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Profile Templates



Profile Headlines

Fill in the blanks with your skills expertise into the following profile headlines (Swap these out at least every 2 weeks):

- Top (insert field and position here), Reveals How To (insert your greatest benefit here, be as specific as possible)
- Read My Profile And Learn From (insert what you call yourself here) How You Can (insert a desire, need or want that your prospect has here)
- Discover How This (insert what you call yourself here) Helps (insert your targeted audience here) (insert what results you achieved for clients here)
- Read My Profile and Discover How You Can (insert the results or greatest benefit your clients can expect when using your service or products)
- Top (insert what you refer to yourself as) Featured in (insert press mentions here). Find Out Why



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Experience Section Checklist

1. Create a headline for each position
2. Create a position for each 'hat' or position you hold
3. Optimize for key word phrase
4. Add creditability
5. Show results for your efforts
6. Funnel prospects to different parts of your website(s)
7. Create a call-to-action



Quoted Expert Template	
Explain why you are a quoted expert, what makes you different, what does the media like about you	
Give examples where you are quoted	
Give examples of articles you have published	
Give examples of articles you have published	
Include links to some of the most popular content you have to offer so those in the media can see if you are a match for them	
Add a final call-to-action – check out your media kit, media page, etc.	



Subject Matter Expert Template	
Tell your story here – what makes you the expert, including how you became the expert	
Show how you are different from others in your industry	
Provide examples of your success to prove that you are the expert	
Add a testimonial or endorsement explaining that you are the expert	
Explain how you can help your LinkedIn connections – what value can you provide as the expert	
Add a call-to-action to get more information on your services	



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Coach / Consultant Template

Give background info why your LinkedIn connection should trust you as a consultant	
Explain why you are providing this information, let them know that you are not bragging but you are using it to show that you have the knowledge, education, resources and experience to help them achieve their goals	
Show your prospects what you will do for them within your coaching/consulting program	
Add testimonial showing the results that a client achieved using your services	
Add a call-to-action	



Author Template

Explain the type of books you write, why you are writing these types of books and why your connections should be interested

List your first book that you want to promote

Explain who your books are targeted to and how

Explain what kind of information and secrets readers will find within your book – bullet points work perfect here

Add call-to-action to grab a free sneak preview, to get more information about your book or to purchase your book

Insert the link you would like them to visit

Now repeat the process for another 1-2 books if you have more



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Speaker #1 Template

<p>Identify the problem that your speech solves</p> <p>The question is...How can you when the best colleges in the world are ignoring this issue?</p>	<p>For example: Communication is the #1 Issue Killing Morale, Motivation and Trust in Organization's Today -- That's why it's important to get your employees, managers, leaders and yourself communicating for results!</p>
<p>Explain how the information you reveal within your speech is unique</p>	<p>For example: You see, no one at the Harvard Business School or any other college or top business institution is teaching business leaders how to communicate like I do in my signature speech, "The 7 Deadliest Sins of Leadership & Workplace Communication"</p>
<p>Provide a bulleted list on the information and secrets your audience members would learn</p>	
<p>Add a call-to-action which could include "Grab Your Speaking Kit or Download The One Sheet For This Speech"</p>	
<p>If you have more than one speech you can provide the title and a quick synopsis along with a call-to-action to get more information</p>	



Speaker #2 Template	
How your audience members will benefit from your speech	
Why do you deserve to speak on this topic	
Add bulleted list of what audience members will learn within your speech	For example: <ul style="list-style-type: none">❖ The 2 Essential Skills Required for Champion Leadership❖ The 5-Essential Characteristics of Champion Leader❖ The Only 2 Reasons Why People Will Follow You
Add a testimonial from someone who listened to your speech	
Add how people can get in touch with you to schedule a speaking engagement	



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Therapist / Medical Practitioner

Explain the situations and problems that your clients and patients are facing and coming to you for help with. Paint an emotional picture in our minds.	
Describe how therapy can help your LinkedIn connections who are dealing with the described problems and situations	
Show what your therapy sessions are like and what is involved.	
Prove that you can help prospects by showing results	
Add testimonials	
Explain how prospects can get started with therapy and add a call-to-action	



Accountant Template

<p>Explain why clients come to you to be their legal counsel – this is your credibility builder, if you have articles published you should mention where, if you are quoted in the media you should say where, if you voted a top lawyer in your state you should add that as well</p>	
<p>Describe the area of law that you practice and the type of clients you are looking for – mention who your clients are if you can name them by company and why they have come to you</p>	
<p>Explain the results you have achieved for clients</p>	
<p>How you can help prospective clients and how they can get started</p>	
<p>Add how you would like to be contacted</p>	



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Lawyer Template	
Explain why clients come to you to be their legal counsel – this is your credibility builder, if you have articles published you should mention where, if you are quoted in the media you should say where, if you voted a top lawyer in your state you should add that as well	
Describe the area of law that you practice and the type of clients you are looking for – mention who your clients are if you can name them by company and why they have come to you	
Explain the results you have achieved for clients	
How you can help prospective clients and how they can get started	
Add how you would like to be contacted	