

The 20-Minute LinkedIn Profile Makeover To Attract More Of Your Ideal Clients



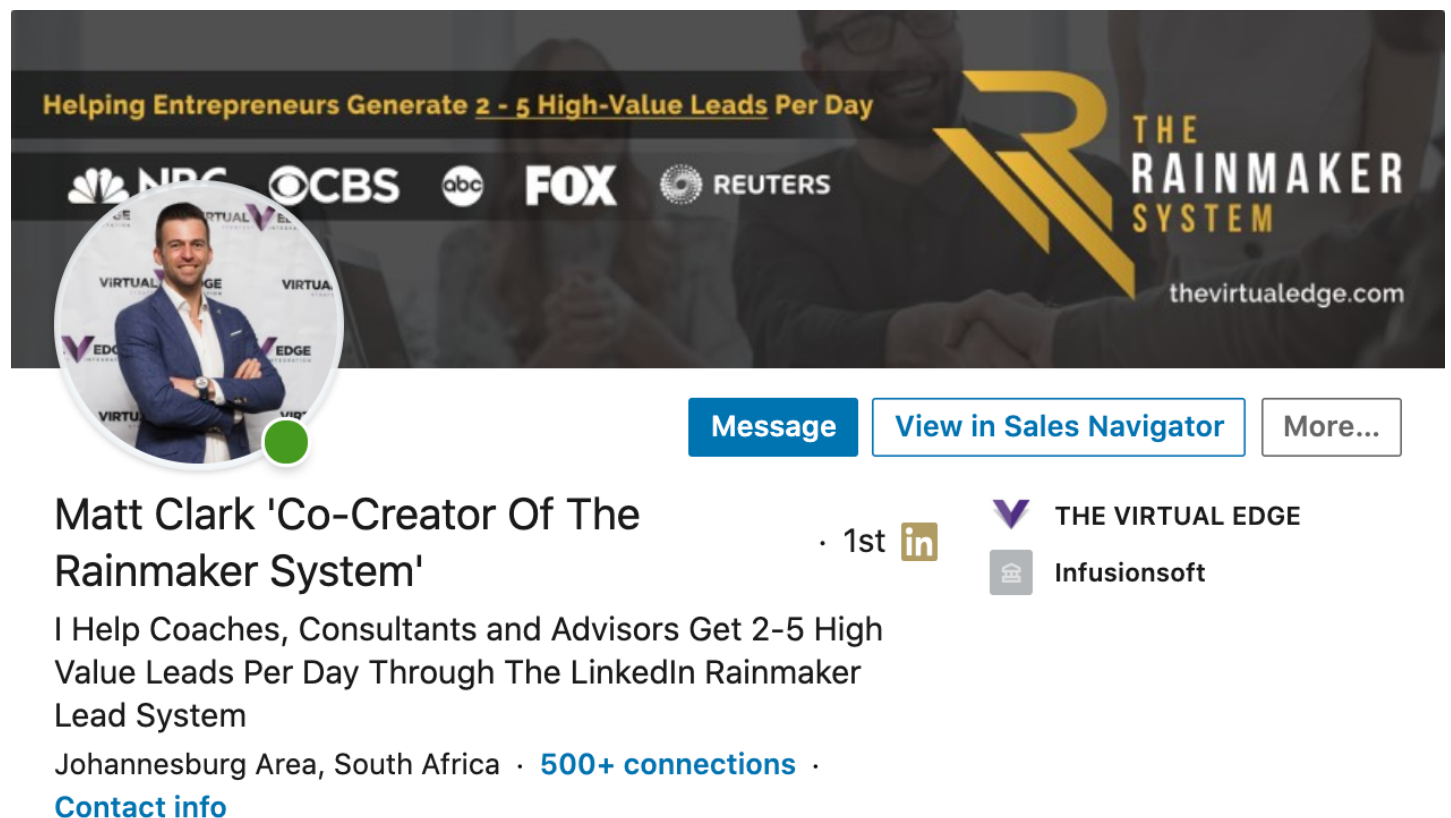
The Goal of this Profile Makeover is to...

Make you completely irresistible to your ideal clients and get them reaching out to do business with you right from LinkedIn!

After all, this is where **a lot** of your clients are hanging out and since it's a business platform - they are primed and ready for new opportunities to advance their careers and their lives.

Here's a snapshot of my LinkedIn profile...

Does yours need a makeover?



The screenshot shows a LinkedIn profile for Matt Clark. The banner image features logos for NBC, CBS, ABC, FOX, and Reuters, along with the text "Helping Entrepreneurs Generate 2 - 5 High-Value Leads Per Day" and "THE RAINMAKER SYSTEM" with the website "thevirtualedge.com". The profile picture shows a man in a blue suit. The name is "Matt Clark 'Co-Creator Of The Rainmaker System'". The headline is "I Help Coaches, Consultants and Advisors Get 2-5 High Value Leads Per Day Through The LinkedIn Rainmaker Lead System". The location is "Johannesburg Area, South Africa" and it shows "500+ connections". There are buttons for "Message", "View in Sales Navigator", and "More...". The company listed is "THE VIRTUAL EDGE" and "Infusionsoft".


Helping Entrepreneurs Generate 2 - 5 High-Value Leads Per Day

NBC CBS abc FOX REUTERS

VIRTUAL EDGE THE RAINMAKER SYSTEM thevirtualedge.com

Message View in Sales Navigator More...

Matt Clark 'Co-Creator Of The Rainmaker System'

· 1st 

THE VIRTUAL EDGE
Infusionsoft

I Help Coaches, Consultants and Advisors Get 2-5 High Value Leads Per Day Through The LinkedIn Rainmaker Lead System

Johannesburg Area, South Africa · **500+ connections** · [Contact info](#)

Now here's a little secret...

You are just **5 simple steps** away from attracting your ideal clients to you on LinkedIn and it comes down to having a profile that -

Calls out your ideal client and shows them how you can help them solve a big problem.

It's as simple as that and I'm going to show you how in this Makeover.

Let's dive in!

But first... 1 very important rule before we get going:

Done is better than perfect.

Do not wait for everything to be perfect, this isn't going to help you get results. Work through each step (there are only 5), stay focused and **do your best with what you have right now**. I promise you it will bring you results!

Okay... Now we can start ;)

Step 1

Profile Headshot

****Don't update anything live, rather open a google/word doc and complete the makeover there. Then we'll do one single update at the end (this will help you attract clients from your current network, I'll tell you why at the end).*

Like a book - the cover can make or break sales.

The same goes for your LinkedIn profile headshot and banner image. If done poorly, this will affect how many ideal clients you will attract on LinkedIn.

So go grab a recent, clear and professional headshot of yourself. You can take a photo with a decent smartphone and background if you don't have a professional one (although this is optimal).

Who would you rather work with? Get my point?



Headshot Guidelines

- Look directly at the camera
- Plain background as much as possible (at least not distracting)
- Only you in the shot (and no cropping!)
- Good lighting and not too zoomed out (we want to see your face nice and clearly)
- Wear something professional
- Head and shoulders only
- Photo must be clear (not pixelated)
- Photo must be recent (within the last 6 - 12 months)

LinkedIn profiles with professional headshots get 21x more views and 36x more messages.

Step 2

Banner Image

**Recommended dimensions are 1584 pixels wide by 396 pixels tall (max file size 8MB)*

The absolute minimum you must have here is an image that relates to your industry.

Best practice is that your banner shows your ideal client the outcome they can expect when they work with you.

For example, if you're a relationship coach, you would have an image of a happy couple as your banner (simple but demonstrates the point).

If this is not possible, here are some other options you can go with:

- A picture of **you on stage** if you use this type of platform to help people (great for building authority)
- A picture of you **working with your clients**
- A picture of your **clients experiencing results** (example: we worked with an image consultant and she had a before and after pic of one of the clients in her banner - it was really powerful)
- A **written client testimonial** with their image on a nice background (this is power!)

Bonus :)

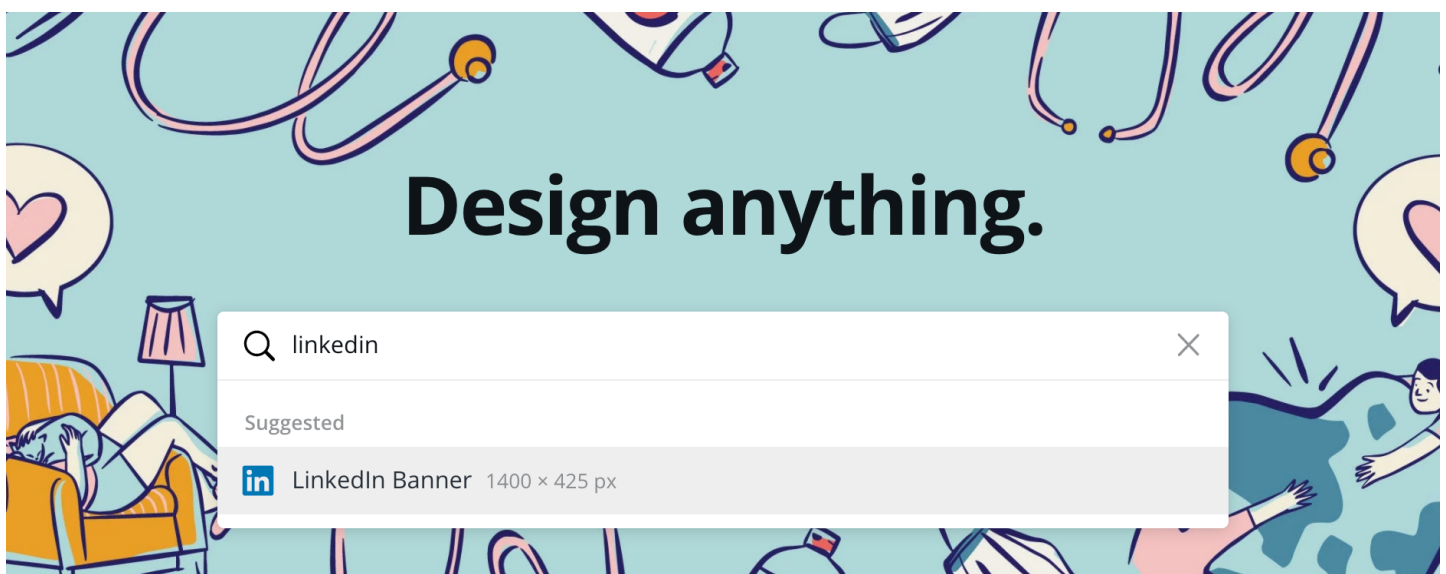
Use canva.com to design your banner.

Here's a quick tutorial about how to do it in under 10 minutes even if you have never designed anything in your life ([click here](#)).

If you have a company logo and logos of anywhere where you have been featured - then include these in the banner (**[click here to take a look at my profile as an example and connect with me](#)**).

Don't overthink this, get it done and keep moving.

Click here to go to [**canva.com**](https://canva.com).



Step 3

Headline

Alright, this is the most important step in this Makeover!

Your LinkedIn profile headline, what we like to call your pick-up-line (and what our clients call your PUL).

When done properly, this is what gets your ideal clients taking action and asking to do business with you.

So to make this happen your headline needs to convey the following:

- Your **ideal client**.
- Their **big problem**, and
- How you can help them **solve it**.

You only have 120 characters to do this so I have created a framework to make this easier (fill in the blanks).

I help **(insert ideal client)**
achieve **(insert what you help them do)**
through **(insert methodology)**

Examples from clients getting amazing results

So you can see how these 3 steps come together (and to get some inspiration and ideas).



Connect

View in Sales Navigator

More...

Graham [redacted] · 2nd 

I Help Financial Advisers Get 2 to 5 High Value Introductions Monthly Using The Adviser Appointment Conversion System

Silsden, West Yorkshire, United Kingdom · 500+ connections ·



Meet Professionals



Financial Adviser Lead Generation



Graham [redacted]

 Founding Member · May 4 at 6:45 PM · 

#WIN 3 calls, 3 sign-ups to Wait List for launch of new service. Also some fabulous feedback. Really encouraging. 3 more meetings set up this week, with more coming.

Examples from clients getting amazing results



Connect

View in Sales Navigator

More...

Anja [redacted] · 2nd 

I help coaches, consultants & influencers increase sales by 32% in 56 days through the Master & Convert Sales Program

Munich, Bavaria, Germany · 500+ connections · [Contact info](#)

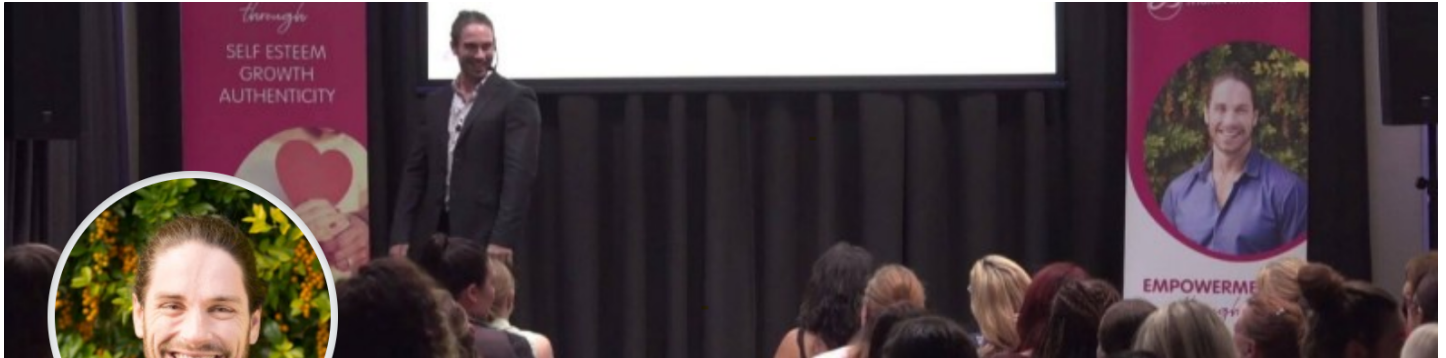
 Anja Rogan Pirc

 Sales Training

From Anja [redacted] to Everyone:

I just got the **second person respond** to my automated message from this morning 😊 just sharing joy 😊👍

Examples from clients getting amazing results



Connect

View in Sales Navigator

More...

Mark [redacted] · 2nd 

I Help Single Career Women STOP Wasting Time Dating And Find Authentic Companionship With The Men They Deserve

Brisbane, Queensland, Australia · 214 connections · [Contact info](#)



Make Him Yours



Professional Dating Coach

From [mark \[redacted\]](#) to [Everyone](#):

08:02 AM

Win! Did almost 20 qual calls last 2-3 days, got through to 12, 4 sales calls booked, 1 close already!

Step 4

Profile Update

Now take everything you have worked on and update your LinkedIn profile when you click the little 'edit' pencil on the profile and upload your new headshot, banner and pick-up-line.

It will notify your entire network when you hit save, **allowing ideal clients sitting in your network to see how you can help them.**

So you may pick up a couple of new clients from this alone.

Step 5 - get your Profile 'Roasted' or 'Toasted'

If you want an **expert** to review your work, then [click here for a profile review call](#)

We'll help you map out your LinkedIn plan to attract more clients and you'll know how to take things to the next level so that you can start getting results like these clients -



Carla-Lee

21 hrs · 🏆 Wins



#WIN Wesley Longueira Matthew Clark Steve Brossman 8-11 am coaching call, 2 pm business meeting - #HEAD-ON-STRAIGHT, I closed an ongoing 90-day, 200k, matter in LESS THAN 3 minutes!!! I nich'd down, kicked out the confusion, and - 1 phone call later - 'Carla, you've got your money.' Simple. I decided to kick-butt after that coaching call AND MADE IT RAIN as "THE" go-to. Done. No mess, no fuss, just clarity. Giving credit where credit is DUE! Thanks guys, I couldn't do it without you. 🌧️☁️☁️❤️❤️❤️#Results



8

7 Comments Seen by 64

From Tonya [redacted] to Everyone:

08:07 AM

I have picked up 4 clients just to help them narrow down their ideal client and PUL...



Bence [redacted] 🤝

hi **Matthew Clark** update: I converted yesterday's lead/call to a \$3200 on-going project with one leads coming from the programme. I have another qualification call next week with good outlooks and 5 new connections I could send the welcome message to with sales opportunities. I may actually start to build some momentum here (another 100 connection requests pending from the last 2 days)

11m Like Reply



Martin [redacted]

5 hrs · 🧑🏻‍🤝‍🧑🏻



Win: Met a potential client on the Rainmaker Accelerator Coaching call this morning.



Carmen [redacted] ▶ The Virtual Edge Community

5 hrs · 🧑🏻‍🤝‍🧑🏻



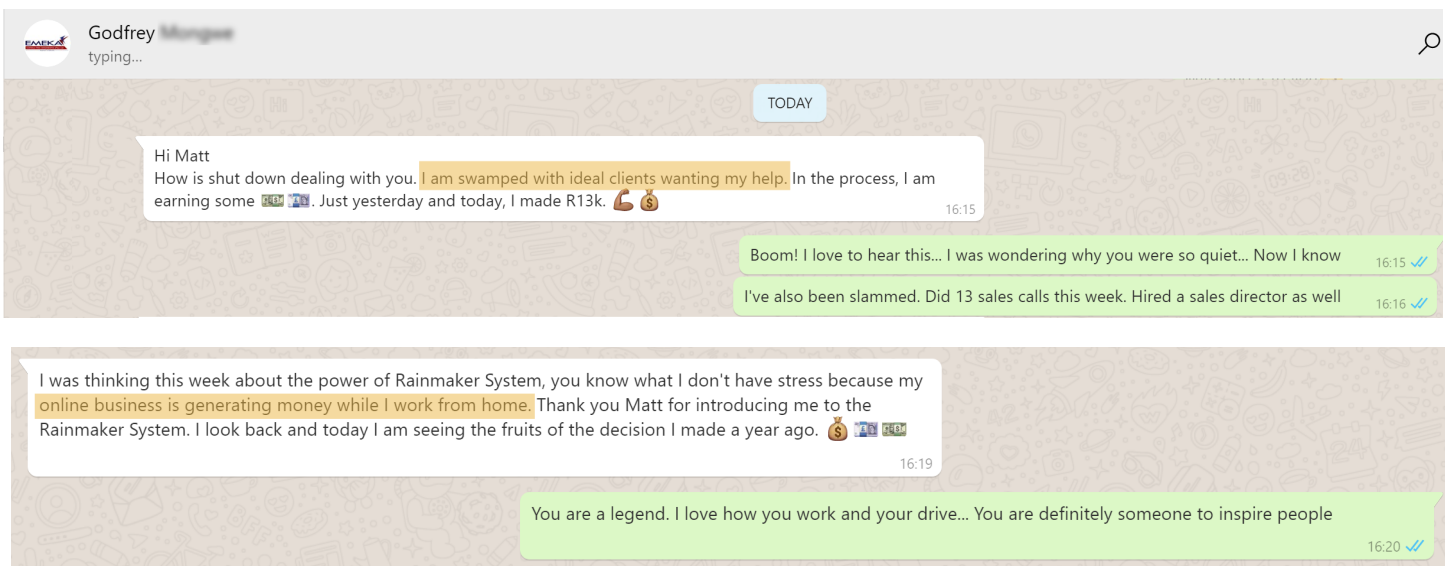
Hi guys, I updated my summary and got a call within the hour!

— 😊 feeling excited.

If you want Results like this too...

Click here to apply for a strategy call so that we can see if this will be a good fit for you.

You could be the next BIG Rainmaker like Godfrey...



www.thevirtualedge.com | connect@thevirtualedge.com