



OPTIMIZING YOUR LINKEDIN PROFILE

Define Your Goal

Defining Your Goal

- Generate leads for sales and business development
- Generate leads for recruiting
- Generate leads to drive traffic to your website
- Purely creating an online resume to control the perception of how people view you

who
target audience
potential prospects

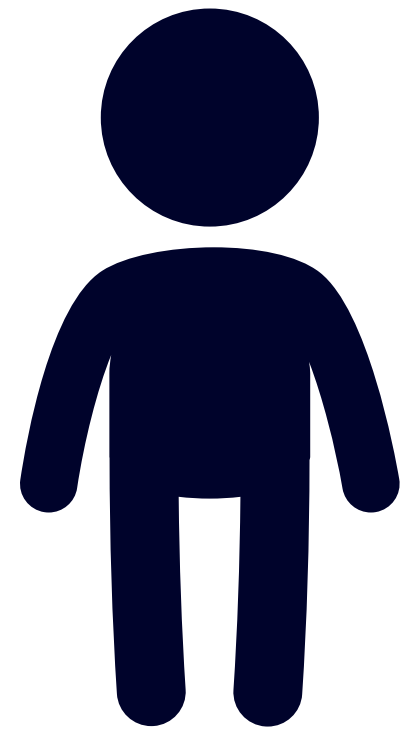
desired results
how you help
unique

Helping [X] achieve [Y].



CREATING YOUR IDEAL CUSTOMER PROFILE

Adding Value



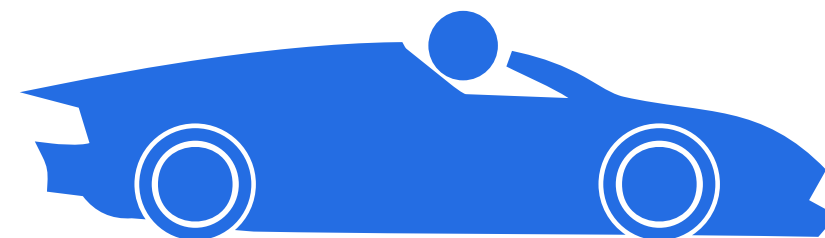
Who We Are

A Slave to Their 9-5 Job

Unhealthy & Overweight

Old School Marketing

You = Vehicle



But most people will have **problems or obstacles** that prevent them from becoming who they want to be



Who We Want to Be

Financially Free

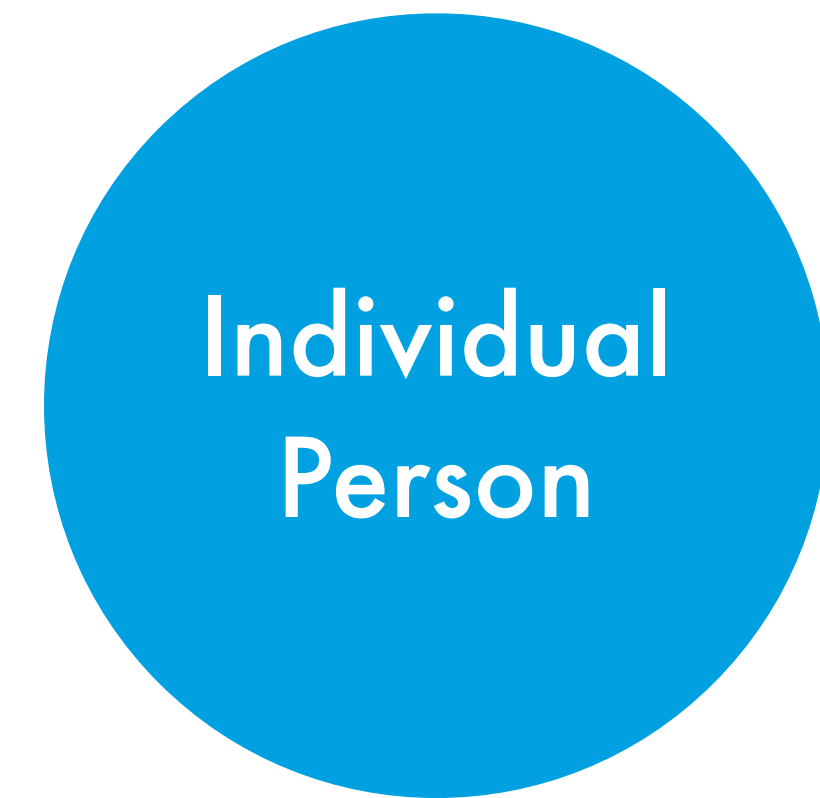
Healthy & Fit

Modern Marketing

Ideal Customer Profile

- Map out the characteristics of your top 5% to 10% of customers
- High likelihood of purchasing your product or service

Ideal Customer Profile



Ideal Customer Profile Company Variables

- Industry
- Yearly Revenue
- Number of Employees
- Uses Cryptocurrencies as an alternative to accepting payments
- Currently experiences X pain caused by Y problem

Ideal Customer Profile Personal Variables

- Low Level
- Manager
- Director
- VP
- C-Suite
- Founder
- Board Member

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Filter Hack

“marketing” OR “director of marketing” OR “VP of marketing” OR “VP” OR “CEO”

Send less than 100 connection requests per day on LinkedIn.
