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LINKEDIN PROFILE

Name:

First-20 characters

Last- 40 characters

Your LinkedIn Professional Title

Your LinkedIn headline needs to convey in 125 characters (or around 18-20 words):

- Who You Are
- What You Do
- Audiences You Serve
- Value/Benefit You Bring Customers
- Credibility/Social Proof

Your LinkedIn Summary - 200-250 characters visible above the “read more” ; 2,000 characters total

WHAT I DO: I help [MY TARGET AUDIENCE] achieve [THEIR TOP GOAL] by providing [MY PRODUCT or SERVICE].

WHO I SERVE:

- [Audience TYPE 1]
- [Audience TYPE 2]
- [Audience TYPE 3]

WHO I WORK WITH: I partner with [TARGET AUDIENCE or INDUSTRY TYPE] including: [INSERT BULLETED LIST OF JOB TITLES, INDUSTRY NAMES, etc.]

WHY IT WORKS: When you partner with [MY COMPANY NAME] you get the most efficient, effective and affordable [PRODUCT or SERVICE] that [TARGET AUDIENCE] is looking for right now.

WHAT MAKES [ME or US] DIFFERENT: [Answer that question! What makes you unique/different/better than similar vendors or competitors? XYZ years of experience? Certifications/ Patents/etc.? Personal, 1-on-1 attention and Customer Service/ Support?]

WHAT OTHERS SAY: [COPY AND PASTE IN 2-3 TESTIMONIALS IN THIS AREA. USE A REAL PERSON, FULL NAME, COMPANY NAME, ETC. AND EXPLAIN SPECIFIC VALUE/BENEFIT PERSON RECEIVED FROM YOU OR YOUR BUSINESS.]

HOW IT WORKS: [Explain Your process – we start with a free evaluation, we first meet via phone to discuss your needs, etc., or we perform XYZ services for you, etc.]

READY TO TALK? Reach out to me directly here on LinkedIn, email me at [EMAIL ADDRESS], visit us online at [WEBSITE URL] or call me direct at [PHONE NUMBER].

Put Your Profile Over The Top!

You can make yourself more unique and showcase your personable, human side by adding video to your profile page. In fact, just a quick, 90 second long, “Welcome to My Profile!” video will do the trick.

Answer these types of questions on camera:

- What’s your name?
- What type of work do you do?
- What products or services do you offer?
- What audiences do you serve?
- What’s the biggest value or benefit customers get from using your products and services?
- What makes you unique or different when compared to your competitors?
- What do you enjoy doing outside of work? Hobbies? Family?
- What’s the next step if we want to talk more with you?