



FREE DOWNLOAD

3 CHANGES **YOU NEED TO MAKE** **TO YOUR LINKEDIN PROFILE** **NOW!**



Firstly, thank you for downloading this free guide!

My name is Mike Roberts, and I created Making Digital Real with one sole purpose....

To provide business owners, sales professionals and entrepreneurs with ALL the tips, tricks, strategies and ways to make their LinkedIn profiles stand out, bring leads, enquiries and deliver new clients and relationships.

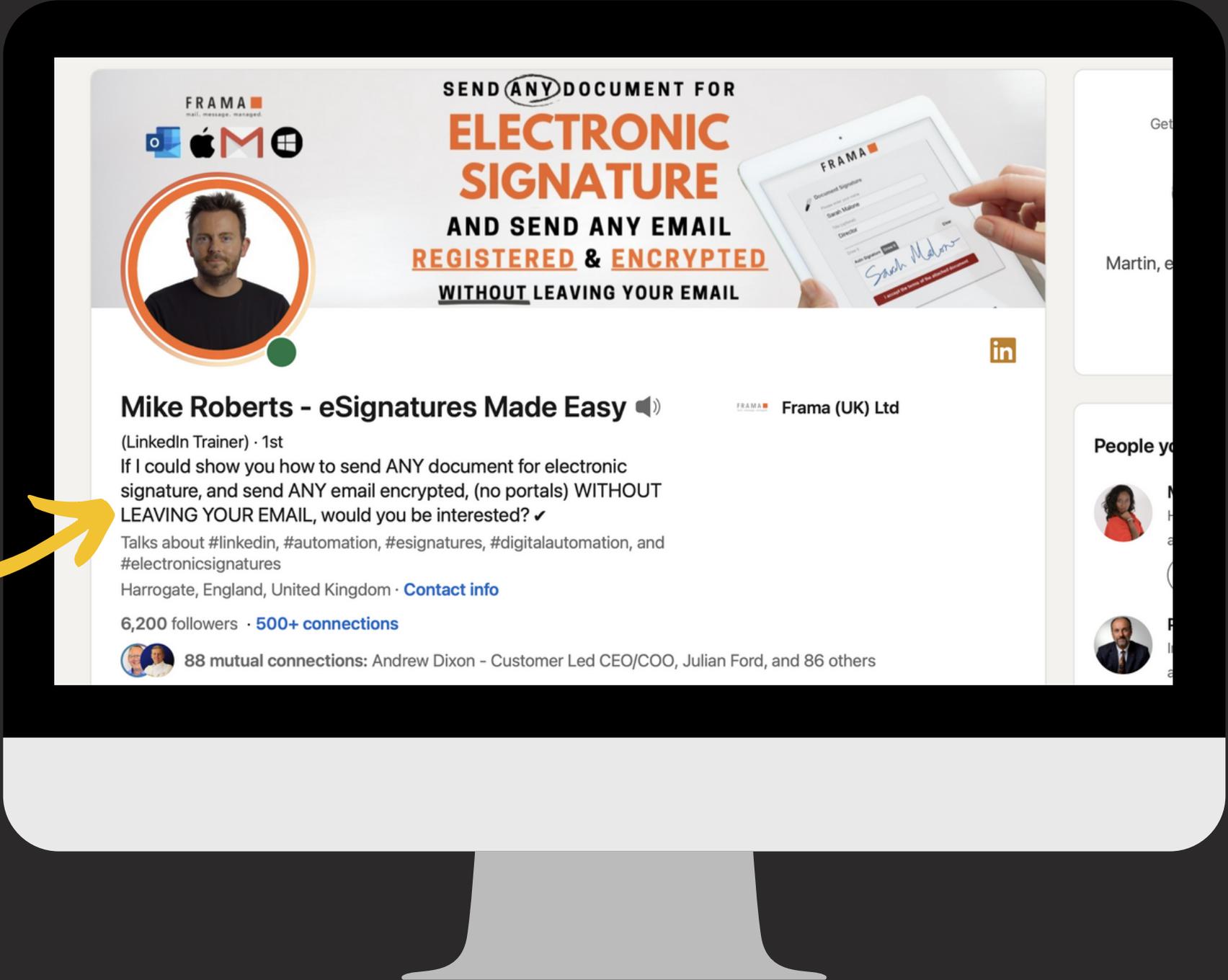
This guide is a small sample of my [Making Digital Real with LinkedIn e-book](#) and course. I have carefully selected 3 of what I believe every LinkedIn user should be implementing.

Enjoy....





Headline





Your Headline

Your headline appears at the top of your LinkedIn profile. This needs to briefly outline (in under 240 characters) who you are, and what makes you unique.

Remember to give your audience an understanding of who YOU are, and not your job title!

Also, it's worth remembering that your headline is what can get you found. It's perfect for keyword optimisation, and is vital for search engine optimisation. Users can find you through searches whether it be from google or within LinkedIn itself.

Your headline is also displayed next to your name in search results, so make sure it encourages LinkedIn users to click on your profile.

When it comes to your headline on your COMPANY page, this is a whole new area and this can be a powerful lead generation magnet for your visitors! My secrets to a successful company page headline are in my [e-book](#), and I can guarantee you it's not what you're thinking.....



Engage / ask your audience a question about their world / their problem

Can you include your USP here?

Mike Roberts 

If I could encrypt your emails (WITHOUT portals) and give you the ability to send ANY document for electronic signature without leaving your email platform, would you be interested?

Harrogate, North Yorkshire, United Kingdom ·

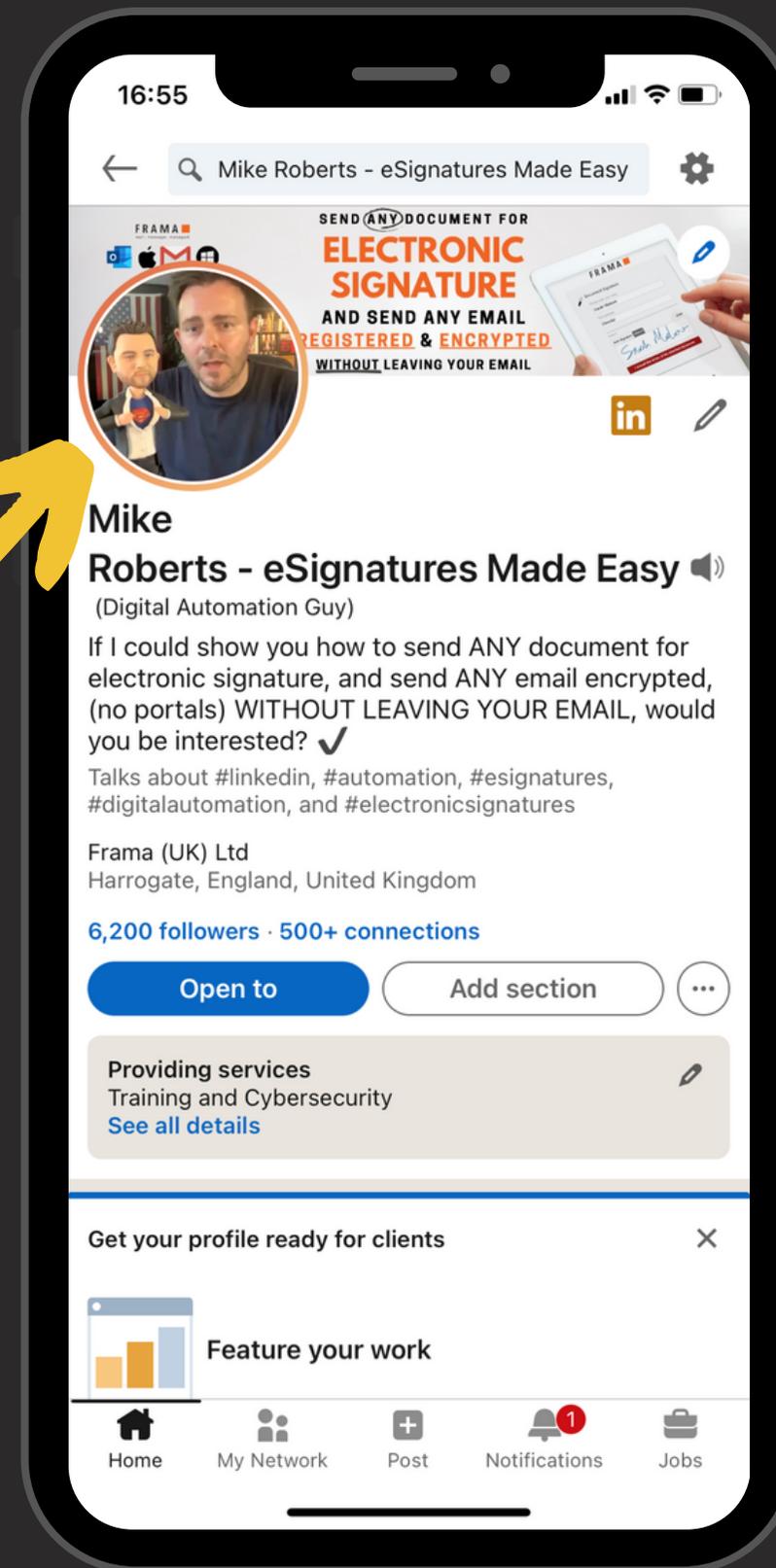
[500+ connections](#) · [Contact info](#)

Key words for SEO / what are my potential clients searching for?

240 characters



Cover Story





Upload a LinkedIn Cover Story



One of the latest LinkedIn features (released in 2021) is the ability to upload a LinkedIn cover story to your profile.

To put it simply, this is your chance to introduce yourself to your visitors via a 30 second video!

Rehumanizing the business is something I quote many times, and being able to show your personality, and bring the 'face to face' element instantly to your visitors is such a powerful tool!

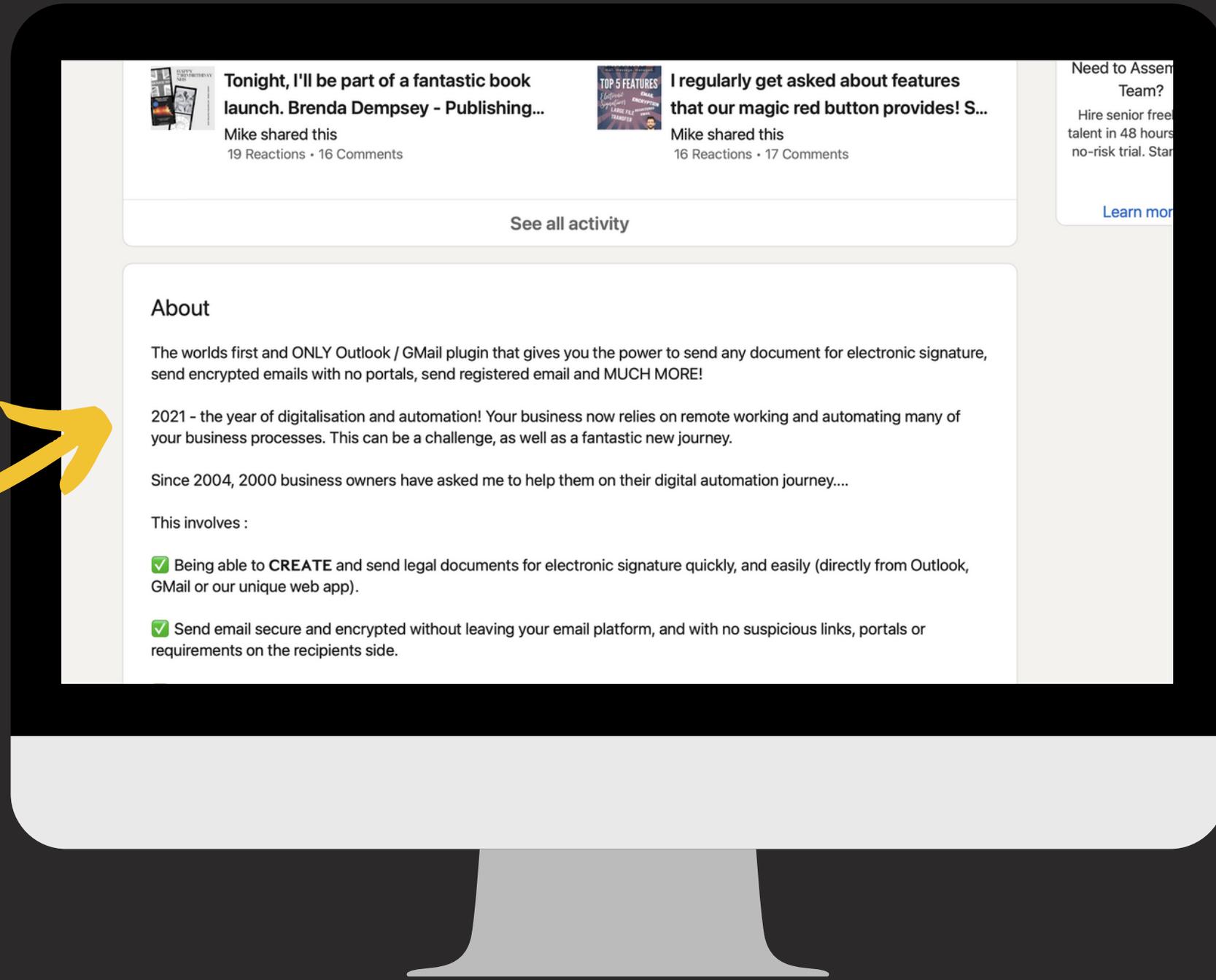
Whatever your reason for using LinkedIn as a social media platform, a 30 second video is vital to your personal brand, and there are MANY ways to utilise these 30 seconds.

To add a cover story, head over to the LinkedIn mobile app, click on your profile photo, and choose 'view or edit cover story'.

Your cover story can be uploaded via your mobile device (it is not currently supported by desktops). You can also upload a pre-made video as well as a live 'selfie' style recording. Be yourself, make it unique and make it memorable!



About



Writing a great LinkedIn profile is the easiest way to set yourself apart from half-a-billion other LinkedIn users. Even if you've uploaded a great profile photo, customised your headline, and detailed your work and education history, leaving the summary blank is a huge missed opportunity for a number of reasons.

WHY IS THE ABOUT SECTION SO IMPORTANT?

Firstly, your about section is another way to be found. Search results can largely be based on what is written in this section (just like the headline).

It also gives you a chance to showcase your passion for what you do, who you are, your personality and your background!

DON'T MAKE IT ALL ABOUT YOU!

One of my biggest tips regarding this part of your profile.... is to not constantly talk about you (have a look at other profiles, and notice how many times they use the word 'I').

Don't make it all about you! Try and talk about **your clients** world, and what is it about **the challenges they face**, that make them want to spend money with you!

FIND OUT THE **52 SECRET**
INGREDIENTS TO WIN
BUSINESS, HACK THE
ALGORITHM, **WIN CLIENTS**
AND GROW YOUR
PERSONAL BRAND ON

Linked 

● LIVE

JANUARY, MARCH, MAY, JULY, SEPTEMBER, NOVEMBER 2022

