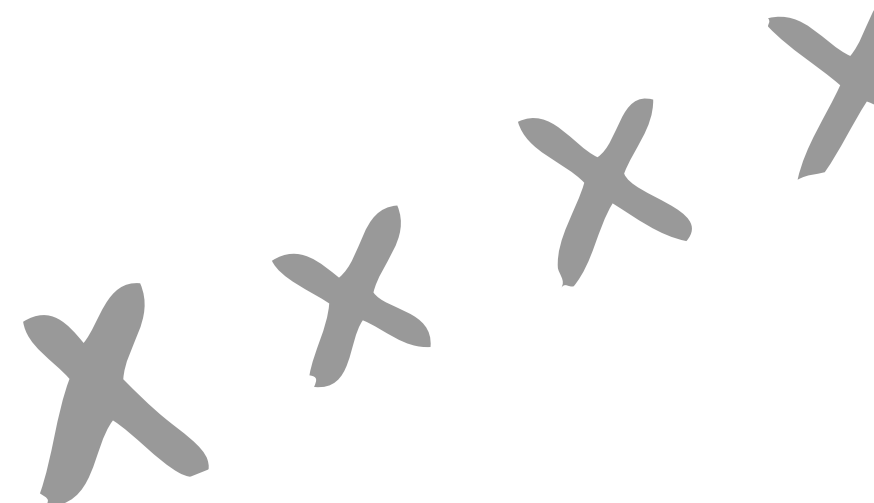


Mildred Talabi specialises in helping service-based women entrepreneurs get visible on LinkedIn so they can easily promote their brand and effortlessly attract their ideal clients.

Prior to making this transition, Mildred ran a CV makeover business for 12 years, with LinkedIn as her number one source of inbound leads, and previously held a career in Journalism, PR and Communications.

When she's not busy making women visible on LinkedIn, Mildred likes to blog, speak, binge on books and podcasts, and spend time with her husband and two daughters.

You can connect with Mildred via LinkedIn and through her website www.mildredtalabi.com





Introduction

Having a good profile is the starting place for being visible on LinkedIn and standing out from the crowd.

Your LinkedIn profile is also one of the first things that will come up on an internet search about you, so it's vital that what's on your profile accurately reflects your brand and promotes your business.

I'm Mildred Talabi, LinkedIn Visibility Coach for women entrepreneurs, and in this free guide, I'll walk you through the four key elements to creating a LinkedIn profile that easily promotes your brand and effortlessly attracts your ideal clients.

No need for hard selling when you can revamp your profile and start putting LinkedIn to work on your behalf!

To your LinkedIn success,

Mildred

KEY #1: Your Profile Picture



Your profile picture is a key element of your brand. Your picture is your first chance to make a great impression on your potential clients and others you will meet via LinkedIn.

When it comes to getting a good picture for your brand image, working with a skilled professional photographer you trust and feel comfortable with is helpful, as is picking an environment that feels comfortable to you.

“A good picture should make you look professional but approachable”

It should look like you and how you look today, not 10 years ago! You want people to be able to recognize you in real life (or virtually) if you were ever to meet, which helps to maintain your professional credibility.

The best profile pictures are ones where your face takes up at least 60% of the frame – a close-up shot – and where you’re looking directly into the camera. This helps to build trust between you and the viewer from the get-go.



“Avoid wearing distracting clothes or jewellery in your picture (unless that’s part of your brand)”

Also avoid pictures with other people or things in the background and uploading poor quality pictures. Selfies (pictures you take of yourself with your phone camera) are not that great either as selfie poses can be restricted and often come across unnatural.

You don’t have to use a professional photographer to do your profile picture but the results are usually better when you do – and it’s a relatively small investment for something that you can carry with you for years and use across all your online platforms.

Being visible is about getting people to know you, like you and trust you. A good profile picture is a great starting place for this to take place. It’s the first stop in establishing and promoting your personal brand and making you attractive to your ideal clients.

KEY #2: Your Banner Image



If you want to stand out and be visible on LinkedIn, having a personalised background photo is a must.





“Consider the banner space on LinkedIn as your personal billboard to promote whatever it is you want people to know about you and your business from the get-go.”

It should have information about your business (but not too much text), needs to be visually-led and include some form of call to action – whether that’s asking people to follow you, connect, schedule a call, visit your website, or something else.

You can design your banner yourself in photoshop, if you know your way around this, use a free template from canva.com, or you can pay a minimal amount to a designer on somewhere like fiverr.com and get yourself a hassle-free bespoke version (which also eliminates the chances of someone else having the same banner template as you).

KEY #3: Your Headline

Mildred Talabi  

 LinkedIn Visibility Coach for service-based women entrepreneurs  LinkedIn profile makeovers 
#ExJournalist #Author #Speaker #Trainer  DM for booking enquiries

Dartford, England, United Kingdom · [500+ connections](#) ·

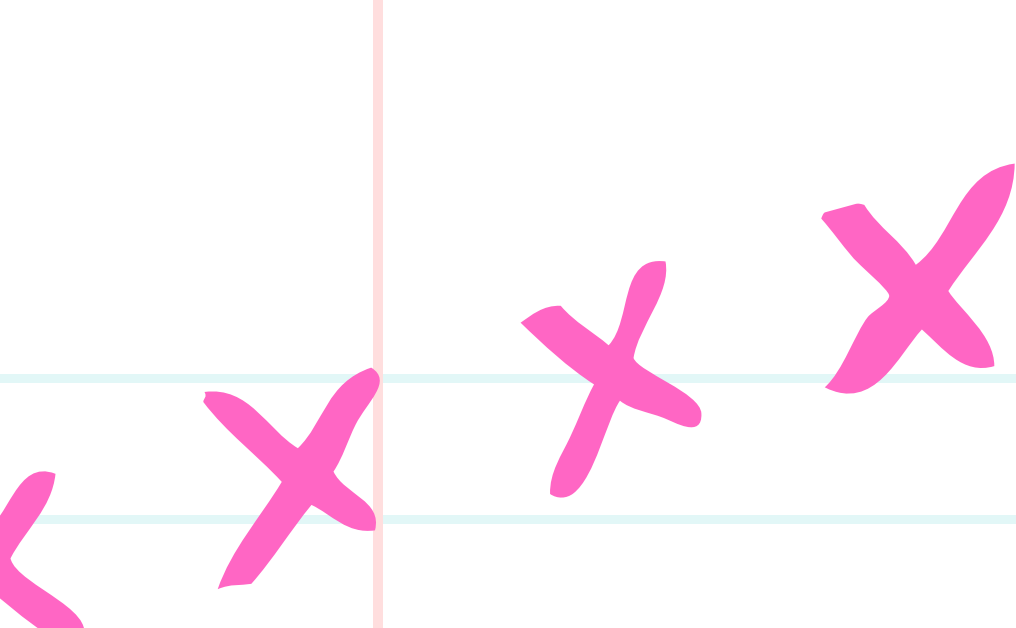
[Contact info](#)

Your headline appears next to your name in search results, whether someone is connected to you or not, so it is immediately visible even before someone lands on your profile.

A good headline is specific, written with your target audience in mind and in a style and vocabulary they understand. It's also clear and concise and, for bonus points, memorable.

“Treat your headline like a mini mission statement, an elevator pitch if you like, that captures who you are and why people should connect with you.”

It needs to instantly tell people how you help them, so they are in no doubt of your service provision, and it should speak more about the results you achieve and less about you and your qualifications. You should also aim to incorporate one or two keywords people might use to find your services.



A popular format that you'll find a lot of business people using on LinkedIn is the "I help XXX to do XXX..." Here are a few examples of this:

"I help Entrepreneurs and Leaders tell unforgettable stories and give profitable presentations"

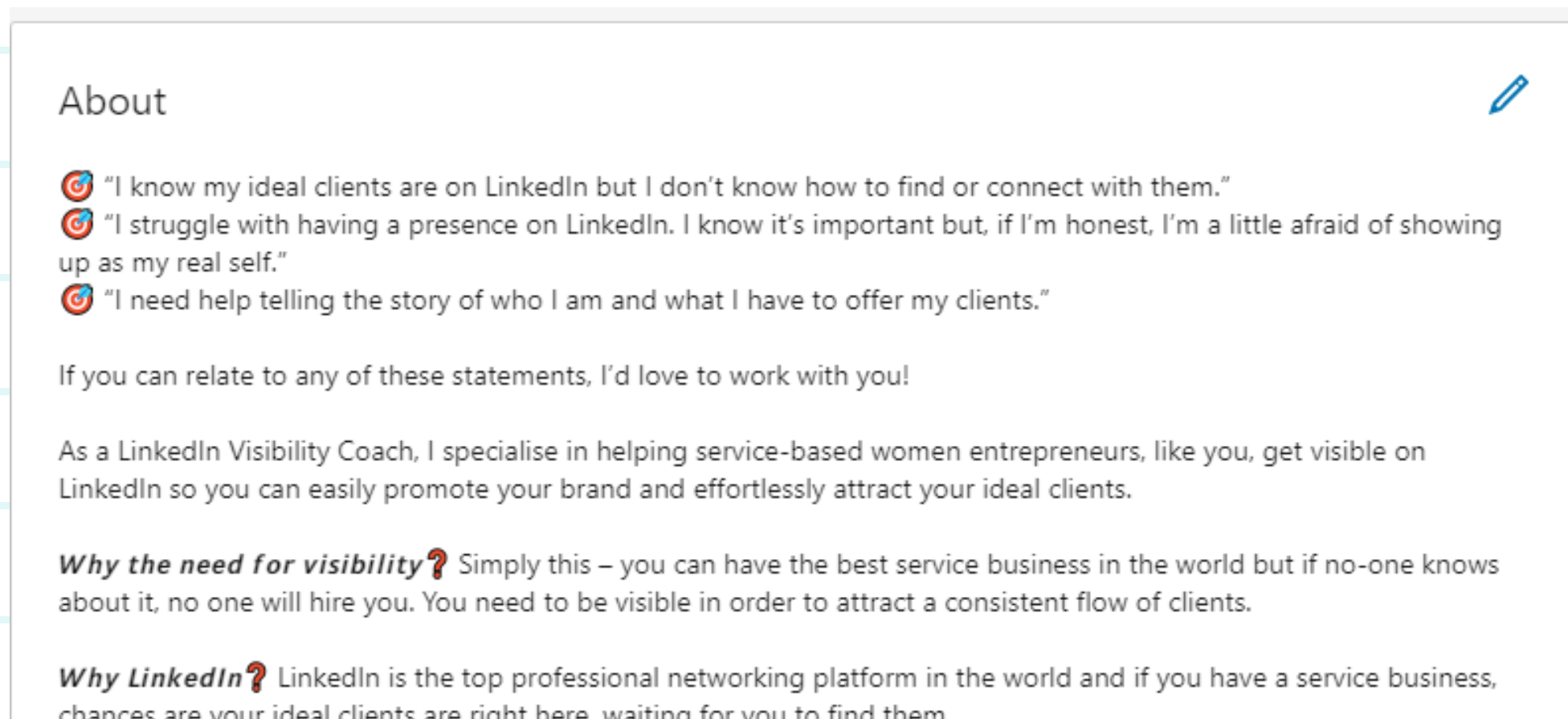
"I help headteachers and other professionals become executive coaches, maximise their impact and empower their teams"

"I help parents raise successful children"

"I help leaders lead so teams can thrive"

Feel free to use this format as a starting place, if it's helpful, but if you really want to stand out and avoid what's becoming a little bit of a cliché on LinkedIn, lose the "I help" and get straight into what you do.

KEY #4: Your About Section



(Click the image to read my About section on LinkedIn)

Next to your headline, your About section is the most important piece of text you have on your LinkedIn profile. This is a make or break section. Get this right and you'll have your ideal clients flocking to you to want to work with you (in time); get it wrong and you waste a vital opportunity to sell yourself.

The goal is to find an interesting and genuine way to give an overview of your professional life and describe your current work in a way that appeals to your target audience and also has you come across as a subject matter expert.

“Your ideal client needs to read what you write in this section and feel that you understand them; that you understand the problems they’re facing and that you’re the person to provide the solution they need.”

Having less “I” and more “you” in your write-up helps with this.



An effective About section needs to have the following elements:

- **An engaging opening**

Start with an opening that appeals directly to your target audience. This could be a short story about something relevant that you or a client of yours experienced, a series of questions, or a direct statement.

The idea is to grab your reader's interest immediately so they can read on to the next paragraph, and the one after that and the one after that, and so on... The goal of good copywriting is to engage you with each sentence so you continue reading until you get to the end.

- **A solid middle**

The middle is where you talk about your mission, the results you achieve for clients, your industry expertise and supporting skills, any relevant personal details, facts and figures that back up your expertise (e.g. how many clients you've helped to achieve the results you deliver), and what the experience of working with you will be like.

- **A closing call to action**

What do you want your audience to do after reading your profile summary? Do you want them to book a call with you? Buy your book? Join your mailing list...? Whatever it is, take out the guesswork by telling them directly with a clear call to action.

Remember, you're working with a maximum of 2,000 characters for this section (around 400 words, give or take) so keep this clear, concise and relevant.

Next Steps

I hope this free guide has given you some helpful guidelines for revamping your LinkedIn profile.

If you would like further support with this, you can do one of the following:

- [Connect with me on LinkedIn for additional free resources](#)
- [Book a review of your LinkedIn Profile with a consultation](#)
- [Buy my book, Start Being Visible](#)

