



LinkedIn Profile Best Practices

LinkedIn Title

People browse titles to find people that fit what they need. Instead of a title (such as Owner or CEO or Executive Coach), describe what you do in one sentence. This is a modified version of your Positioning Statement

Example: Coach, Trainer and Speaker that helps Entrepreneurs build rewarding & prosperous businesses

LinkedIn Summary Sample

This is a sample LinkedIn profile summary that demonstrates the provided guidelines and how to create a powerful summary that will establish both credibility and likeability. Your summary should not exceed 2,000 characters.

I help emerging entrepreneurs create and grow simple, elegant & prosperous businesses. I have a group program called The Entrepreneurial Edge coaching program that includes several Mastermind group calls and 1:1 calls with my clients each month to help them accelerate their growth and create a full practice within a year.

My coaching and programs are built upon the same foundational principles in my 5 layer process. The 1st is Foundation — which includes getting clear on their Compelling Vision, their Values and their Goals. The 2nd layer is Identifying their Divine Ideal Client, which includes clarity on their market niche, the unique needs and challenges of those clients. The 3rd layer is identifying their Model, which includes how they serve these clients and the products and services they offer. The 4th layer is focused on business development and marketing strategies. And the 5th layer is developing effective promotional, referral, and joint venture partnerships. Most of my clients see a growth in their business of between 20-40% in their first year. Most of the coaches/therapists/consultants I work with have a full practice within a year. They also have a lot more focus and a lot more fun!

My ideal client is a coach, therapist or coach/consultant who:

- Grows organically and in a way that is aligned with their values.
- Has struggled to build a full practice.
- Wants to create a better client experience and longer term engagements than they are currently able.
- Knows they can and they deserve to make more money in their practice.

I have over 3000 hours of 1:1 coaching experience, have worked with hundreds of entrepreneurs as a coach/mentor, and have trained over 3,000 people in my career as a trainer and facilitator. I am also a contributor to the best selling book “Fresh Start Moments” with Bob Danzig.

I typically spend 10% of my time on pro-bono and volunteer activities and particularly interested in organizations that empower tweens and teens to become better communicators, leaders and community stewards. I currently work with teenage boys in a Foster Group Home on the Forget Me Not Farm each week. I am also a volunteer and former board member of The Ceres Community Project.

The 1st paragraph should focus on your current role as a coach/entrepreneur and how you help clients in reaching their goals and dreams.

The 2nd paragraph should talk about your process and examples of the goals you help clients meet. Include metrics if possible.

The 3rd paragraph should be the visual break that draws the reader’s eyes. Either have it be a short paragraph or use bullets. Focus on why clients should work with you.

The 4th paragraph focuses on credibility. Include previous work experience, awards, published works, speaking experience, etc.

The last paragraph should include some personal information that has them see your essence and your values.