

LinkedIn™
Mini Makeover
Step-By-Step
Guide To Land
Your Next Big
Deal!



LINKEDIN™ MINI MAKEOVER

Hey, I'm Matt Clark :)

Over the last 2 years I've created millions of dollars for clients on LinkedIn™ and generated tens of thousands of leads, all through **no ad spend!**

And now, I want to help YOU get these types of results in your business - starting **right now** with this mini makeover!

Get excited, because things are about to change forever (and for the better!).

**This is a snapshot of my LinkedIn™ Profile below.
How does yours compare?...do you need a makeover?**

YOUR LINKEDIN™
BANNER
1400 x 425 pixels
Maximum file
size of 4mb

PROFESSIONAL
PROFILE
HEADSHOT

YOUR
PICK-UP
LINE

The image shows a screenshot of a LinkedIn profile for Matt Clark. The profile banner features a man in a suit speaking at a podium with the text "HELPING BUSINESS OWNERS GROW THEIR BUSINESS ONLINE". The profile picture is a circular headshot of the same man. The name "Matt Clark" is followed by "1st" and a blue checkmark. The bio reads: "I help Business Owners Create 2 – 5 High Quality Leads Per Day Through LinkedIn Without Paying For Ads". The location is "Johannesburg Area, South Africa". There are two buttons: "Message" and "More...". On the right, there are links for "THE VIRTUAL EDGE", "Infusionsoft", "See contact info", and "See connections (500+)". Below the bio, there is a paragraph of text: "-Is your LinkedIn profile bringing you high quality clients? -Do you want to get in front of your ideal clients without having to build difficult sales funnels or learn tricky tech? -Are you looking to turn you LinkedIn profile into a lead generating system? Did you know that 41% of Millionaires are on LinkedIn...". At the bottom, there are several video thumbnails and a "+6" button. A "Show more" link is at the very bottom.

EDIT
PROFILE
BUTTON

<https://www.linkedin.com/in/mattclarksa/>

LINKEDIN™ MINI MAKEOVER

Welcome to the LinkedIn™ Mini Makeover Step-By-Step Guide!

The ultimate goal of this LinkedIn™ mini makeover is to take you from being “invisible” to having an irresistible profile that helps you land your next client in 1 week or less!

When you get this right you will be able to attract your ideal clients and show them exactly what problems you solve, how you can help them and how easy it is to work with you. WHEN you get this right, your whole conversation will change and your ideal clients will ask to do business with you.

1

YOUR PROFESSIONAL HEADSHOT

Not a picture of you with your cat - remember this is a business platform and you're looking to connect with other business people. Look the part.

RESULT #1

Also when you do this, you immediately start getting more views and messages.

The stats are: 21x more views and 36x more messages.

2

YOUR LINKEDIN™ BANNER

...that brands you and speaks to your ideal target client.

I saw one with a picture of palm trees and the lady was an engineer, which was completely irrelevant. Make it relevant to your target audience.

RESULT #2

An image that brands you and positions you as an authority in your field.

BONUS:

[Here's a quick video](#) on how to setup a professional banner yourself in 10 minutes that attracts your ideal client without hiring a graphic designer.

3

YOUR PICK-UP LINE

AKA your LinkedIn™ “Headline” that tells people what you do and how you can help them. This is going to be your action item from this training today!

Most people have something like “CEO of ABC company” or “Speaker, entrepreneur, author”...**BORING!** Nobody cares. AND it's not sexy at all. I wouldn't click on it...

The only thing people care about or think that haven't met you before is “How can you help me solve a problem I'm facing or get me to where I want to go?”

That's the **ONLY** question you need to answer. Make it sexy...

So here's how you do it (watch the video for this section):

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

WHAT I'M CURRENTLY USING:

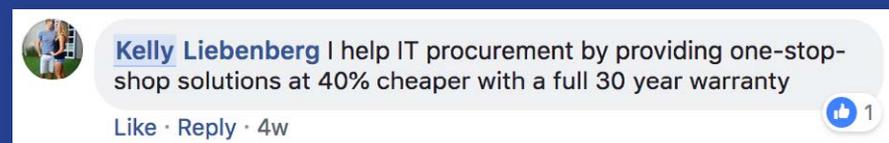
“I help Business Owners Create 2 – 5 High Quality Leads Per Day Through LinkedIn™ Without Paying For Ads”

RESULT #3:

Your ideal clients will start asking to do business with you!

BONUS!

Here are some examples from clients:



 **Kelly Liebenberg** I help IT procurement by providing one-stop-shop solutions at 40% cheaper with a full 30 year warranty

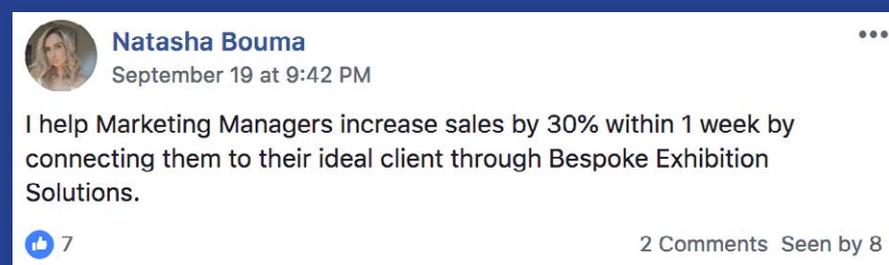
Like · Reply · 4w  1



 **Kendall James** September 20 at 12:18 PM

I help technology companies in sub-Saharan Africa get 15% year on year growth through Smart Mapping Solutions.

  Matthew Clark, Carole Johnstone and 6 others 1 Comment Seen by 8



 **Natasha Bouma** September 19 at 9:42 PM

I help Marketing Managers increase sales by 30% within 1 week by connecting them to their ideal client through Bespoke Exhibition Solutions.

 7 2 Comments Seen by 8

4

WHAT'S NEXT?

80% of what has just been learn't is lost if it's not applied in 24 hours (WOW)!

...so, go and do this work NOW!

LAST BONUS:

Write down your pick-up-line and let me know what it is by **posting it to the closed "LinkedIn Rainmakers" group** so that I can give you my personal feedback and get input from other members who are killing it on LinkedIn™ (get access when you [click here](#)).

When you complete this makeover, it will put you in front of more people. You will see more people viewing your profile and your connections will go through the roof.

We had one client increase his connections by 10k in 2 months.

Remember Kelly? Check out her latest results from taking my LinkedIn™ Mastery Course:



Kelly Liebenberg ▶ The Virtual Edge Community

October 16 at 12:17 PM · 📷

Made a connection with my ideal client last night at 9PM. First meeting set for Friday 10AM. Took all of 2 messages and what's even more fantastic is he connected with me after seeing my profile 😊😁 Sales page for the win!

👍 The Virtual Edge, Matthew Clark, Romaine Swanepoel and 2 others · 4 Comments



Terry Flack Awesome stuff [Kelly](#). You have this mastered.

WILL YOU BE THE NEXT SUCCESS STORY?



connect@thevirtualedge.com

