

# My LinkedIn Profile Foundation



<https://2trainers.com/linkedin-profile-audit/>

## Why Am I on LinkedIn?

- To find a new job
- To attract new clients
- To build my professional brand
- To network with peers and partners
- Other

## What Do I Want LinkedIn to Do for Me?

- Increase my visibility
- Generate leads
- Build credibility
- Create speaking or collaboration opportunities
- Other

## 3 Words I Want People to Associate With Me

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Define My Target Audience

Who do I want to connect with?

What challenges or needs do they have?

When, where and why do they usually spend time on LinkedIn?

What keywords or topics are they most interested in?

Which decision-making role do they typically have (buyer, influencer, recruiter, peer)?

How can they help me to achieve my goals?



## Find My LinkedIn Ikigai

Answer these four questions to clarify your purpose on LinkedIn:

1. What do I love doing? (interests, passions, topics I enjoy)
2. What am I good at? (skills, strengths, expertise)
3. What does the world need? (problems I can help solve, gaps in my industry)
4. What can I be paid for? (services, roles, or contributions that create value)

Where these four areas overlap is your LinkedIn purpose, the foundation for your profile, and activity.

## Hero Statement

The first screenful of your LinkedIn profile is critical.

Visitors decide in just a split second whether your profile is worth exploring any further, or not.

That's why you should invest most of your effort in optimising this top section, your **"Hero Statement."**

The rest of your profile exists to support and reinforce what you present at the top.

# Moment of Truth

Either Your Profile Visitors Stay  
OR  
They Leave



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## Headline

- Goes beyond job title (value-based)
- Mentions expertise or specialisation
- Contains 1-2 relevant keywords
- Written in a natural, human style
- No typos or grammar mistakes
- Uses the full character limit
- Includes target audience or niche
- Headline follows the format:  
*I help [Who] achieve [What] by [How]*

## Profile Photo

- Professional high-resolution headshot
- Friendly, approachable expression
- Neutral or professional background
- Clothes fit your industry/role
- Face large enough to be recognisable

## Public profile & URL

- My LinkedIn profile URL is customised and cleaned up for easy sharing

## Hero Banner

- Banner image reflects my brand
- Banner text reflects my competencies
- All banners are visually consistent

## Profile In Other Languages

- My main profile is written in the primary language of my target market
- I've added a profile version in another language using LinkedIn's *Create profile in another language* feature

## Featured Section Banner

- There is at least one banner in my Featured section (ideally 2-3)
- The design is consistent with my overall profile branding
- The first banner is a direct link to my booking calendar for easy contact, or a free lead magnet
- The second banner is a link to my flagship product or service sales page

# Walk the Talk

You Are A Superstar!

Now, Prove It!

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## Professional Bio

You've made a powerful statement at the top of your profile. Now it's time to prove it.

The following sections allow you to tell your story: your experience, achievements, ambitions, and values.

This is where you provide the social proof that you truly "walk the talk," supported not only by your own words but also by your skills' endorsements and recommendations of others.

## Experience

- Important for recruiters and employers
- Roles described in terms of result and impact
- Each entry is up to date
- Uses bullet points for clarity
- Highlights achievements relevant to current goals
- 10 years ago - avoid unnecessary detail

## About Section

- The best personal branding real estate online
- Focuses on audience needs and benefits, not just my story
- Focuses on WE & THEM, not ME
- Starts with a strong opening hook
- Tells a story in first person
- Ends with a clear call-to-action (e.g. "Let's connect") & contact details

## Education

- Lists my Unis and vocational schools
- Skips grades, as nobody cares
- Highlights activities and achievements relevant to my current goals
- Added multimedia
- Courses, Licenses & Certifications are in the relevant sections

## Skills, Endorsements & Recos

- Top 3 pinned skills chosen strategically
- Skills align with current positioning
- At least 10 skills added to support expertise. Better - all 100
- Endorsements reflect the strengths I want noticed
- Consistent with other profile sections (no mismatches)
- Synced with the Jobs I am interested in
- Most skills are two words or longer
- I have received at least three recommendations this year, and I make it a habit to request them

## Languages Section

- Languages are in the dedicated Section
- My mother tongue is in my Languages

## Profile Follow-up Activities

Building your profile is just the beginning.

To benefit, you need to promote your brand where your audience is, but LinkedIn discourages direct selling.

The trick is to stay active inside LinkedIn to network and build trust, then move interested contacts into your own sales funnel.

The steps below show how.

# Going To the Market

From Silent Community to LinkedIn Superstar



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## Breaking the Surface

- Build a habit of checking your feed for 15 min daily
- Like, share, and comment thoughtfully to train LinkedIn's algorithm to serve relevant content
- React consistently: small, steady interactions boost visibility and keep the network engaged

## Networking

- Send 5 connection requests daily
- Follow up with new connections
- Don't sell, nurture
- Engage with influencers and peers
- Give and request recommendations for credibility and reciprocity

## Content Marketing

- Implement engagement routine
- Post in a preferred format, mix them
- Engage with comments on your posts
- Endorse Skills
- Join niche groups, contribute value
- Ask your contacts questions, spark conversations and invite dialogue
- Engage with comments on your posts: reply, thank, and keep the conversation going

## Outside LinkedIn

- Add your LinkedIn link to your email signature
- Network at gatherings using your profile QR code
- Run small lead magnets or free/low ticket offers
- Get your sales page ready for LinkedIn traffic, guide visitors smoothly into your funnel
- Leverage social media cross-promotion
- Have fun

Tõnis



- Follow me
- Struggling with your LinkedIn profile? Get personalised LinkedIn guidance, book a slot in my calendar

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