

THE ULTIMATE LINKEDIN PROFILE TEMPLATE



BY JOHN NEMO





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with **John Nemo**



Whenever you build something new, it's always a smart idea to first create a blueprint to follow.

It's true in construction, and it's true on LinkedIn as well.

In this case the "house" we're talking about is your LinkedIn profile page. And one of the pillars of this project is your LinkedIn Summary section, which appears at the very top of your profile.

Why Your LinkedIn Summary Matters So Much

Your LinkedIn Summary area is the first (and sometimes only) chance you have to impress prospects and visitors on your profile page.

It's critical that you get the tone and text of this area just right, so that it attracts your ideal audience of clients and potential customers.

Now, instead of having to build your entire LinkedIn Summary from scratch, wouldn't it be nice if someone already had a "fill in the blank" template you could use instead?

Well, I know a guy ...

Below is the *exact* script I share with students inside my Premium LinkedIn Riches Training program.



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The "Fill in the Blank" LinkedIn Summary Script

I've been refining and tweaking it for the past five years, and for the first time ever outside of my paid trainings, I'm going to share the entire thing below!

Once you read it, you'll see how intuitive and easy-to-follow this format is.

The idea behind it is simple - to make your LinkedIn Summary area what I call "client-facing," meaning it's all about what you can do for your customer rather than reading like a virtual résumé.

Note that I use ALL CAPS for sections like "WHAT I DO" and "WHO I WORK WITH" to help those headers stand out on LinkedIn, which (as of this writing) doesn't allow you to use bold or italic text on your profile page.

Here is the script:

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

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.



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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].

Look Here: Great LinkedIn Summary Examples

And there you have it! If you want to see some great examples of how LinkedIn Riches students of mine have followed this format to near perfection, check out these profiles on LinkedIn:

- [Brennen Lukas](#) (Small Business Owner)
- [Lisa Anderson](#) (Financial Services)
- [Bill Prater](#) (Business Coaching)
- [John Hawkins](#) (Speaker)
- [Bob Losey](#) (Sales)
- [Allison Kemp](#) (Coaching/Training)



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Look Here: More Great LinkedIn Summary Examples

Since I started back in 2012, I've been fortunate to *personally* rewrite the LinkedIn profiles of international bestselling authors, speakers, entrepreneurs and business leaders.

Here's a look at how I formatted some of their LinkedIn Summary sections to give you more inspiration:

- [Chris Brogan](#) (Marketing)
- [John Lee Dumas](#) (Podcasting)
- [Ray Edwards](#) (Copywriting)
- [Bob Burg](#) (Sales)
- [Dan Miller](#) (Coaching)

Your Turn - Put The Template To Work!

Now it's your turn - take the LinkedIn Summary template I created and get going! Just copy-and-paste it into your LinkedIn Summary section, and fill in the blanks.

I can't wait to see what you come up with!



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Want to Fast-Track All My Best LinkedIn Tips?

Each week, I have free, online trainings where I walk you through the EXACT systems, strategies and shortcuts I've been sharing with my LinkedIn Riches students since 2012.

Just click the image or text below to join me on an upcoming session:

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- ★ Case Study: \$135k of Revenue in Just 90 Days on LinkedIn
- ★ The Proven, Step-by-Step System to Sell Your Products or Services on LinkedIn ... in just 30 minutes a day (or less)



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About the Author

John Nemo is a bestselling author and LinkedIn Trainer who has helped hundreds of Small Business Owners, Business Coaches, Consultants and other professionals generate nonstop sales leads, clients and revenue with LinkedIn since 2012.

John has personally rewritten LinkedIn profiles for international bestselling authors, entrepreneurs and business leaders like Chris Brogan, John Lee Dumas, Bob Burg, Ray Edwards, Dan Miller, Jairek Robbins and many others.

Learn more about John and get a free copy of his bestselling book "LinkedIn Riches!" online at www.LinkedinRiches.com

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