

Profile Optimization Worksheet

1 Client Keywords

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

2 Job Volume

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

3 Successful Freelancer Notes

Headshot Ideas

Headlines

Cool Descriptions

Results-oriented Work Examples

4 Your Ideal Client

My ideal client **WANTS...**

My ideal client **IS FRUSTRATED BY...**

My ideal client **IS TIRED OF...**

My ideal client's **ULTIMATE GOAL IS...**

5 Profile Optimization Checklist

Profile Photo:



Good lighting with clean background?



Smiling & looking at camera?



Face large enough when cropped?

Headline:



Results-oriented?



Relevant to your niche?

Description:



First sentences?



Did you use Keywords?



Good use of bullet-lists?
Not too many emojis?



Tagged skills?

Portfolio / Work Examples:



Highest-value work example first?



Shows results graphically?



Tagged where you're allowed by client?

Final Check:



Searched yourself to see how your profile appears to a client?



Description break – does it keep you wanting more?



Certifications & employment history (3 bullets each, max) filled in?

What's Next:

1

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2

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3

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