



## Week 1 - Creating Your Polished Profile

### Part 1) Your Headline

What is the main problem(s), that you solve for Ideal Customer(s)?

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Write down how you could put that in a Headline in your LinkedIn Profile...

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Does this Headline align with new customers you would like to reach and why?

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Do you feel that if you were the potential customer, would it engage you and make you want to scroll down and continue to read the Summary?

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## Part 2) Your Summary

Do you have a mission statement or business profiles statement that describes what you do for businesses? 1) Who do you serve? 2) What do you accomplish? 3) What is the outcome?

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Take look at your Summary and do the first 30 words compel you to want to See More?

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Is your Summary reflecting the keywords you would like to be found for? What are they?

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Have you listed the links to your websites and social media properties? What do you need to add?

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# The BACON System



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### Part 3) Your Online Sales Conversation



Does the Header Graphic, Profile Picture, Headline, and Summary create that conversation? Why?

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### Part 4) Your Complete Profile

Which sections do you need to add media to accentuate your services?

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Have you filled in all your past jobs? Which jobs could offer the most connections?

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Are you actively giving recommendations to obtain new ones for influencers?

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Have you filled in all your contact info and updated your LinkedIn URL to be easy to remember?

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