

Twitter Thread by Bruce Merrill



Bruce Merrill

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You don't need to pay someone \$2,000 or even \$200 to update your LinkedIn Profile.

This thread will show you how...for Free.

Here's My 5-Part System For Turning Your LinkedIn Profile Into A Business Growth Machine:

Thread ■

1. Profile Photos

Pictures say a thousand words.

Make your photos speak for you.

Your profile photo should:

1. Match your audience
2. Build Trust
3. Show Personality

Here's how:

Match your audience:

- If they wear a suit, you do too
- If they wear a t-shirt, you do too

Build trust by:

- Showing your face
- Smiling

- Clear imagery

Show personality through:

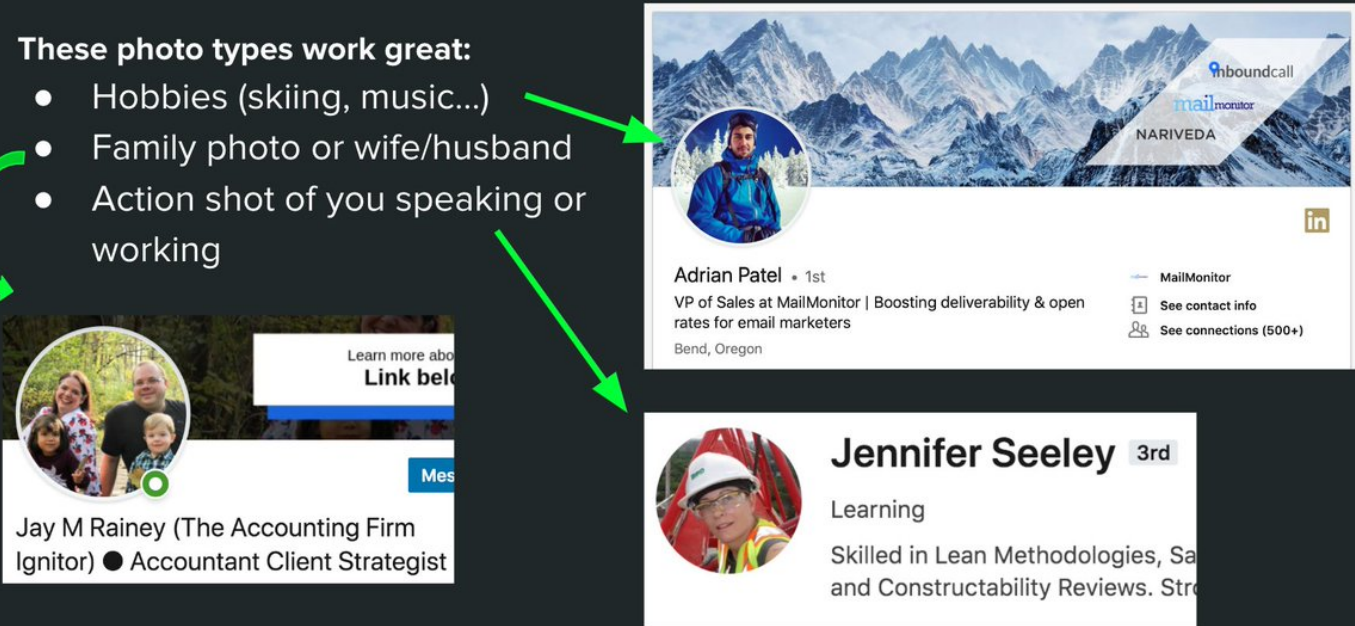
- Hobbies
- Family candids
- Action shots

Look at these:

Use Your Photo To Cut Through The Noise

These photo types work great:

- Hobbies (skiing, music...)
- Family photo or wife/husband
- Action shot of you speaking or working



The image displays three LinkedIn profile examples. The first profile, Jay M Rainey, features a family photo of a man, a woman, and two children. The second profile, Adrian Patel, features a professional action shot of a man in a blue jacket and a red helmet, with a green arrow pointing from the 'Hobbies' bullet point to it. The third profile, Jennifer Seeley, features a professional action shot of a woman in a red hard hat and safety vest, with a green arrow pointing from the 'Action shot' bullet point to it. The background of the slide is dark with white text and green arrows.

2. Cover Photo

Your cover photo should follow the same principles as your profile photo.

Great Cover photos do 3 things.

1. Match your audience
2. Show Personality
3. Pitch or show credibility

We've already covered the first two...

But how can you show credibility?

Social proof is key to building trust with people when they land on your profile.

Show them:

- Some awards you've won
- You speaking at live events
- Publications you've written

Make sure your cover photo is clear & easy to read.

Here's a tip...

Search "linkedin banner free" in Google.

Use canvas Linkedin banner building tool.

It's the best out there (and it's free).

3. Headline

The headline is your first opportunity to speak to your audience.

There are 4 proven headline formulas:

1. The Big Shot
2. Problem / Solution
3. The Irresistible Pitch
4. The Leveler

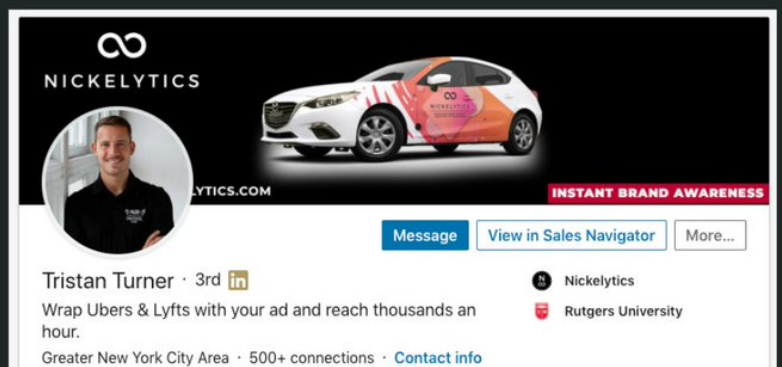
I've attached an explainer of each below.

Headline Formula: The Irresistible Pitch

1. Do X and Y happens

This headline works best if your offer is new to the market, unique and clear.

- **Example:** Tell me your favorite snacks & get a free food box delivered to your office.



4. The About Section

The about section is your LinkedIn sales letter.

It should convince the reader to take ACTION

There are 5 formulas:

1. Clear pitch
2. Social proof story
3. Irresistible offer
4. Features/benefits

The photos below show you how to set up each one.


About Section Formula: **The Features/Benefits Dump**

Our **(Service)** for **(Target Persona)** helps:

- Top feature/benefit A
- Top feature/benefit B
- Top feature/benefit C

Example: I help COOs automate more things at their company by auditing their operations until we spot inefficient areas. Common areas include:

- Task management
- Data and Reporting
- Lead routing

Want to learn more? Click the calendar link below  (attach your Calendar link)

5. Experience

The first thing I check when someone messages me on LinkedIn, is:

- Who they've worked for
- How much experience they have
- How long they've been in the industry

I'm just not gonna respond if their experience looks sketchy.

To get more responses...

Clearly outline (in 1-2 sentences) the experiences that are relevant to your target market.

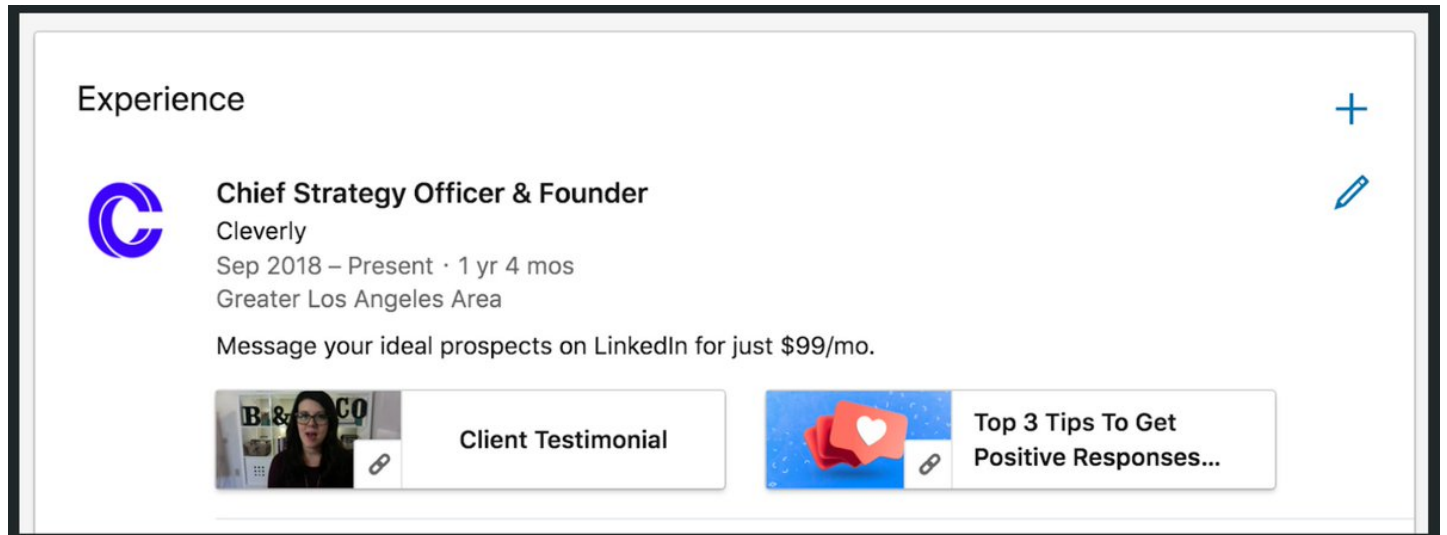
To add more depth, attach valuable, relevant content like:

- Blog Posts

- Case studies
- Press Features

Give the reader some meat to chew on.

Here's my experience section:



BONUS: Featured Post Section

You can “feature multiple posts just below your headline.

This is a great place to link your cornerstone content.

Here's the formula:

Turn on creator mode.

Add these 3 links:

- An “ultimate guide” post for your service
- Case studies (similar to your target prospect)
- Your calendly (or product)

People WILL click through.

[@thedankoe](#) & [@thejustinwelsh](#) nailed it.

Look:



C R E A T E

Dan Koe · 2nd

Founder of Modern Mastery & Digital Economics — Exploring the digital economy, human potential, & creative work. I share my discoveries here.

Talks about #marketing, #productivity, #creatoreconomy, and #personaldevelopment

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thedankoe.com

27,942 followers · 249 connections



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The 2 Hour Writer

Implement Our 2 Hour Content Ecosystem To Learn High Impact Digital Writing, Boost Your Online Authority, & Systemize Content Creation For Rapid Growth

Link



7 Days To Genius Ideas (free)

7 Days To Genius Ideas

A 7 day challenge for endless content ideas (without templates) and immense mental clarity.

Link



Modern Mastery HQ

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The Hub For Growth Minded Individuals Building & Selling Things On The Internet

[@thedankoe](#) [@thejustinwelsh](#) That's a wrap!

If you enjoyed this thread:

1. Follow me [@thebrucemerrill](#) for more of these

2. RT the tweet below to share this thread with your audience <https://t.co/X5lfrYQbX>

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— Bruce Merrill (@thebrucemerrill) [September 6, 2022](#)