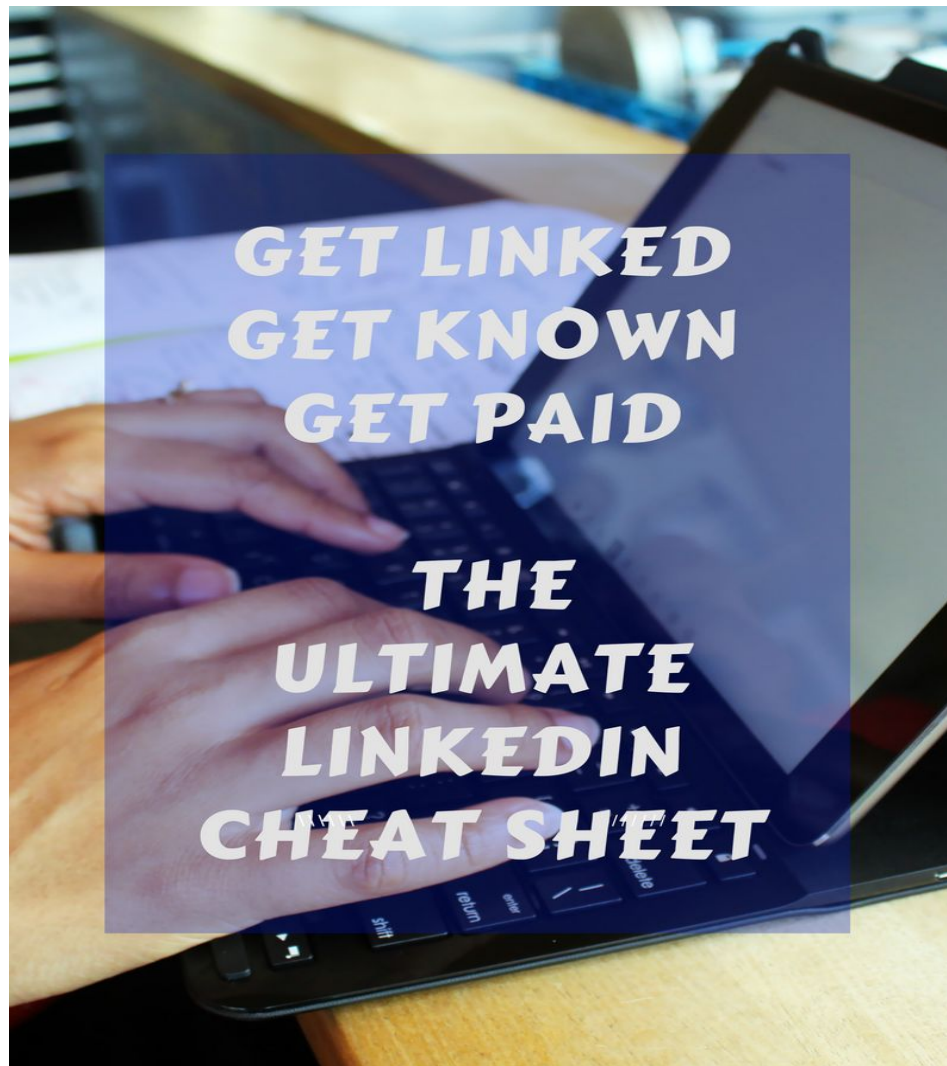


LinkedIn Transform: The Ultimate Cheat Sheet for Transforming & Maximizing Your LinkedIn Profile

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**GET LINKED
GET KNOWN
GET PAID**

**THE
ULTIMATE
LINKEDIN
CHEAT SHEET**

The foundation to a LinkedIn strategy that generates more influence, more income, and more incredible results is a super effective profile. Here are five relatively simple ways to transform your profile, for results so good you'll feel like you're cheating.

1. Don't go to bed tonight without adding a **benefit statement**, also known as a **USP/USP (unique selling/value proposition)** to your headline in LinkedIn. This is the text just beneath your name.

Most people just put their titles here. Some titles can work here (some don't unless your target audience would be searching for those same titles), but far too many people stop with titles. The benefit statement conveys your value. It helps explain why you're an asset (you ARE an asset right?) worth connecting with.

Recently, this is the statement I wrote for a client of mine who is a Business Development Manager for an insurance agency. She's also known to be a connector. "Business development leader who connects the right people with the right results."

Notice the use of keywords, along with a benefit included. In another version, I used the term 'insurance professional.' You want to set yourself apart from the competition and grab attention as quickly as you can. After all, our attention spans these days are shorter than comedian Kevin Hart (whose big talent and big money makes up for his lack of height...mostly). You also want to toot your horn some here. It's ok. Go ahead.

2. For the love of God, **please add your contact info to your Summary.**

LinkedIn has this little spot for contact info (see the image below, focusing on the black arrow). The thing is a) some people don't even see it, and b) it has to be clicked on to open. That just means contact info can be easily missed. Make it super easy for people to connect with you outside LinkedIn. Include a (good, professional...no "HotMama7" addresses) email address, phone number, and/or website right in the Summary at the top or bottom. I prefer the top.

The screenshot shows a LinkedIn profile for Rachel Wilson Thibodeaux. The profile is for a Premium member. Her title is Business Consultant | Brand Strategist | Teaching women entrepreneurs & service-based biz to Brand Sell. Profit.™. She is located in the Houston, Texas Area and works in Professional Training & Coaching. Her current employer is SWAG Strategy Solutions. Her previous employer was Principal Financial Group, TIAA-CREF, Fidelity Investments. She graduated from the University of Houston, C.T. Bauer College of Business. The profile has 500+ connections. A red arrow points to the 'Add a section to your profile' button. A white arrow points to the 'Test Scores' section. A blue advertisement for Comcast Business B4B is visible on the right side of the profile.

3. Don't skip the Summary and be engaging. Read my lips. Ok, read my words: It. Is. Ok. To. Write. Your. Summary. In. 1st. Person. Really, it is.

Too many people still see LinkedIn as an extension of their resume, so they think LI should sound just like their resume. Negative! LinkedIn has evolved big time. After all, this platform has been around since 2002, longer than Facebook. By the way, did you know that?

People are a lot more engaging and personable on LI. The best profiles - those that are viewed the most, lead to more connections, and serve as a marketing tool for their users - have very engaging summaries.

I share three models with my clients they can use to write a killer summary, one of which essentially writes itself. One of those is what I call the Engaging Value-add model. It starts with something memorable and compelling to your target audience, perhaps one of your favorite quotes (even better if related to your business/area of expertise/product/service). It could be a short joke. It could be your "why" statement, i.e why you do what you do, or how you came to do it.

Then go on to clearly and strategically convey your value. Let those viewing your profile know why what you do matters, who you work with (or want to work with),

and end with a CTA - call to action. It should be conversational and inspire people to want to know more.

To get the other two SWAGgeriffic ways to transform and maximize your profile, go to www.bit.ly/liultimatecheat to get your complete LinkedIn Ultimate Cheat Sheet.

There you go! Three relatively simple changes (a total of five when you grab your COMPLIMENTARY cheat sheet) you can make to your LinkedIn profile that can take you from zero to hero (ok you were probably never actually a zero, but I occasionally like to rhyme). Stay connected with me (especially on my email list and on LinkedIn) for more great LI tips and hacks, along with ways to [build your brand and business more strategically and profitably](#).

If you'd like more personal attention in TRANSFORMING your LinkedIn profile and overall strategy to position yourself as an expert in your field, generate quality leads (without using ads), attract key influencers, speaking requests (some international and paid), sell a digital product, and improve your SEO - all of which I've been able to do using LinkedIn - you're welcome to schedule a [COMPLIMENTARY LinkedIn session](#) to see what my game-changing, yet very affordable LinkedIn Transformation package can do for you.