



Andrea's Tip #1 for Getting Business Using LinkedIn

Capture Your Prospects' Attention With Your LinkedIn "Headline"

Right below your name on LinkedIn is your "Professional Headline." It's the first piece of information prospects learn about you, establishing that crucial "first impression." **Most individuals quickly scan your profile before reading it line by line, as such your headline often determines if they actually do go back and read the whole profile.**

What does yours say? Owner? Executive Coach? Head Bottle Washer? Slash that "title" with red ink. Replace it with a charismatic statement (in 120 characters or less) communicating how you make a difference for your clients. Here's an example for "head bottle washer."

'I ensure restaurant owners never worry about customers seeing "less than sparkling" condiment bottles on their table.'

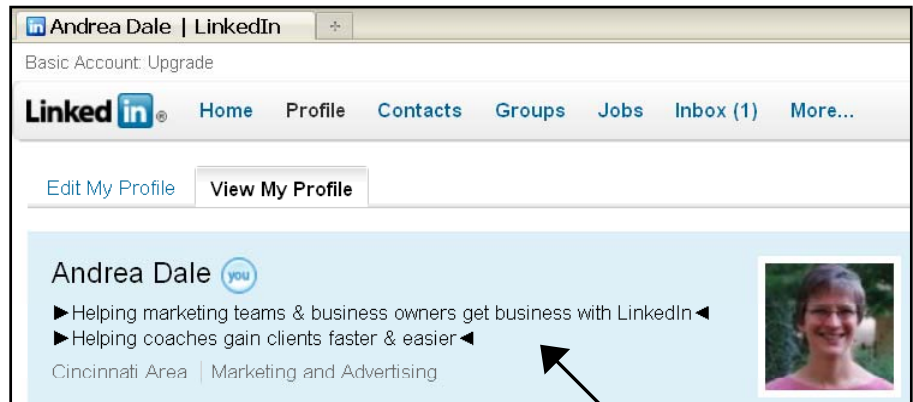
(And yes, I used the literal translation of this title.)

The keys to creating a standout headline are:

- 1) Your prospect and;
- 2) The results of your service or product according to needs *and point of view* of potential buyers.

Creating and using a "dead on" headline in your LinkedIn Profile lets your prospects know *in seconds*, that you can help them solve their problems. A standout headline is *your* first step to creating a "client attracting" profile.

(And if you're wondering what LinkedIn is, please visit my LinkedIn profile at: <http://www.linkedin.com/in/andreadale>)



Your "Professional Headline" is below your name, next to your photo.

LinkedIn Profile & Strategy Makeover

Frustrated with your profile on LinkedIn? Did you copy in your job description or resume to just "get something up there"? For just \$300, receive a complete "LinkedIn Profile & Strategy Makeover" by me, LinkedIn Expert and Creative Business Writer Andrea Dale.

- Attract prospects with your tightly written and persuasive LinkedIn Profile, created with your goals in mind.
- Increase your visibility and credibility by taking action with your "Strategic Recommendations Report" tailored to your needs and resources.
- Gain a creative and professionally written summary stating why you and your business are "the one" for your prospects, perfect for your LinkedIn Profile **and** web sites, brochures and marketing materials.

Call me at 513-561-2642 or email me at adale@tothepointwriting.net, to begin creating your client-attracting LinkedIn profile, today.