

LinkedIn Profile Makeover: *Workbook*

*Your Guide to Standing Out
and Growing Your Business*

LinkedIn isn't just an
online resume anymore.
It's a powerful multi-
media marketing
channel.

**Are you taking full
advantage of it?**



Welcome to the LinkedIn Profile Makeover Workbook!

First off, congratulations! Whether you grabbed this workbook out of curiosity or you're finally ready to take LinkedIn seriously—I'm so glad you're here.

Because here's the truth: your LinkedIn profile is more than just a digital resume.

It's your first impression, your credibility check and your personal brand homepage—all rolled into one.

Your profile shows up in search results (*both LinkedIn and Google*) and it's one of the first places potential clients or collaborators go to decide if you're the real deal.

Yet most people treat it like a copy-paste job from a traditional resume... and it shows.

If you're a coach, course creator, healer, or consultant trying to grow your presence online, LinkedIn is your quiet powerhouse. Unlike other social platforms that reward dance trends and algorithms, LinkedIn rewards clarity, consistency, and connection.

But none of that matters if your profile isn't doing its job. If sections of your profile are incomplete or outdated, you look unprofessional or missing in action.

This workbook will walk you through how to optimize every key section of your LinkedIn profile so it reflects your expertise, highlights your strengths, and helps the right people find (and trust) you.



There are five sections in this workbook. Block off some time each day to complete a section or sit down and tackle the entire thing in one day. The choice is yours.

My goal? Help you go from “invisible” to “in-demand.”

You’ve already taken the first step by grabbing this workbook—now let’s turn your profile into one that opens doors and drives results.

Let’s get to it!

A handwritten signature in blue ink that reads "Andrea". The signature is written in a cursive, flowing style.

Step 1: Top of Your Profile - *the first thing people see*

- Choose & upload a Background Photo (1584 w x 396 h pixels)**
- Update your Profile Photo if needed (400 x 400 pixels minimum)**
- Record your name pronunciation (using the mobile LinkedIn app)
- Add your pronouns
- Customize your Contact Info:
 - Website
 - Online calendar
 - Social media
 - Phone & email
- Customize your LinkedIn URL
- Add two-step verification (And while you're doing it, add two-step verification to all your social media profiles so you don't get hacked)

**** Note:** these sizes are correct at time of publication. LinkedIn keeps changing sizes and shapes so please double check these are current. Also, it's a good idea to mark in your calendar a couple of times a year reminders to double check that your LinkedIn profile is still looking current.

Notes:

Step 2: Recommendations & Endorsements

Skills & Endorsements are viewed as less valuable than **Recommendations** but it's worthwhile having both. They act as "Social Proof", showing visitors to your profile that you actually have the abilities you say you have.

Tidy up your Skills/Endorsements

- Delete skills you don't have/don't want to use
- Add skills that are missing
- Reorder to put important skills near the top

Ask for Recommendations

- Recent/current customers
- Past customers
- Colleagues
- Past employers/coworkers

Customize the request for recommendations by reminding them about the specific details of the work you did to make it easy for them to give you a quality Recommendation.

Consider emailing/phoning/texting first to let them know you're sending the request in LinkedIn.

Optional/Bonus Assignment

Give Endorsements & Recommendations to others. Not for any reason other than to acknowledge the skills and good works of others.

Notes:

Step 3: Professional Headline & Creator Mode

Professional Headline (220 characters) - the professional headline is what people see immediately after your name. Think of it as your LinkedIn elevator pitch. You need it to make your ideal clients WANT to click through to check out your profile.

Choose keywords your clients might be using to find someone in your industry

Include words that show who you serve

What are the benefits of working with you?

What results do you give?

Show some personality

Write your headline here:

Creator mode

- Look at your connections. Notice who is using Creator Mode and who isn't.
- Are you more likely to get new leads/clients from a Call-To-Action in your content or from conversations with connections?
- How much LinkedIn content are you willing to commit to creating? If you'll be producing a lot of content, Creator Mode may be a good choice. If you're not a very active poster, it may not be the best choice for you.
- How LinkedIn savvy are your potential clients? Creator Mode encourages people to follow you, not connect. Less savvy users don't know they can still invite you to connect.
- Decide whether to switch to Creator Mode

Notes:

Step 4: Spruce up your About Section

This should be your best marketing copy. If someone visits your profile and clicks “see more” on your About Section, they’re serious about you.

- Make a list of keywords your customers may be using in search to find a provider in your niche

- Decide what your primary offer/service/product will be in the summary. Put that front and centre

- Write the first 220 characters, (92 characters for mobile) like the most important headline or subject line.

- Add some personality

- Write & edit the About Section. You have 2,600 characters. Use them!

- When you’re happy with your About Section, copy and paste into LinkedIn. Use Capitals, spacing and emojis to add visual interest

Step 5: Adding Final Touches

- Complete Your Experience Section. Older positions that don't apply to your current role are still valuable. It expands your reach by allowing you to show up in searches by former co-workers AND their connections.
- Add other sections if appropriate
 - Skills
 - Featured (*include posts, videos or documents you want first time visitors to your profile to see*)
 - Volunteer
 - Awards
 - Publications
 - Organizations
- Start growing your connections.
 - Decide who you will connect with
 - Personalize the invitation when you can
 - When you accept an invitation to connect, send a thank you message and ask a question about them, their profile or their experience.
 - Have a plan for continuing the conversation

Notes:

About THE AUTHOR

If a picture is worth 1,000 words a video is worth a library when it comes to gaining visibility, showing off your expertise and actually growing your business online.

A video marketing strategist, Andrea Stenberg shows coaches, course creators and other heart-centered entrepreneurs how to show off their unique brilliance and connect with their ideal clients using video.



If you don't know what to say, hate how you look and are intimidated by the technology, Andrea helps you quickly and confidently make client attracting videos. Stop making it up as you go along and start using a proven video strategy to attract new clients.

Want More Help With Your LinkedIn Strategy???

→ [Click Here to Schedule a Call With Andrea](#)