





Build your Lead-Generating LinkedIn Profile

- 1 Use a clear, recent head and shoulders picture, ideally looking directly at the camera. Making eye contact with your audience helps build connection which you'll need to build trust and authenticity 
- 2 Be clear on creating your headline - what you do, how you help, and what you help your audience achieve. This headline is more about your audience and their needs rather than about you. 
- 3 Your LinkedIn background image is prime real estate; make it work for you. It could be one image or a collection of images that you could use Canva to create but ensure it's relevant to what you offer. 
- 4 Head to your visibility settings to check your profile is visible "to all" on LinkedIn, not simply your existing contacts. We're wanting to connect with a new audience and create leads for our business. Would you connect with a profile without a photo? 
- 5 Don't forget your contact details; remove barriers by making it easy for people to contact you 