

WELCOME

We're excited to help you elevate your LinkedIn presence. You've taken a powerful step toward stronger positioning and better opportunities—**let's get started.**



STEP 1 Book Your Kickoff Call

This is where we align on your goals and start your makeover.

Book Your Kickoff Call

www.designace.ca/booknow



STEP 2 Review Terms

Take a moment to review our policies.

Review Terms of Service

www.linkedinmakeover.ca/thankyou#tnc



STEP 3 What We Need From You

To get started, please collect the information below based on the package you've purchased and share any available content ahead of your kickoff call. If you're missing anything, no problem—we'll work through it together. The more you can provide upfront, the quicker we can get started.

Banner Refresh

The Quick Win

We only need a few essentials to get started:

- Headshot or personal photo options
- Basic company/business info
- Website or profile link
- Any brand colours or logo
- What is your call-to-action?
Book a call | Download Free
- Any systems, stats, or incredible claims?

Upgraded Top Card

The Real Shift

We'll go deeper into positioning:

- Everything in Banner, PLUS:*
- Who is your ideal customer or target audience?
 - What is your professional goal, mission, or vision?
 - Bio, resume, or speakersheet
 - Key offers/services
 - Booking link, articles, promotions or reviews

New Profile

The Complete Reset

Full transformation—we need the full picture:

- Everything in Top Card, PLUS:*
- Full experience/work history details
 - Detailed service/product descriptions
 - Sales materials or offers
 - Testimonials or proof points
 - Brand voice or messaging guidelines
 - Competitors or inspiration profiles

Upload Your Materials

Email your materials to andrew@designace.ca using the subject line: **LinkedIn Makeover Assets for [name]]**