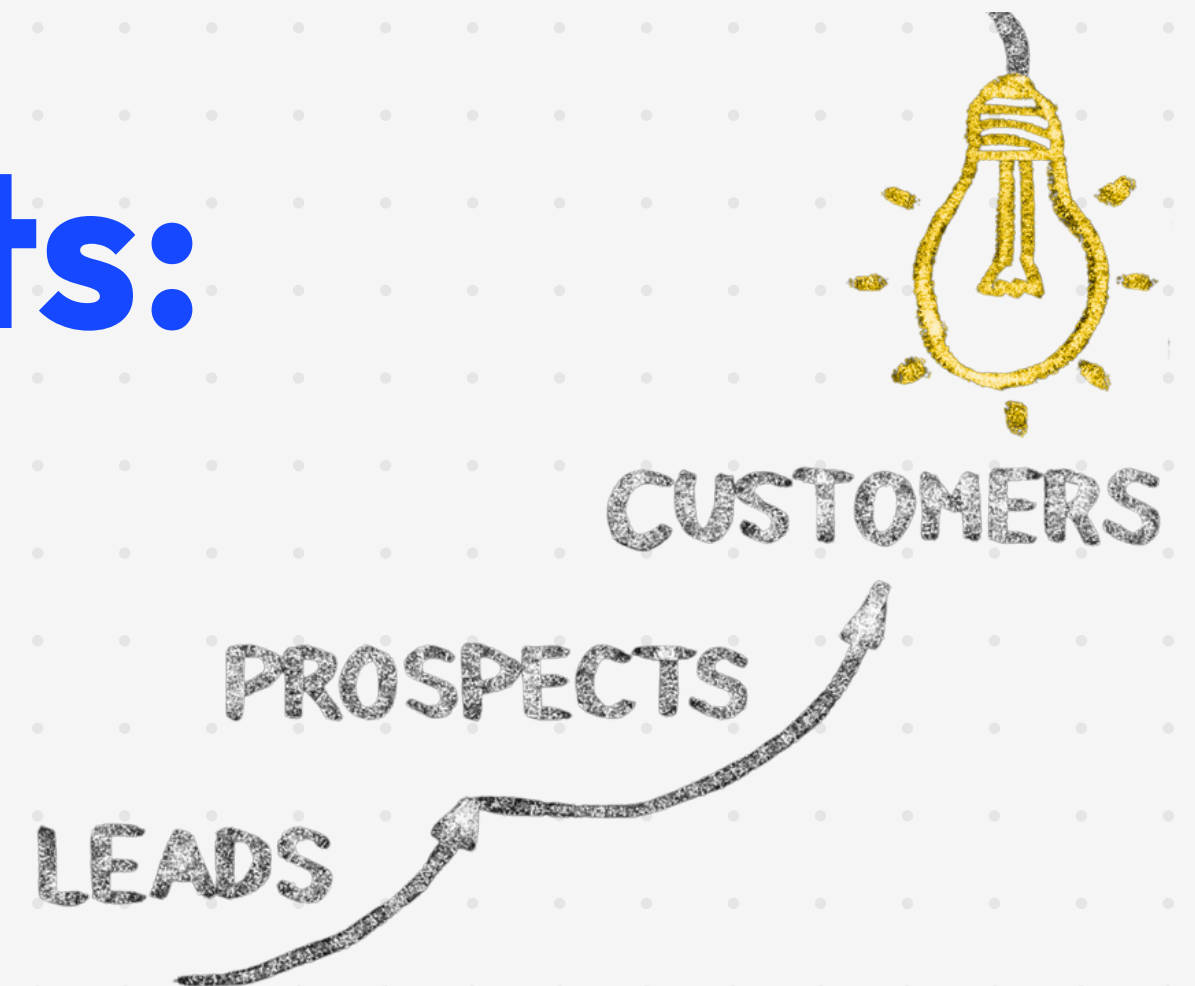


For Leadership & Career Coaches

Authority That Attracts: The 30-Min LinkedIn Profile Makeover

Turn your banner, headline, and About into
an inquiry magnet—**today**.



How to use this playbook

- **Time:** 30 minutes total. Do it in one go or 10-minute chunks.
- **Focus:** Clarity over cleverness. Outcome over adjectives.
- **Goal:** Make it obvious who you help, what problem you solve, and how to take the next step.

Banner: Conversion-Ready Cover

Goal: Make your banner instantly communicate who you help, the outcome, and the next step.

What to include (3 elements):		
TOP – Who it’s for (short tag)	MIDDLE – Outcome headline (big, bold)	BOTTOM – Next step CTA
• “For Women returning to work after maternity leave” • “For First-Time Managers” • “For Mid-Career Senior Leaders”	• “Book 2–3 client calls in 30 days” • “Land your next role in 12–16 weeks” • “Lead with confidence in 90 days”	• “Join the 60-min masterclass” • “Grab the free Profile-to-Call Audit → See Featured” • “Book a 15-min plan call”

Examples

For Mid-level leaders aiming for VP roles

Lead Rooms, Not Just Teams

Executive Presence Accelerator

GET YOUR
PRESENCE
AUDIT 

LEAD THE SERVICE, ELEVATE OUTCOMES

For Physicians moving into medical director or
service-line leadership

 Get Your Leadership
Readiness Audit  LINK IN FEATURED SECTION



For Women returning to work after maternity leave

Lead With Confidence in 90 Days

BOOK A FREE 30-MIN PLAN CALL

LINK IN
FEATURED
SECTION! 

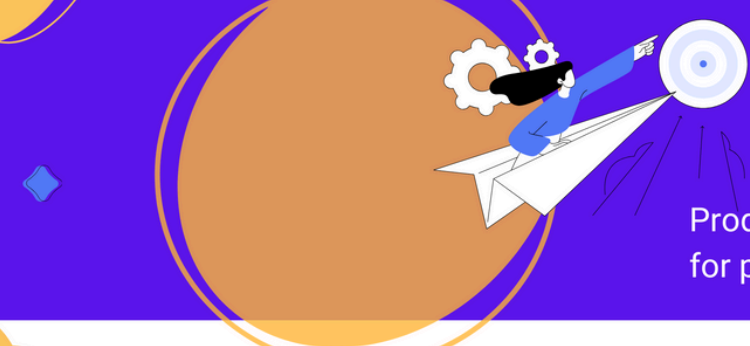


Leadership coaching

BURNOUT TO HIGH- PERFORMANCE RESET

 Rebuild capacity with priorities, boundaries,
and weekly operating rhythms.

TRY THE 10-MIN WEEKLY RESET



Align Stakeholders in 4 Weeks

Product/Engineering - A practical playbook
for priorities, decisions, and less rework.

START YOUR ALIGNMENT SPRINT

Land Roles You're Meant For

POSITIONING, PROOF, AND WARM INTROS

No spray-and-pray applications!

 Download the Warm Conversations Guide



Headline Builder

Goal: Use Problem, Promise, People framework . Keep under 220 characters.

Problem-led

- Struggling to land interviews? I help mid-career pros get offers in 12–16 weeks without applying to 200 jobs
- 1:1s not driving advancement? I help managers turn check-ins into promotions with a simple 3-step system
- Team misalignment and burnout? I help leaders get clarity and deliver results in 8 weeks, without burning out

Outcome-led

- I help high-potential leaders build executive presence, win stakeholder trust, and drive measurable impact
- I help professionals land roles they love | Strategy, messaging, warm introductions
- I help physicians lead multi-site service lines | Align clinical/operational teams and improve access, quality, and patient experience

About Section: 3-P Template

Goal: Use Problem → Proof → Path. Keep to 6–9 short lines or about 200 words.

- **Problem:**

- You're posting, reaching out, showing up. Yet your pipeline drips when you need it to flow."
- You don't need another course. You need a clear system that brings clients consistently.

- **Proof:**

- I grew a service business from near-zero to \$800k+ in 2 years using simple systems.
- In UX, I fixed journeys by finding the bottlenecks — then building what worked.
- I bring the same approach to coaching: clarity, systems, results.

- **Path:**

- I run short LinkedIn "conversion campaigns" using events, polls, and newsletters to start real conversations.
- Two ways to start: join my 30-min Masterclass (Featured) or book a 15-min plan call.

Leadership coach

New manager or stepping into a bigger role?

You don't need more theory. You need a simple plan you'll actually use.

I've led growth by fixing bottlenecks and building systems that stick.

Now I help first-time managers build confidence, align stakeholders, and hit goals in 90 days.

Start: join my free webinar on stakeholder alignment (see Featured) or book a short plan call.

Career coach

Applying to more jobs isn't the answer. Better positioning and warm intros are.

I led teams and projects in corporate, building systems that delivered measurable results.

I use that same approach to help mid-career pros land roles without spray-and-pray.

Start with my 30-min session on "3 conversations that lead to offers" (Featured).

Or book a 15-min plan call. Clear steps, zero fluff.

Featured Block Playbook

Goal: Turn interest into action. Order matters.

Lead Magnet:

“Take the quiz”

Leadership Burnout Scoreboard – Where Are You Right Now?

Proof:

1-page case brief or results scorecard. Anonymized is fine (more info on next slide).

Soft Book-a-Call:

“Map Your 30-Day Plan (15 minutes)”

Design notes

- Use clean covers with large text and a consistent color theme from your banner.
- Each Featured item should have a verb-led title (Join, Grab, See, Book).

BONUS: Proof Fast-Track

Goal: If you're light on testimonials, build "micro-proof" fast.

Results Scorecard	Case Brief	Micro-testimonial
List the specific outcomes you help achieve (e.g., "Stakeholder map created, 90-day plan drafted, 2 warm intros lined up"). Show a sample first-30-days roadmap with checkmarks.	Role/Context → Problem → Plan → Result (with timeframe). Example: "New manager, 12-person team → unclear priorities → 90-day plan + weekly stakeholder sync → team met deliverables in 10 weeks."	Ask past clients/colleagues: "What changed for you after we worked together?" Use 1–2 sentence quotes focused on outcomes or clarity gained.

30-Min Quick Checklist (printable)

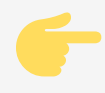
- ☐ Banner updated (Outcome + Who + CTA).
- ☐ Headline updated (Problem → Person → Promise).
- ☐ About updated using 3-P template (6–9 lines).
- ☐ Featured populated:
 - ☐ Lead Magnet
 - ☐ Event/Masterclass
 - ☐ Book-a-Call

Congrats, you've taken the first step!

A magnetic authority LinkedIn profile is no longer optional.

But here's the thing: **An updated profile alone isn't enough.**

Even the best profile won't get you clients if there's no system to turn views into conversations and clients.

 **Ready to fix that?**

Let's map your LinkedIn-to-client pathway together.

**Yes, show me my LinkedIn-
to-Client Pathway.**

