



BRAND IMAGINEERING

CONTENT BRANDING SOLUTIONS ARTICLES

LinkedIn Profile Optimization Guide

A How-to Guide to Creating a High-Quality Converting Targeted LinkedIn Profile





We Communicate in Words, Images, and Actions for all your Content Marketing Needs

LinkedIn Profile Optimization Guide

A How-to Guide to Creating a High-Quality Converting Targeted LinkedIn Profile By Content Branding Solutions

Four Things for LinkedIn Success

1. A high-quality converting targeted attraction marketing LinkedIn profile
2. High-value targeted core income-generating clients
3. A powerful message that will turn those ideal clients into qualified appointments on your calendar like clockwork
4. Closing the Deal

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[Content Branding Solutions](http://ContentBrandingSolutions.Com)



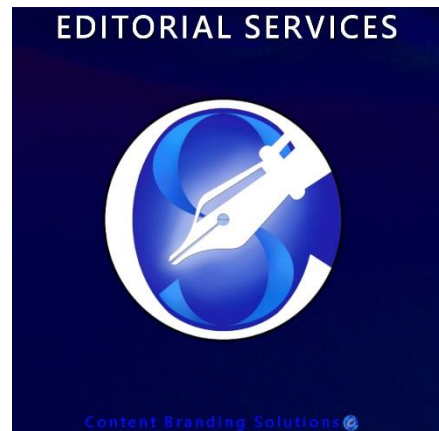
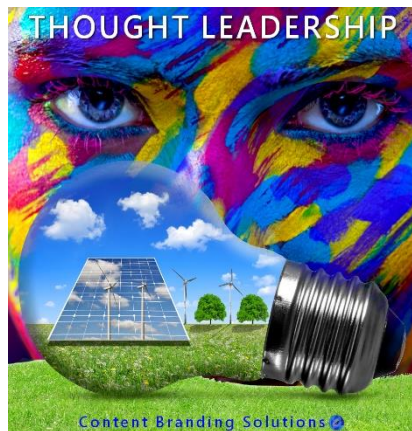
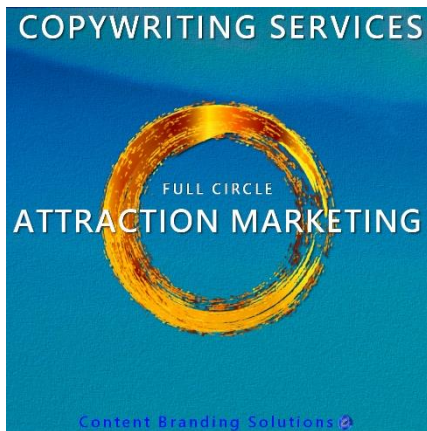


Discover Content Branding Solutions ▪ Brand Imagineering ▪ Digital Creative Agency

We are Experienced Content Writers. We have published content for multiple genres, including TV, Radio, and Multimedia. We Write Blogs, eBooks, White papers, Custom Case Studies, and Emails with creative, eye-catching graphics. We share our love of Persuasive Words and Graphics to Empower You to Act.

**We help Entrepreneurs to Imagineer their Brand to get The Competitive Edge
Utilizing Branded Content and Images that Tell Your Story.**

Click an Image To Explore Our Skills



Discover Why We are the Proven Team that will Get Results for You as Together We Imagineer Your Brand.



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Introduction

Content Branding Solution's goal is to grow your revenue by creating the world's widow for you and the firm that will establish your expertise as a thought leader and go-to person in your industry or area of expertise.

Grow Your Revenue by an Extra 6-7 figures within the next 12-24 months.

Your LinkedIn profile and website should benefit you by attracting high-quality targeted clients, thus creating the opportunity for more sales leads and conversions.

Content Branding Solutions will do this by clearly articulating your messaging to match your target market's needs and presenting your value by positioning you as the expert who can solve their needs and help them find their desired outcome.

We know that only three things matter in marketing:

- **Generating Appointments**
- **Conducting Appointments, and**
- **Closing the Deal**

To do this, we know that your LinkedIn profile, website, and media marketing must attract a quality pre-qualified audience utilizing SEO with keywords interwoven within the messaging. This plan is what we, as content strategists, will imagineer for you.

This LinkedIn Optimization Will Help You Grow Your Business and Close the Deal

Three Key Metrics make the difference between wasting your time chasing potential clients on social media and attracting quality pre-qualified clients to you.

- **The social media outlets you market on**
- **The quality of the audience you attract**
- **The messaging to your target market match to media demographic**

Your LinkedIn profile must Pre-qualify Leads Weeding out the Low-value clients to reduce the Barrage of emails




1. Visibility of Your Updates, Posts, and Activity

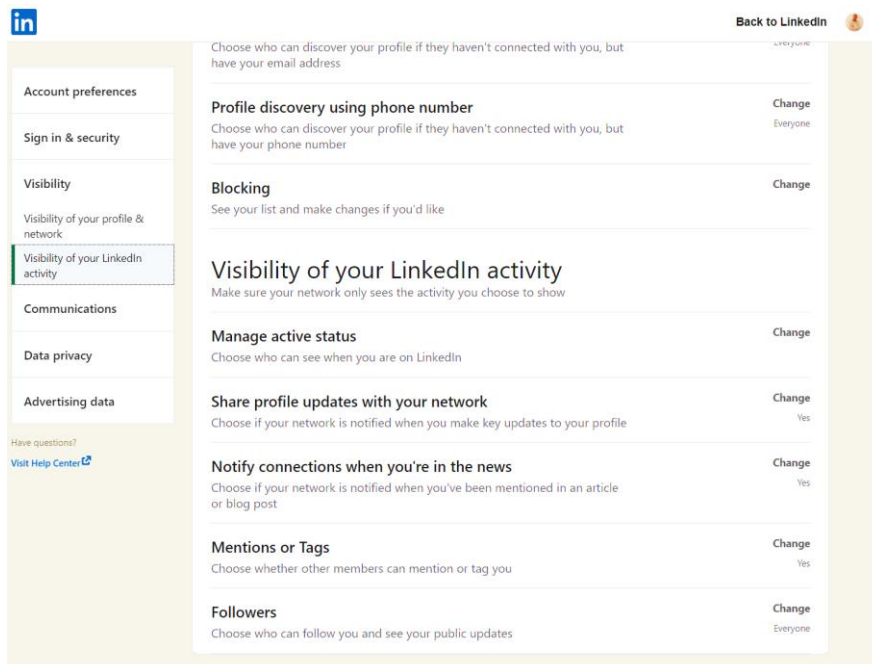
Visibility of Your Updates, Posts, and Activity Changes to your LinkedIn account that may trigger updates are:

- Adding or editing a new/current job position
- Recent work experience anniversaries
- Birthday anniversaries

Share Profile Changes with Your Network

- Click on the Me  icon at the top of the LinkedIn homepage
- Select **Settings & Privacy** from the dropdown.
- Click the **Visibility** tab on the left.
- Under **Visibility of your LinkedIn activity**, click **Change** next to **Share job changes, education changes, and work anniversaries from your profile**.
- Switch the toggle to **"Yes"** to share your profile edits or **"No"** to stop sharing your profile edits.


Note: Changes will be saved automatically.



The screenshot shows the LinkedIn 'Settings & Privacy' page. On the left is a navigation menu with categories: Account preferences, Sign in & security, Visibility, Communications, Data privacy, and Advertising data. The 'Visibility' section is expanded, showing 'Visibility of your profile & network' and 'Visibility of your LinkedIn activity'. The 'Visibility of your LinkedIn activity' section is selected, displaying several settings with 'Change' buttons and toggle switches:

- Profile discovery using phone number**: Choose who can discover your profile if they haven't connected with you, but have your phone number. Change button, toggle set to 'Everyone'.
- Blocking**: See your list and make changes if you'd like. Change button.
- Visibility of your LinkedIn activity**: Make sure your network only sees the activity you choose to show. Change button, toggle set to 'Yes'.
- Manage active status**: Choose who can see when you are on LinkedIn. Change button.
- Share profile updates with your network**: Choose if your network is notified when you make key updates to your profile. Change button, toggle set to 'Yes'.
- Notify connections when you're in the news**: Choose if your network is notified when you've been mentioned in an article or blog post. Change button, toggle set to 'Yes'.
- Mentions or Tags**: Choose whether other members can mention or tag you. Change button, toggle set to 'Yes'.
- Followers**: Choose who can follow you and see your public updates. Change button, toggle set to 'Everyone'.




- **Remove the "People also Viewed" Box**
 - a. Click on the Me  icon at the top of the page > Settings and Privacy
 - b. Click on Account Preferences > Site Preferences
 - c. Under People also viewed > Change this to "No"

Expert Tip: As an expert in your field, you want potential clients to stay on your LinkedIn page.

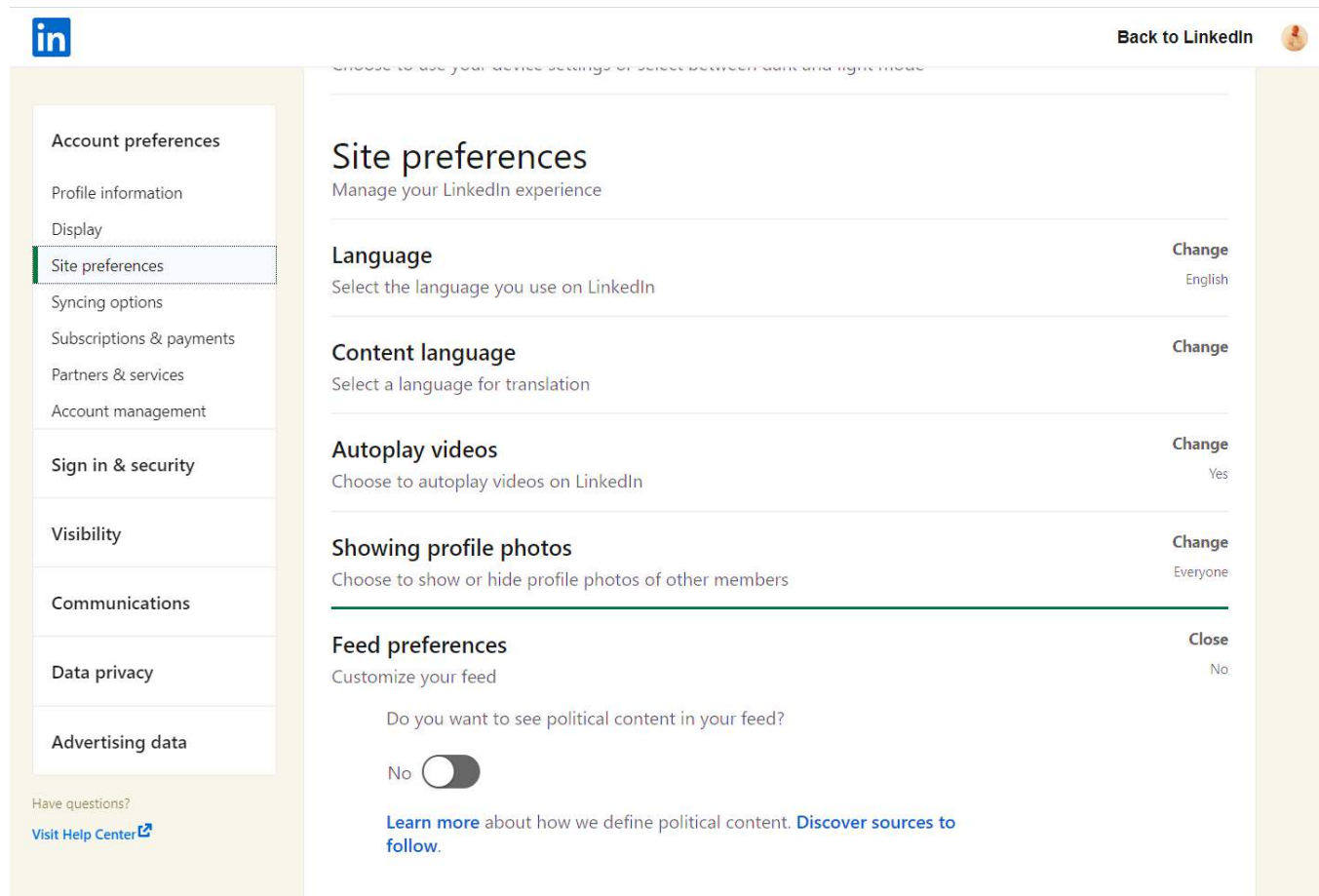
The screenshot shows the LinkedIn 'Site preferences' settings page. On the left is a navigation menu with categories: Account preferences, Sign in & security, Visibility, Communications, Data privacy, and Advertising data. Under 'Account preferences', the sub-items are Profile information, Display, Site preferences (highlighted), Syncing options, Subscriptions & payments, Partners & services, and Account management. The main content area is titled 'Site preferences' and includes several sections: 'Dark mode' (Change), 'Language' (Change to English), 'Content language' (Change), 'Autoplay videos' (Change to Yes), 'Showing profile photos' (Change to Everyone), 'Feed preferences' (Change to Yes), and 'People also viewed' (Close to No). The 'People also viewed' section has a toggle switch set to 'No' with the text 'Display "People also viewed" box on your Profile page?'.



2. Remove the "Political Content on your Feed" Box

- d. Click on the Me  icon at the top of the page > Settings and Privacy
- e. Click on Account Preferences > Site Preferences
- f. Under Feed Preferences > Change "Do you want to see political content in your feed to "No."

Expert Tip: You want potential clients to need your expertise, not your political views.



The screenshot shows the LinkedIn 'Site preferences' page. On the left is a navigation menu with categories: Account preferences, Sign in & security, Visibility, Communications, Data privacy, and Advertising data. The 'Site preferences' category is selected. The main content area lists several settings:

- Language:** Select the language you use on LinkedIn. Current setting: English. Action: Change.
- Content language:** Select a language for translation. Action: Change.
- Autoplay videos:** Choose to autoplay videos on LinkedIn. Current setting: Yes. Action: Change.
- Showing profile photos:** Choose to show or hide profile photos of other members. Current setting: Everyone. Action: Change.
- Feed preferences:** Customize your feed. Action: Close.
 - Do you want to see political content in your feed?
 - Current setting: No (toggle switch is off).
 - Learn more about how we define political content. Discover sources to follow.

Do not be a Generalist - Do not talk about politics

Stand out from the Crowd


Become a specialist NICHE-expert in your field



3. Your Public Branding – You, Your Name, Your Brand

Your Public name is your personal brand – the way you appear to the world's window to you. It is how people will find you and how you will appear in search engines, so this should be consistent across all media.

To set your Public name on LinkedIn, go to view your profile

- f. Click on the Me  icon at the top of the LinkedIn homepage
- g. Select **View Profile** from the dropdown.
- h. Click the **pencil icon to change and/or up update sections**.

Your Branded LinkedIn profile should

Brand you as a High NICHE-specific Result Driven Professional

BUILD YOUR BRAND TODAY

With CONTENT BRANDING SOLUTIONS Brand and Branding Services

Whatever your passion, our team of content strategists and **'Branding Knowledge Experts'** can unlock your future today. We are passionate about Helping You Build Your brand. That future can be built with CONTENT BRANDING SOLUTIONS Brand and Branding Services at your side, creating persuasive branded media marketing promotional materials.

Let's Work Together to **BUILD YOUR BRAND TODAY**; call 720-979-8555

- Brand Audit, Needs Analysis and Branding Brief
- Imagineering Your Brand - Brand and Branding Visualization
- Plant Your Flag with Brand and Branding Activation
- Create Your Branding Master Messaging Roadmap
- Strategic Brand Planning and Branding Content Strategy
- Branding Tactics – Implementation Methodology
- Brand Activation

Branding Knowledge Experts • Brand Visualization • Brand Activation



BRANDING

ContentBrandingSolutions.com



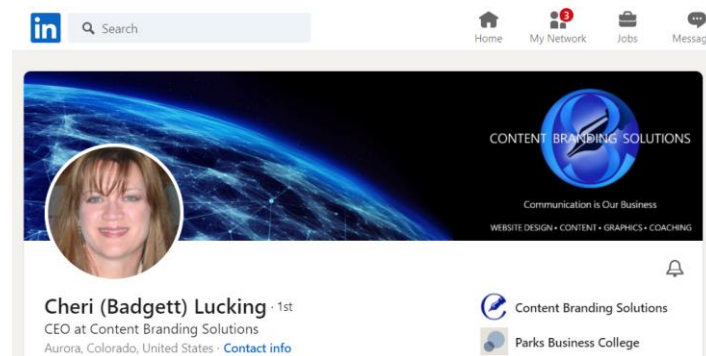
4. Your Branded Profile and Banner Picture

First impressions count! Choose a professional headshot and ensure it is not too oversaturated or dark.

- **Your Headshot should appeal to your target audience**
- **Use a Profile image that matches your brand colors, logo, and messaging**
- **To set your profile picture, go to your profile, click the photo (or empty photo folder), click photo, and upload your image**
- **You can zoom and add filters until you are happy, then click "apply"**

Put in a branded banner from your company or affiliate company. If you don't have one, choose a picture of your city, do not leave this blank.

Make Sure You Add Your Headline to your Banner



Use Expert Result Driven Positioning to reach Your Full Potential

High Authority Positioning

Professional Headshot that Presents You as the Go-to Trustworthy Knowledge Expert

A High-quality Banner with clear Messaging that Presents You as Industry Leader in your Field

With

Powerful Headline Messaging



5. Your LinkedIn Profile Summary One-liner, Elevator Pitch, and Value Proposition

Use a well-crafted one-liner and elevator pitch to maximize your reach with branded content targeted at your niche market segment. [Your attraction marketing copywriting, content, and copy](#) should contain keywords to attract your niche-targeted core income-generating clients to you and your brand.

Example One-liner

"I help (Niche) to (Solve Problem) and (Get Desired Result) through (Expert Advantage)."

First One Liner

We help **Entrepreneurs Imagineer their Brands** to get **The Competitive Edge** by Utilizing **Branded Content and Images that Tell Your Story**.

Second One Liner

We help **Entrepreneurs Grow their Brand Revenue**, tripling their income by Utilizing **Attraction Marketing Content and Images that Tell Your Story**.

Expert Tip: You want to call out the Problem and Solve it in your one-liner.



Example Elevator Pitch

Use your elevator pitch in your about section.

You want to **CALL** out your niche, identify the problem, agitate the problem (pour salt on the wound), then present your "Proprietary Method" on how you can **SOLVE** the problem... And add a **CTA** at the end.

Stop Chasing Clients - Stop Wasting Your Time - Stop Shouting in the Wind of Social Media

Get the results

Grow, Attract, Convert, and Close Sales with Branded Content Marketing Solutions

Solve your Marketing Problems with a 30-Minute FREE Complimentary Consultation

- **Streamline your messaging – Use the Kiss principle. Simple one-liner, elevator pitch paragraph, etc.**
- **Solve your Niches problem to get them to their desired situation.**
- **Improve your summary section to include keywords for which your niche market will search.**

People only Care about Themselves!

Tip: You should care more about Your Potential Customers!



Your Value Proposition

You should clearly articulate your value and position yourself as the **EXPERT** that can Solve your Niche's painful problem or get them to their desired situation.

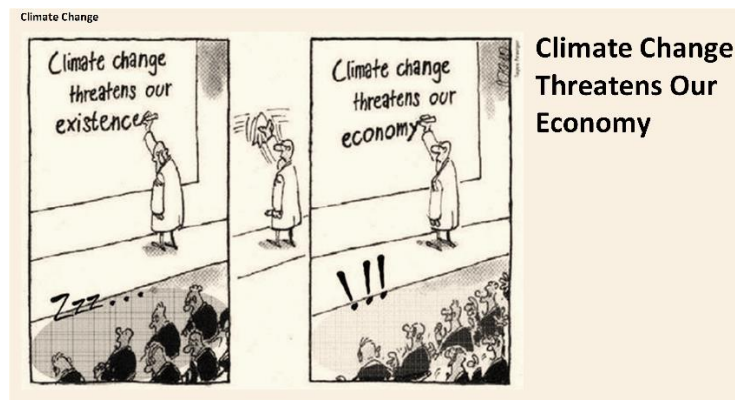
Example Summary Section

We Imagineer Brands. As Branding Strategists, we Build Your Brand Voice, Visual Identity, and Equity
with
Content Branding Solutions that are tailored to your Budget
and will help You Close the Deal

- Streamline your messaging - Kiss principal, one-liner paragraph, etc.
- Solve their problem to get them to their desired situation.

Ask yourself the following questions to Reveal your Core Brand Messaging:

- *How did My service Help my Niche market get more efficient and effective?*
- *How will it save them time?*
- *How will it save them money?*



Expert Tip: Powerful Content that identifies the problem and agitates the issue gets attention from your target market.



6. Add a Sign-up Form or calendar link In the "Featured" section on LinkedIn

Book a free 15-minute call with our team (use your second one-liner here).

We help **Entrepreneurs Grow their Brand Revenue**, tripling their income by Utilizing **Attraction Marketing Content and Images that Tell Your Story.**



SCHEDULE A MEETING

Content Branding Solutions

We help **Entrepreneurs Grow their Brand Revenue**, tripling their income by Utilizing **Attraction Marketing Content and Images that Tell Your Story.**

30-Minute FREE Complimentary Consultation

Put a logo with schedule a meeting into your LinkedIn "Feature" Section, demonstrated below.

- **BE Professional.** Build Your Brand with professional images, logos, business banners, websites, etc.

SCHEDULE A MEETING



Calendar



WIND RIVER WEALTH ADVISORS

WENDY NELSON



WIND RIVER WEALTH ADVISORS

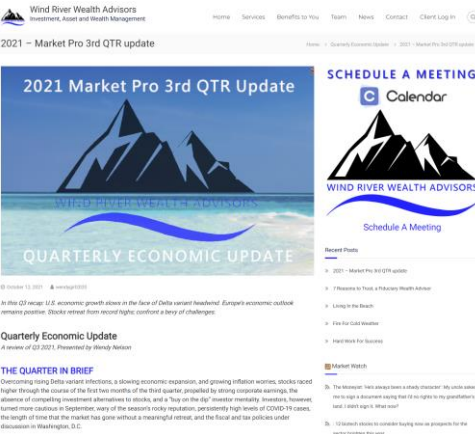
EXCELLENCE - INTEGRITY - INNOVATION - PERSONALIZATION

Investment, Asset, and Wealth Management

Wyoming
PO Box 163, Cora, WY 82925

P: 720-256-3986 P: 307-203-7413
F: 720-222-5902

wnelson@windriverwa.com
WindRiverWealthAdvisors.com



The screenshot shows a professional website layout for Wind River Wealth Advisors. The main content area features a '2021 Market Pro 3rd QTR Update' article with a blue and white mountain-themed graphic. A 'Schedule a Meeting' button with a calendar icon is prominently displayed in the top right corner of the article area. The website includes a navigation menu at the top and a sidebar with 'Recent Posts' and 'Market Watch' sections.

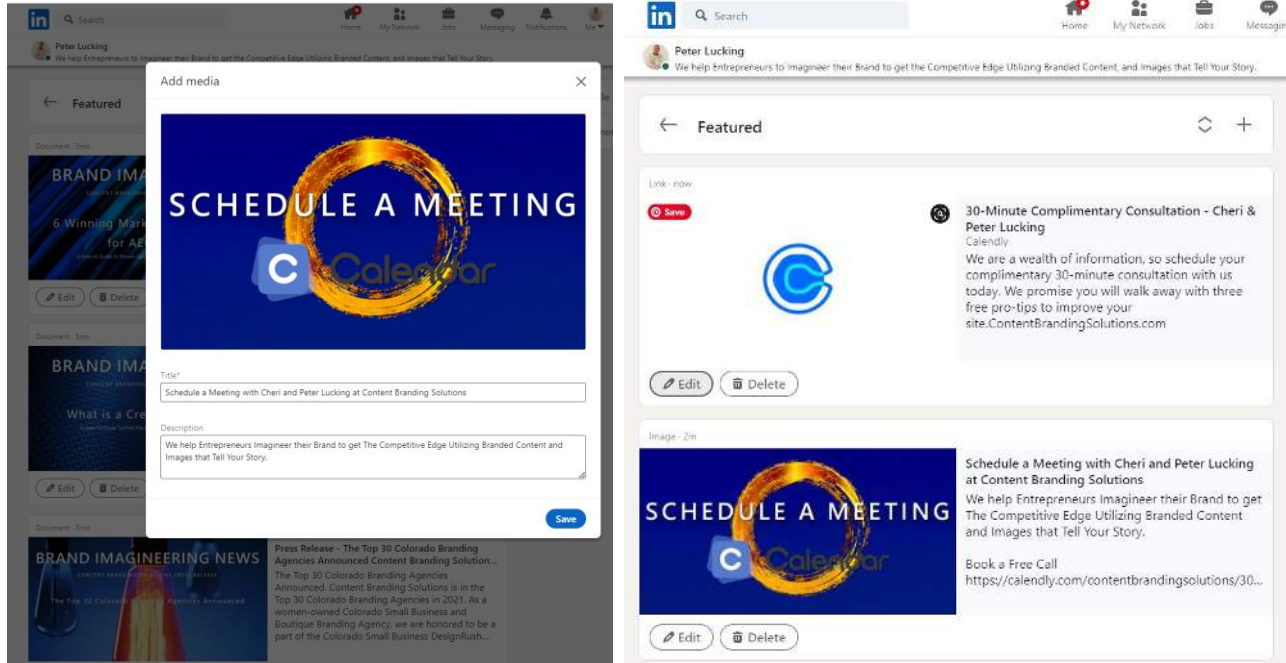
Content Branding Solutions - Building Your Brand to Get You Noticed



We Communicate in Words, Images, and Actions for all your Content Marketing Needs

7. Modify Your Experience Section

Add this to your Experience section, "Featured," your current company's LinkedIn page, and your staff.



You can also directly link your calendar using a hyperlink, as shown above

OUR PROMISE as CEOs of Content Branding Solutions TO YOU

- **EXCELLENCE; We are TRANSPARENT and HONEST**
All scope fees, charges, and expenses are clearly spelled out before we do business.
- **PERSONALIZATION, INNOVATION our Team is CLEAR.** We take the time to help you see the big picture on Content Brand Marketing.
You will always know exactly where you stand, your options, and why we are taking action.
- **INTEGRITY; WE are CONTENT STRATEGIST and BRANDING KNOWLEDGE, EXPERTS**
Everything we do for you is always in your firm's best interest.





8. Showcase Relevant Media in your Services Section


Add up to 8 professional images with well-written, keyword-rich snippets showing your services.

Media ✕

Showcase relevant media


Add up to 8 images to showcase your work and experience. More media formats will be supported soon.

[Add media +](#)



CONTENT BRANDING SOLUTIONS for ENTREPRENEURS
How to Energize Your Business | Proven, B2B and B2C Marketing System | Get Results Today! Download CONTENT BRANDING...

🗑️ ✎



Discover Content Branding Solutions | Branding Services
Grow with Brand Imagineering | Get Brand Voice Equity | Branding Knowledge Experts Jump-start Your Brand - Call the 'Branding...

🗑️ ✎

[Done](#)

Need some Professional Images for LinkedIn? [Let's Chat - Schedule a Meeting.](#)




9. Reviews

Make sure you get reviews to get a high ranking. Invite past clients for a review...

Reviews

You haven't received enough reviews to display an overall rating



Invite past clients to review
Consider past clients who can best speak to your abilities
15/20 credits available

Invite to review

Example: This is part of my List... Make a list and prioritize

- Wendy Nelson, CEO at Wind River Wealth Management
- Stephany Adams Ball, CEO at David L Adams Associates (DLAA)
- Katy Cichuniec, Marketing Coordinator (DLAA)
- Arturo Jimenez, Author and Attorney
- Mark Stephens, Master Craftsman and CEO at The Wooden Wish

Don't want to work alone? - Find out how we can help - CALL 720-979-8555
Don't want to work alone? - Find out how we can help - CALL 720-979-8555



10. Your Skills and Endorsements

List all your skills in the skills section of your LinkedIn page and your website to make you more relevant to prospects and as part of your keywords and SEO.

Expert Tip: Powerful copy with keywords and SEO interwoven into the content helps attract high-value core income-generating clients. It is part of a qualifying process to filter out the noise

For Example, for Content Branding Solutions:

Brand Strategist, Marketing Strategist, Website Design, Content Marketing, etc.

If you find this FREE Guide Beneficial, Please Endorse our Skills and Connect with us on LinkedIn



[Peter Lucking LinkedIn](#)

[Cheri Lucking LinkedIn](#)

**As owners of Content Branding Solutions, we are invested in Doing the Best Job Possible for You
Because when You Win, We Win!**



11. Your Accomplishments

You should include certifications, publications, patents, courses, projects, honors and awards, test scores, languages, and organizations.

Too many to mention....

Publications

Include all written books, eBooks, and industry white papers published in trade magazines. List it with links.

For Example

Cheri Lucking and I have written and published 17 books as Authors, Contributing Authors, Ghostwriters, Editors, and Illustrators.

About the Book [Content Branding Solutions for Entrepreneurs – Strategic Content Marketing](#) Book Landing Page

On Amazon [Content Branding Solutions for Entrepreneurs – Strategic Content Marketing](#) Book and Kindle

About the Book [Tips to Live a Healthy Lifestyle – Secrets to Physical, Mental, and Spiritual Wellness](#) Book Landing Page

On Amazon [Tips to Live a Healthy Lifestyle – Secrets to Physical, Mental, and Spiritual Wellness](#) Book and Kindle

About the Book [SANTA & THE LITTLE TEDDY BEAR](#)

On Amazon, [SANTA & THE LITTLE TEDDY BEAR](#)

2011 INDIE Excellence Holiday book winner and 2011 INDIE Excellence Book Cover Design-Children-Finalists. Santa & The Little Teddy Bear is a Christmas Holiday book classic. Published by Real Magic Design



Certifications

List all your online and offline training courses; always add a link to the class.

For Example

Content Marketing Master Course: [The accelerated Program for Nine-figure Content Marketing](#)

Patents

So you are a rocket scientist. Who Knew?

Courses

Use only relevant courses; do not overly bloat this with irrelevant stuff.

For Example

Cheri is a Professionally Trained, Certified Business Coach. Since we give free webinars and courses, this is relevant.

Language

Expert Tip: Don't put it down if you can't present your business in that language. For example, I understand English, French, Italian, and German. But not well enough to present in any language other than English in business.

Organizations

Volunteer Experience

Overlook at Cherry Creek - Chairman of the HOA Board

Overlook at Cherry Creek - Landscaping and Irrigation Committee - 2018 Present



12. Your LinkedIn Signature Line

When you reply to a potential client or inquiry, always add a LinkedIn signature line to your reply.

- **Do not put a Free Complimentary Consultation in the signature line**
- Do not put your email address and phone number in **(this will help stop you from being inundated with spam)**
- **Do put your one-liner in and a link to your website.**

LinkedIn Signature Example

Talk soon,

Peter

Peter Lucking, Brand Strategist

We help Entrepreneurs Imagineer their Brand and get The Competitive Edge Utilizing Branded Content and Images that Tell Your Story.

www.ContentBrandingSolutions.com (Note: Put the WWW in front to link live on LinkedIn)

<https://www.amazon.com/dp/B08DRQFXD1>

Expert Tip: Make sure your brand resonates across platforms.



Example of an Outlook Signature

Thank you,

Peter

Peter Lucking, Brand Strategist - [Book a 30-Minute FREE Complimentary Consultation](#)

We help Entrepreneurs Imagineer their Brand and get The Competitive Edge Utilizing Branded Content and Images that Tell Your Story.

Content Branding Solutions Denver and The Rocky Mountain Region

M: 720-979-8555 | W: 303-362-0498 | ContentBrandingSolutions.com

[Content Branding Solutions for Entrepreneurs: Strategic Content Marketing Available on Amazon](#)



Always Lead with Results to Get More Clients

We will help you create the world's window to you to establish your expertise as a thought leader and go-to person for Your Industry. It will benefit both you and your clients, creating the opportunity for more sales leads and conversions.

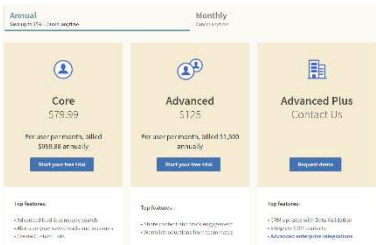


13. LinkedIn Sales Navigator - The Next Step for Your Sales Force

For individual users who want to tap into LinkedIn's network to prospect new leads more effectively, increase pipeline and close more deals. LinkedIn

People buy from people they like and trust. LinkedIn Sales Navigator (LSN) can help you with those connections. You can set it up, or we can help you. LSN allows the modern salesperson to tap into what's possible when using LinkedIn for sales.

LSN was designed to help you “empower talent, strengthen customer relationships, and acquire new opportunities.” It is, however, aimed at teams of salespeople.



**Target the Right Buyers, Understand key Insights,
and
Make your Outreach Personalized with [LinkedIn Sales Navigator](#).**

[Check out if LSN suitable for You](#)

What Can you do with Message ads?



Deliver a targeted message with a single CTA

Communicate to your prospects without having to worry about character limits. You can also add a Lead Gen Form to your message to collect leads directly on LinkedIn.



Drive stronger engagement and response than traditional emails

Messages are delivered in an uncluttered environment so that your brand stands out. More than 1 in 2 prospects open up a message ad.



Measure the impact of your messages

See which roles at what companies are taking action on your message ad with demographic reporting. Track conversions from people who viewed and clicked on your message ad with LinkedIn Conversion Tracking.

LinkedIn Sales Navigator will:

- **Help You Find The Right decision Makers to convert leads into opportunities**
- **Shorten your sales cycle saving you time, and**
- **Virtually connect you with potential buyers.**



14. Easy Next Step to lay the Foundation for Success

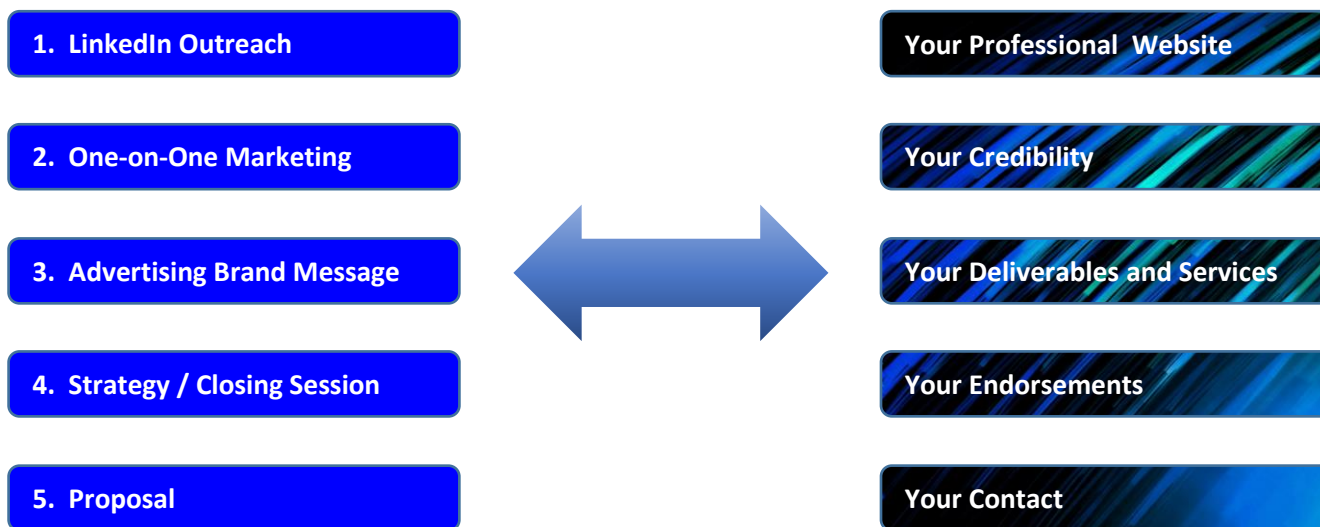
If you have completed all the steps in this **LinkedIn Profile Optimization Guide**, you have laid the foundation for success. If not, don't worry; let's meet to brainstorm the opportunities, options, and solutions to building on what you have done and how we will help get more sales.

How will we use SEO to get more pre-qualified customers to your website?

Get a response to your Website and brand presence with LinkedIn outreach by crafting your message and profile to get to your target market:

- **Decision Makers**
- **Job types**
- **Company Size**
- **Years in Business**
- **Location**

LinkedIn and Your Professional Website working in Unison will Open the Door to Opportunity



How did LinkedIn Optimization make their business easier to run? **Leveraging LinkedIn using a predictable focused system to get clients on-demand with less brain damage is crucial to success.**



About The Authors

Cheri Lucking

CEO of Content Branding Solutions

Cheri Lucking is co-founder and CEO of Content Branding Solutions, a creative digital content marketing company. We specialize in attraction marketing content, graphics, website design, and associated consulting services in Denver, CO.

Cheri is a radio and TV marketing prodigy, serial entrepreneur, published author, and successful businesswoman.

Content Marketing Builds Brand Awareness, Visibility, and Consumer Trust.

[Let's Chat. Give Me a call.](#)

Cheri has written persuasive marketing copy and provided effective digital marketing content strategies for Fortune 500 firms, small businesses, professional practices, large corporations, and entrepreneurs.

Cheri is a professionally trained, certified business coach.



Peter Lucking

Creative Imagineering Strategist

Peter Lucking is an influential content strategist, designer, brander, marketer, motivator, and media maker—a marketing executive, entrepreneur, published author, and illustrator.

An Imagineering Strategist Connects all the Divergent Pieces to Create a Comprehensive Digital Marketing Plan to give You the Competitive Edge.

Peter is passionate about helping entrepreneurs, small businesses, and consultants find new, innovative, cost-effective ways to leverage technology and marketing to facilitate rapid, sustainable business growth with measurable ROI.

His goal is to help you Double Your Firm's income in just 3 Years with the proven "Full Circle" Marketing Techniques Content Branding Solutions Utilizes, Consults, and Teaches.

Peter is a Top Person Ambassador.





We share Our "Joie de vivre" Driven by an Inquisitive Interest in Learning, Sharing, and Empowering Others

*"The Biggest Problem You have is that the
Right Decision Makers
Do not Yet know
Your Offer or Name.*

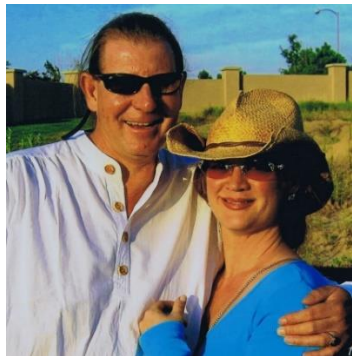
We will Help You Solve That Problem." – Cheri and Peter lucking, co-CEO

BRAND IMAGINEERING from **CONTENT BRANDING SOLUTIONS**

Gets Results, Discover Content that and Builds Growth as it Creates Your Competitive Advantage

Let's Partner Together for a Successful Shared Journey and Experience.

Give us a Call Today to start the Journey at 720-979-8555 or [Book a Free Call](#)



[Content Branding Solutions.Com](http://ContentBrandingSolutions.Com)

Let's Build a Door to Opportunity Together



CALL TODAY 720-979-8555