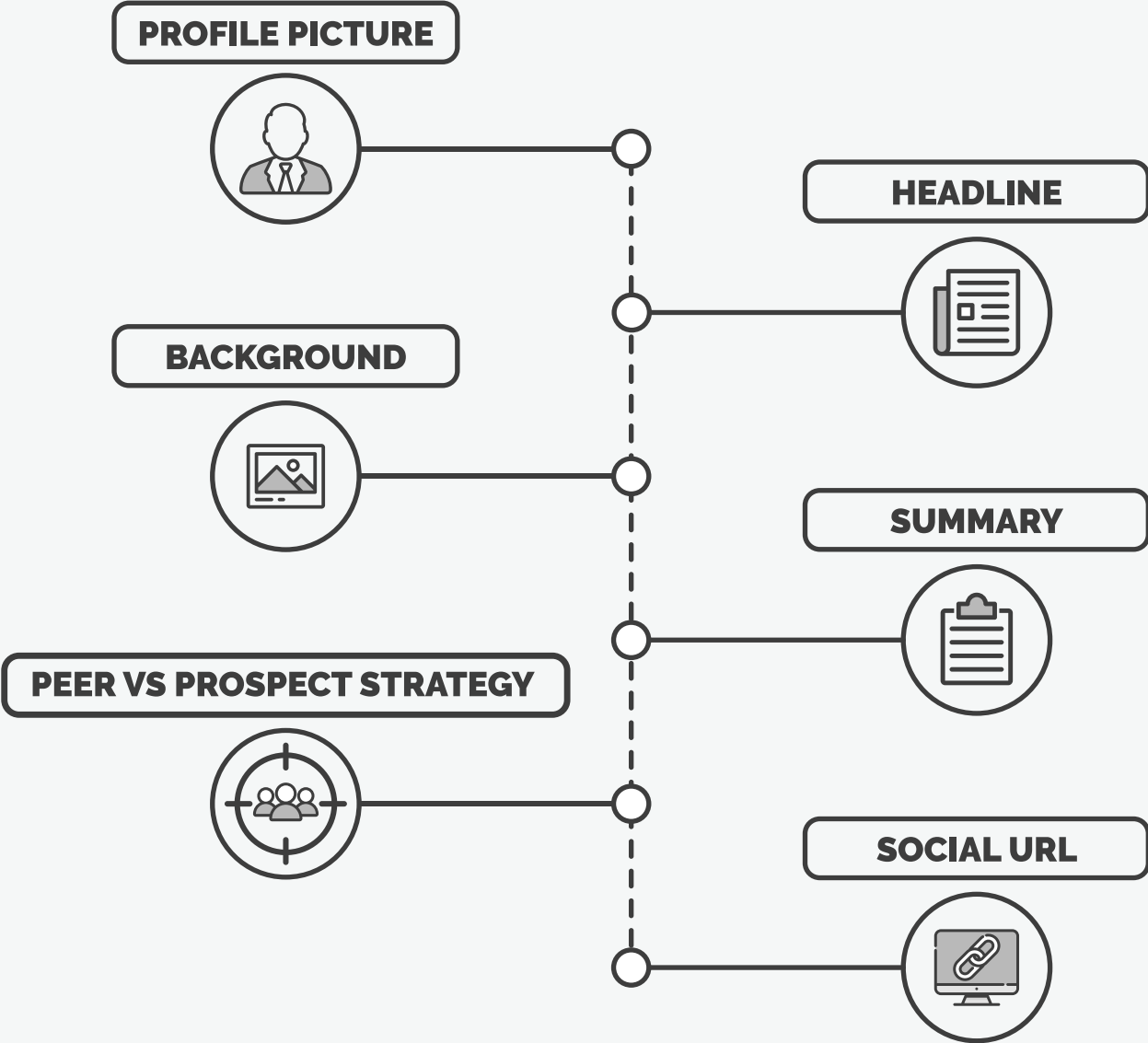


 INFLUENCER
P R O J E C T

INFLUENCE FAST START | MODULE 3:
PROFILE AUTHORITY
OPTIMISER

THE PROFILE OPTIMISER FRAMEWORK™



THE PROFILE OPTIMISER FRAMEWORK™ | PROFILE PICTURE

DO YOU HAVE A PROFESSIONAL PROFILE PHOTO?



KEY TIPS:

NEVER use your company Logo

Choose a photo that actually looks like you.

Make sure your face takes up at least 60% of the frame.

Choose the right expression.

Wear what you'd wear to work.

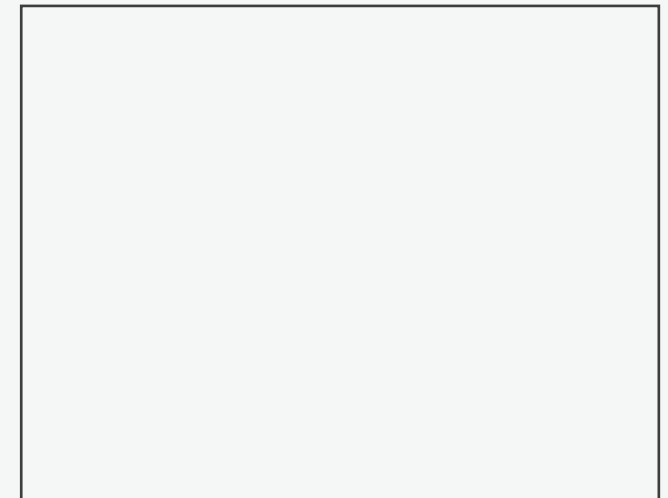
Choose a background that isn't distracting.



SAMPLE



CREATE YOUR OWN





PROFILE
PICTURE



HEADLINE



BACKGROUND



SUMMARY



PEER VS PROSPECT
STRATEGY



SOCIAL URL

THE PROFILE OPTIMISER FRAMEWORK™ | HEADLINE

WHAT VS. WHO: WHAT IS THE BEST WAY TO DESCRIBE THE PROBLEM THAT YOU SOLVE?

*Choose Key words that people would use if they wanted to search for a solution in google e.g.
Financial Planner Brisbane*

SAMPLE

Andrew McWhirter • 2nd

► LinkedIn Lead Generation ► LinkedIn Strategy ► LinkedIn
Mentor ► LinkedIn Sales Growth ► LinkedIn Sales Strategy

Brisbane, Australia

CREATE YOUR OWN



THE PROFILE OPTIMISER FRAMEWORK™ | BACKGROUND

WHAT KEY WORDS WOULD BE MOST RELEVANT FOR YOU AND SHOULD BE USED ON YOUR BACKGROUND?

Again, Choose Key words that your target market would use if they wanted to search for a solution to their problem.

SAMPLE



CREATE YOUR OWN



THE PROFILE OPTIMISER FRAMEWORK™ | PEER VS PROSPECT STRATEGY

PEERS / PROSPECTS - WHO ARE YOUR IDEAL PROSPECTS YOU SHOULD BE CONNECTING TO?

Surround yourself with people you would want to do business with, not people who are your peers.

SAMPLE

People ▾ Australia ▾ 1st ▾ Current companies ▾ All Filters Clear ⓘ

UK Pension Transfer Test - Take a 3-minute eligibility test now, immediate results. Not St

Showing 249 results

- Nicholas Grives** • 1st

CEO at Fixarim Pty Ltd
Brisbane, Australia
Current: CEO at FIXARIM Pty Ltd
91 shared connections

[Message](#)
- Simon Moore** • 1st

President and CEO at Squire Mining LTD
Queensland, Australia
Current: President and CEO at Squire Mining Limited
120 shared connections

[Message](#)
- Ian Perkins** • 1st

Director at Blurb Consulting
Brisbane, Australia
Current: CEO & Chief Strategic Advisor at Blurb Consulting
115 shared connections

[Message](#)
- Richard Lindner** • 1st

Chief Executive Officer at YUPI
Brisbane, Australia
226 shared connections

[Message](#)
- Dr. Mike Gosling** • 1st

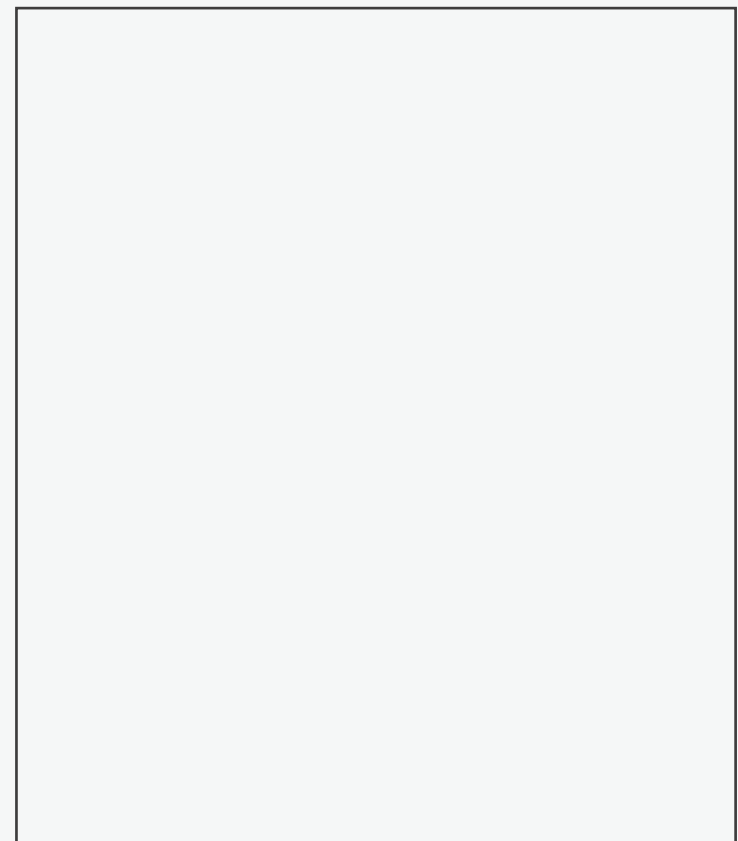
Leader in Emotion Management - Executive & Relationship Coach
Brisbane, Australia
Current: CEO and Founder, Executive Coach & Trainer at Gosling International
64 shared connections

[Message](#)
- Peter O'Neill** • 1st

Owner - Lextar Consulting
Brisbane, Australia
58 shared connections

[Message](#)

CREATE YOUR OWN





PROFILE
PICTURE



HEADLINE



BACKGROUND



SUMMARY



PEER VS PROSPECT
STRATEGY



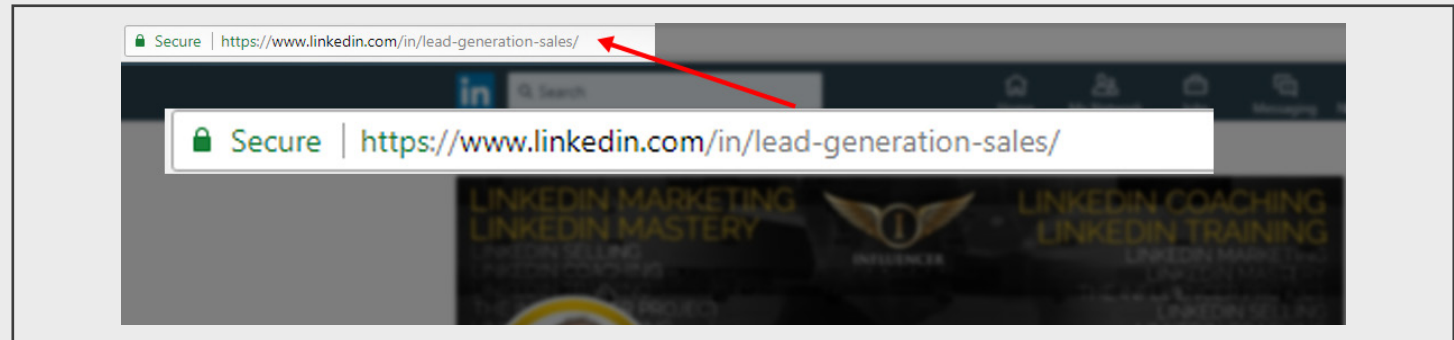
SOCIAL URL

THE PROFILE OPTIMISER FRAMEWORK™ | SOCIAL URL

WHAT WOULD SOMEONE TYPE INTO GOOGLE IF THEY WERE CHASING YOUR SERVICE? WHAT URL BEST SUITS YOU?

Change your URL to rank higher and be found through GOOGLE. Remember your key words can make a powerful LinkedIn URL.

SAMPLE



CREATE YOUR OWN

