Twitter Thread by 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:

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.

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.

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:

@thedankoe @thejustinwelsh That's a wrap!

If you enjoyed this thread:

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> — Bruce Merrill (@thebrucemerrill) September 6, 2022