



LINKEDIN PROFILE

Your Reboot

Ready to create a LinkedIn Profile that attracts your superfans & helps build a network of perfect prospects, peers & professionals!

MINDIROSSER.COM

Road Map to Success

Rebooting your LinkedIn profile can help you start attracting prospects NOW when you follow these four simple steps and take action today!

01

Create a compelling LinkedIn headline that gets the attention of the right people, those with whom you can do good business.

Your headline is what catches their eye and gives them a 3-second snapshot of who you are, whom you help, how you do it, and the results they can expect.

02

Telling your story in the About section is what's going to ensure people want to learn more about you, your work, and your business. It's not a formal bio - it's a summary of what makes you *unique*.

Give them a simple storyline that they can follow to learn what makes you unique, how you got from there to here, and what's in it for them!

03

Work experiences are meant to be celebrated. Every position, gig, job, project you've worked on has its own story. Each contributed to who you are and why your target audience should connect with you.

Showcase your relevant positions, and weave them into the story that leads up to your current business focus. Focus on the threads.

04

TAKE ACTION. This is the most important step of all. If you know what to do but fail to actually DO it, you're leaving real money on the table.

Remember: the goal is not just to have a good-looking profile because it's trendy—it's about being clear why people should connect with you.

01: LINKEDIN HEADLINE

THE LIFE YOU'VE
DREAMED OF.
DARELESS IN THE
OF ADVERSITY.
STOP LEARNING.
YOUR IMAGINATION
EVER POSSIBLE.
MAXIMIZE THE BEAUTY
SURROUND
REMEMBER WHY
FROM, BUT
SIGHT OF
YOU ARE GO




MAKE IT COMPELLING

Well-crafted LinkedIn headlines demonstrate you've put thought into your personal brand and presence on LinkedIn. This line follows you everywhere on the platform - pay attention to it!


Use up to 220 characters to establish an expectation of who you are as a professional, sets the tone for your LinkedIn interactions.


Master LinkedIn Now
GROW YOUR BUSINESS


Mindi Rosser 

Social Selling Strategist Helps Innovators Manage Effective Business Development Programs & Build Strategic Pipelines

Mindi Rosser Marketing · Seth Godin's altMBA
Haleiwa, Hawaii, United States · **500+ connections**

Providing services 
Social Media Marketing, Marketing Consulting, Market Research, Lead Generation, Performanc...
[See all details](#)

 Anyone

About 

Let's start having great conversations with the people who matter. That's why we're here, right?...

...see more

YOUR LINKEDIN HEADLINE

Grab attention with this section by using searchable keywords relevant to your industry and profession. Be very clear about who you are, whom you help, how you do what you do, and the results you generate for the people or businesses you work with.

Bonus: Use the audio feature next to your name to connect on a more personal level. You don't need to use this as a name pronunciation.

Craft your LinkedIn Headline with this formula:

[Who You Are/Title] + [Target Audience You Help] +
[How You Help Them] + [Results You Generate]

SAMPLE: FUNCTIONAL
MEDICINE PRACTITIONER
COLLABORATES WITH
CUTTING-EDGE INTEGRATIVE
WELLNESS LEADERS TO
ADVANCE GENETIC RESEARCH

SAMPLE: SENIOR SALES
EXECUTIVE HELPS GLOBAL
ORGANIZATIONS BUILD
STRATEGIC PARTNERSHIPS &
SALES TEAMS TO DRIVE
REVENUE GROWTH

YOUR HEADLINE OPTION 1:

YOUR HEADLINE OPTION 2:

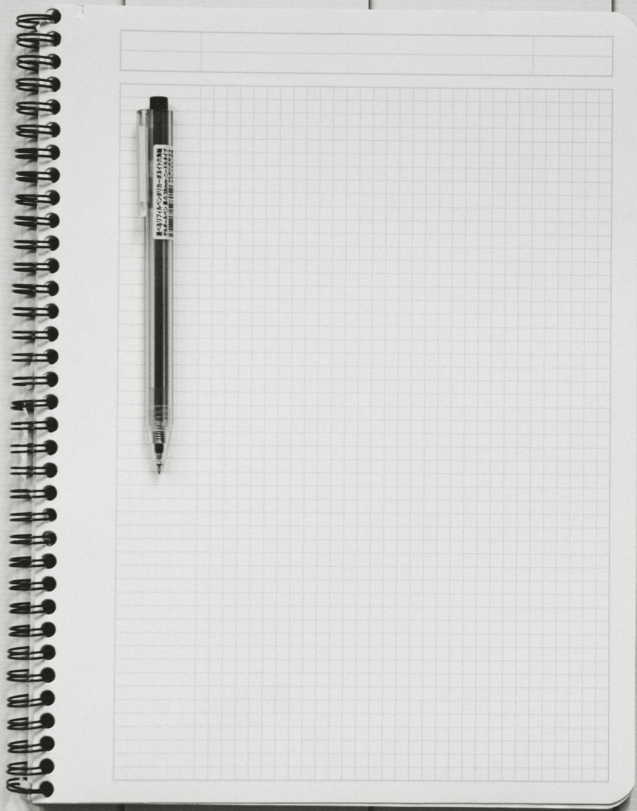
YOUR HEADLINE OPTION 3:

YOUR HEADLINE OPTION 4:

NOTES:

NOTES:

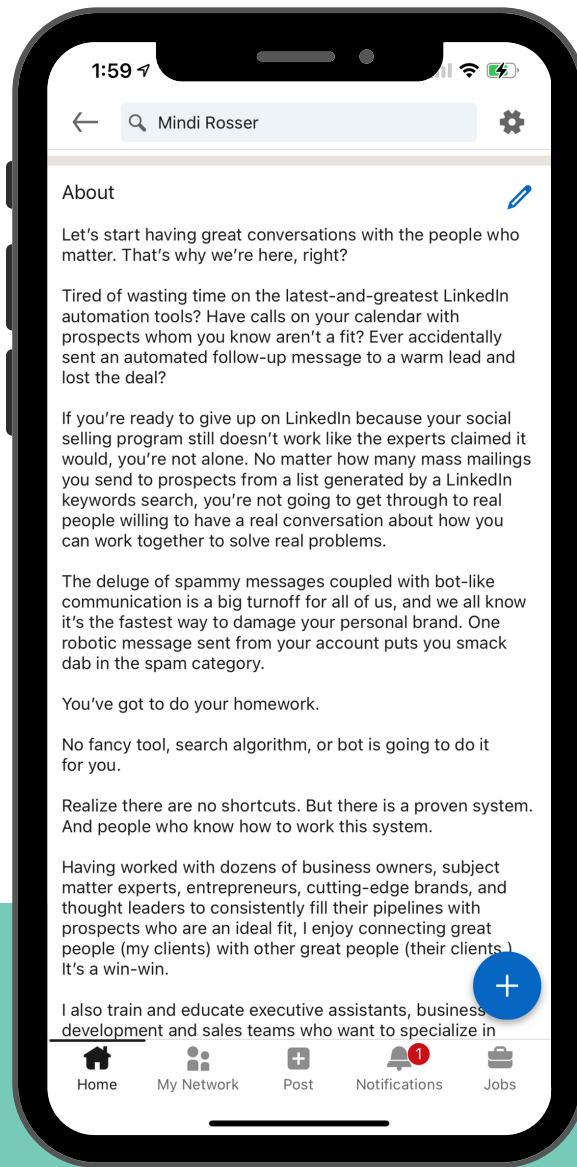
02: LINKEDIN ABOUT



TELL YOUR STORY

The About section is your space to either get creative with telling your professional story in detail OR to keep it succinct by sharing the parts that matter most to your perfect prospects.

Use up to 2600 characters to share your professional story and weave a narrative that entices people to take action on your CTA.



YOUR ABOUT SUMMARY

The first two sentences are the most important to get people to "see more." Address a problem or make a statement that gets attention. Keep them reading by telling your professional story in their language, using their lingo, addressing their pain points.

Don't Forget: *Be sure to add a strong CTA (call to action) at the end of your About section with ONE thing you want them to do after reading your summary. This is VERY important!*

03: LINKEDIN EXPERIENCE



HIGHLIGHT WHAT MATTERS

Your LinkedIn experience section is the place to craft your professional history - it's not a resume! Add only the positions or projects that are relevant or add professional credibility.

The most important sections are the five most current positions because they're visible -- most people don't click to see older ones.

Think beyond job positions - get creative!

Experiences can include anything from a position at a company to being an author to being a board member to contributing to a project. Think beyond the "job."

Pay the most attention to the top five experiences. Ensure these align with your current business focus or professional career.

Recently started a business?
Switched careers? Changed jobs?

That's NOT a problem. We're all human, and most of us don't follow the traditional career trajectory. The key is to ensure that there's an obvious thread that ties all of your positions together.

Is it obvious how you got from there to here? If not, make it clear with some storytelling.



CHOOSE YOUR TOP 5



01

JOB TITLE:

Highlights:

02

JOB TITLE:

Highlights:

03

JOB TITLE:

Highlights:

04

JOB TITLE:

Highlights:

05

JOB TITLE:

Highlights:

Now that you have your top five experiences, update them!

- Choose a great job title that is keyword-friendly. Avoid getting overly clever - go for clarity.
- Look at your notes for the highlights that tie into your professional story.
- Think about the story you want to tell through your most recent five positions. Which skillsets matter? Any impressive accomplishments that you should mention?
- Any experiences that are current can be re-ordered on LinkedIn. Take advantage of this feature.
- Get visual! You can add media like videos, presentations, blogs, PDFs to each of your experiences.
- Think about the keywords people would use to search for you. Are you using those words here?
- Once you've updated, review for flow. It should be easy to read, visually pleasing, and highlight what matters. How does it feel now?
- Need more inspiration? Take a look at a few industry experts for experience section ideas!





ABOUT MINDI ROSSER

Mindi's a social selling expert passionate about helping B2B entrepreneurs build their networks with superfans, scale their impact online, and fill their sales pipelines with perfect prospects on LinkedIn.

As a LinkedIn sales and marketing strategist, coach, and consultant with 10 years of experience, she has developed multiple courses and training programs to help more "good people do good business."

Check out her blog and social channels for her latest tips and tricks on how to use LinkedIn to generate irrefutable ROI for your business or brand.

Contact:

LinkedIn: [Mindi Rosser](#)

Instagram: [@mindirrosser](#)

Facebook:
[@mindirossermarketing](#)

Email:
mindi@mindirosser.com



JOIN OUR COMMUNITY

Have more questions about how to use LinkedIn
to grow your business?

You're invited to join our growing community on
Facebook, "Master LinkedIn Now to Grow Your
Business" to connect with likeminded business
owners, experts, authors, and entrepreneurs!

Hope to see you inside the group! :)

Mindi

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