



Andrew

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If you want to upgrade your
LinkedIn profile, read this:

759 Likes **186** Retweets **13** Replies



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1. Headline

Every headline should answer three questions:

Who am I and what do I do?

Another way to think about this is what are the topics that you write about:

- Do you help motivated job seekers?





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- Do you help first-time founders with leadership skills?

- What do you help people accomplish?

What makes me credible?

Remember: you don't have to be a New York Times Best Selling Author.

You can use the following criteria for credibility:



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- Years of experience
 - Outcomes you helped customers achieve
 - Accomplishments
 - Time you've spent learning something specific
- What is my call to action?



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Think about what you want people to do when they are on your profile:

- Download a free lead magnet
- Book a time with you
- Check out your website
- Direct message you
- Text you
- Give you an interview



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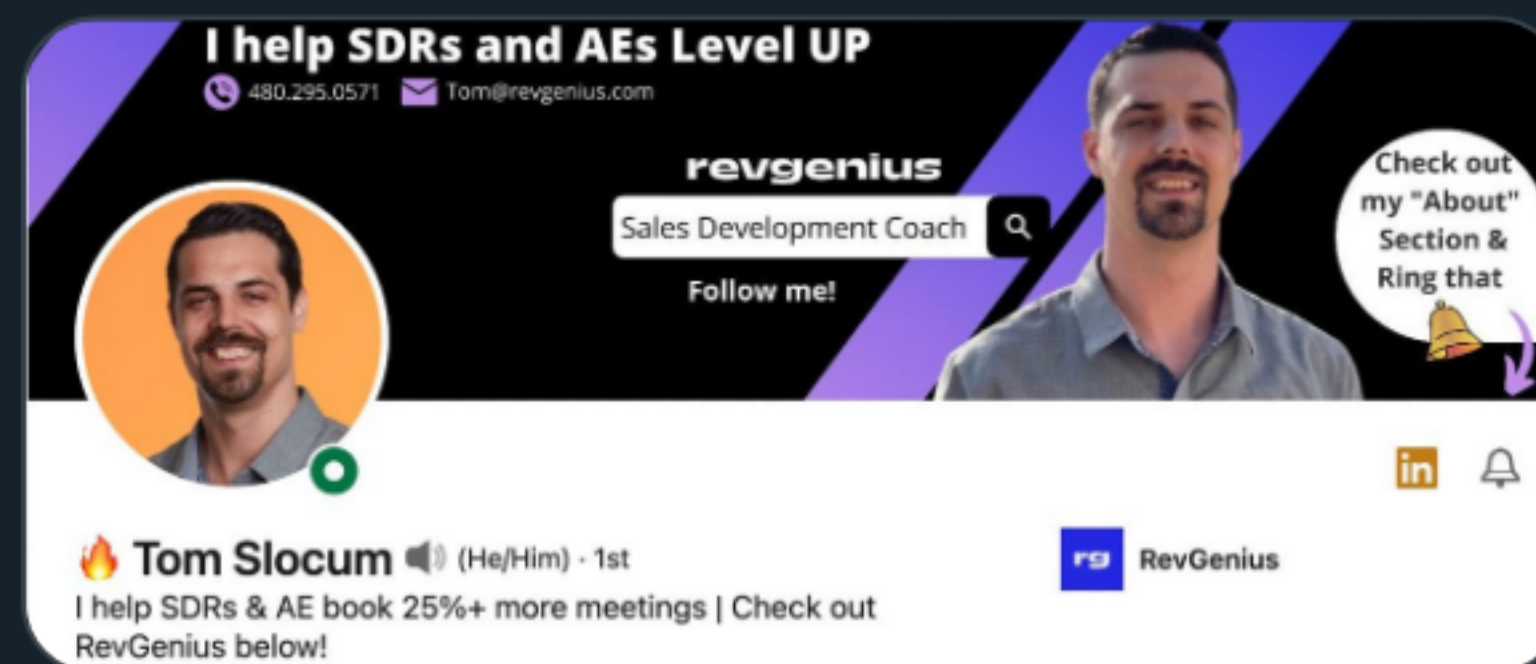
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2. Cover Image

Nice pretty pictures are great.
But this is a huge amount of real estate. Use it to your advantage!

Amplify what you just mentioned in your headline.

- What you do
- What makes you credible
- Call to action





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I prefer use the cover image to guide people to the 'featured' section where I have a free lead magnet and can grab their email address.



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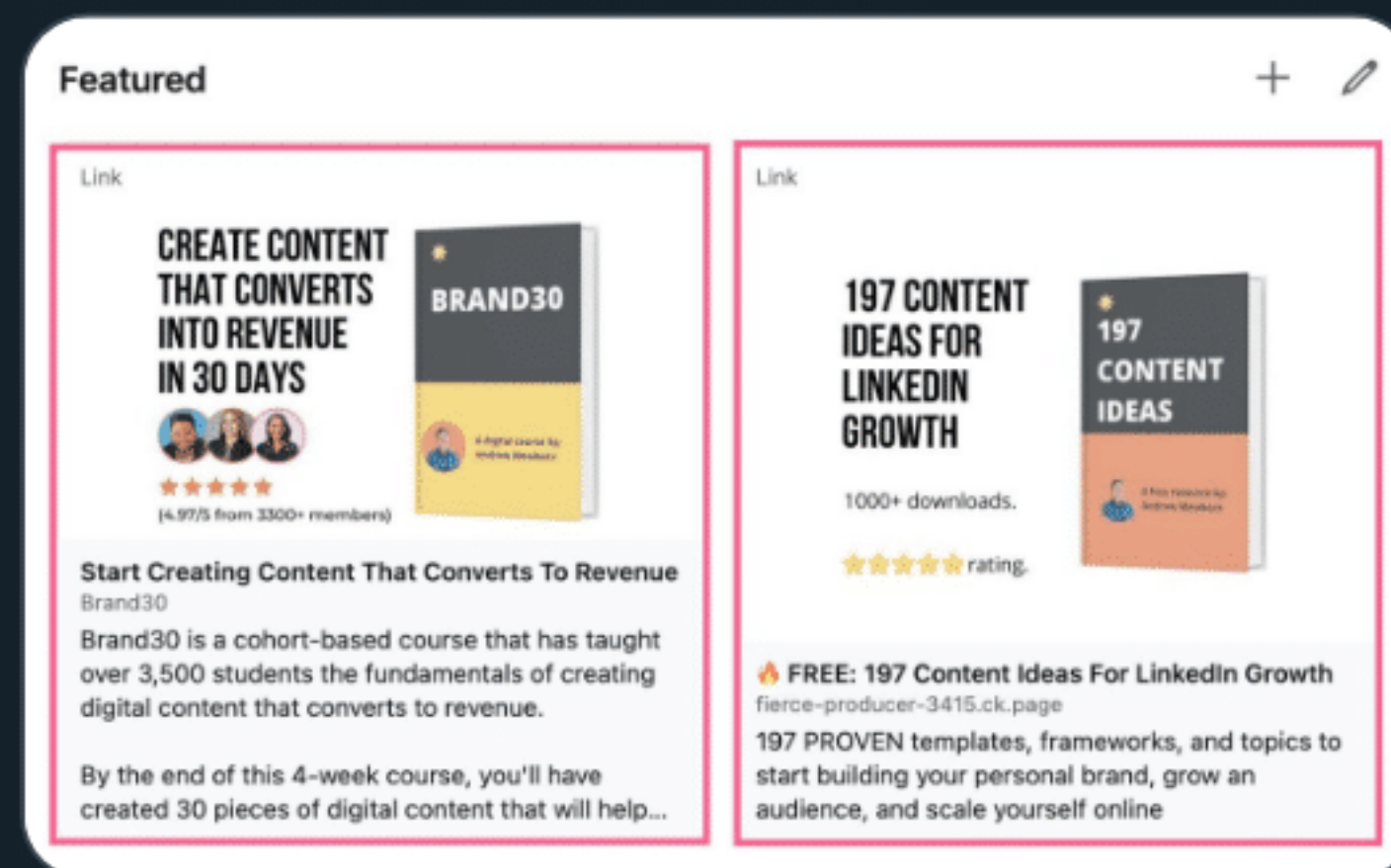
3. Featured Section

You have a list of possible options.

- Free lead magnet
- Book time with you
- View your offering

The **#1** thing thing to remember:

Sell the click.





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Create an image that illustrates the benefits of what they'll click on.

Write text that describes the benefits of what they'll click on.



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4. About me section

This is where you want to describe your 0 → 1 story.

Where were you in the past, where you are now, and how you got to where you are.

There you have it folks. The three major sections of your profile to focus on are:

About

In 2016, I started at a company that was less than \$1M in ARR.

5.5 years later, that same company is at \$2M in ARR.

Here are 3 core skills I've improved while helping build a Unicorn company:

1. Go-to-market strategies & tactics
2. Building products that people love
3. How to develop and optimize a content strategy

And, I've been sharing everything that I've learned *in public* here on LinkedIn. This has led to:

- 🌟 27,000+ followers on LinkedIn.
- 🌟 3 income-generating projects
- 🌟 All with 0 advertisements

If you want to learn more about what I've built, you can enroll in my cohort-based course and community combo, download an app I built for creators, or post a job on my personal job board.

BRAND30: THE 30-DAY LINKEDIN WRITING CHALLENGE

In this 30-day challenge, you will learn how to grow your LinkedIn from 0 to 10,000+ connections and transform it into a sustainable, income-generating machine.

🌟 GO HERE: www.Brand30.io

LIMELITE: ANNOTATION TOOLS FOR EDUCATORS, CREATORS AND SAAS PROFESSIONALS

1,800+ people use Limelite every day to annotate areas of their screen during Zoom calls and screen recordings.

🌟 GO HERE: www.getlimelite.com

THE GOOD MORNING JOB BOARD

A personal job board that curates the best revenue-generating roles—SDR, AE, AM, CSM, Sales & Marketing Ops, Marketing, etc.

🌟 GO HERE: www.goodmorningjobboard.com

Always happy to help others!



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- the headline
- the banner image
- the featured section
- the about me section



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Yes, there are many other sections on a LinkedIn profile. This is the 20% that will give you the 80% of your results.

And you don't have to reinvent the wheel. Go look at profiles in your niche that catch your eye.



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Imitate, and then innovate on those profiles. If you need to create any images, I highly recommend Canva.

That's a wrap!

1. Follow me here on LinkedIn for more valuable content - I'm Andrew Mewborn ☀

2. Turn on the bell notifications in my profile

