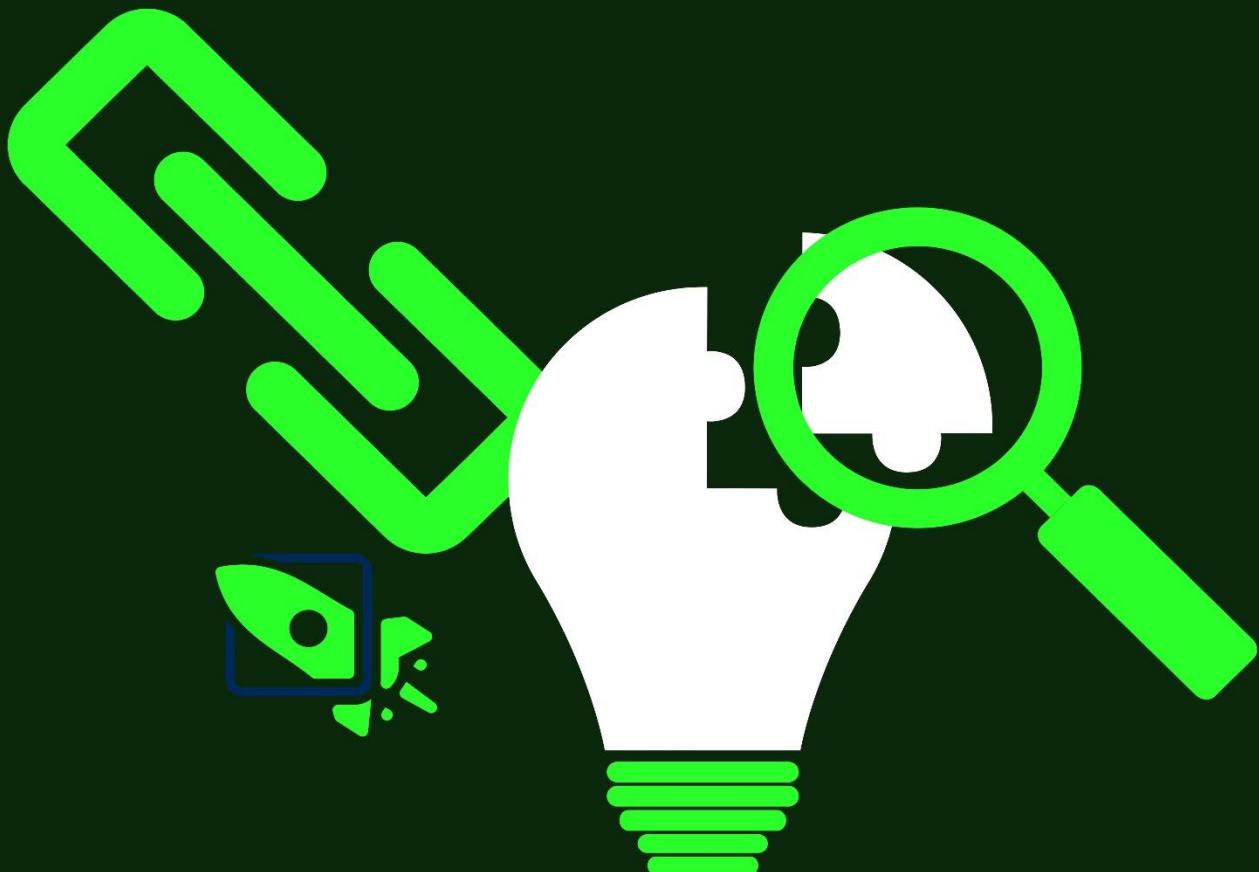


— **LINKEDIN** —



PROFILE TO PROFITS

A GUIDE TO OPTIMIZE YOUR LINKEDIN THAT ATTRACTS 3-5 receive inbound leads on a daily basis



MOIN RAJPOUT

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The beautiful thing about learning is that.

Nobody can take it away from you.

..... Moin Ali Rajpoot....

CATALOG

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Section 1:

1: Me? Who Am I? But why only LinkedIn?

I'm Moin Ali Rajpoot. I have been freelancing in the e-commerce field for the past 5 years. I finished my undergrad and now I'm studying Computer Science at an American university. I assist founders and entrepreneurs in developing brands on Amazon that expand them. business within a 90-day period.

Five years ago, I was an unknown freelancer, always pondering how to stabilize my income.

I have worked on many projects. Where should I find new clients, and which project should I work on next? It was always on my mind.

I made many posts of all kinds and wondered how LinkedIn works without thinking. I took many courses, read numerous books, and watched hundreds of YouTube videos. Finally, I understood how it works.

I learned how to work on LinkedIn and how wonderful it is here. I have not seen any other platform where people help each other and are so supportive as they are on LinkedIn. The best thing here is that you find good, honest, and real people with genuine stories. You will see professional individuals who support each other and share their successes here.

Up to now, I've:

- When I understood how LinkedIn works, I gained over 1k followers in just 3 months.
- I've been getting more than profile views and quite a few posts impression. I also get 3 to 5 inbound leads from my profile and content every day.
- Audited 300+ LinkedIn Profiles
- Helped 500+ freelancers with 101 consultations.
- Ready 10+ LinkedIn profiles
- Managed profiles of founders from 50 countries and helped them generate leads.
- (inbound and outbound) for their business.

I'm not telling you that I'm a big expert on LinkedIn, but what I've learned over three years, you will learn by reading this book. I guarantee that after reading this book, you will never be without a client.

In this eBook, I will discuss the most important topic of optimizing your LinkedIn Profile.

2. Why should you read this eBook?

You will discover how to:

- Important your profile to attract and convert casual visitors into valuable paying clients.
- Be the exception rather than the rule.
- Include audience-grabbing stories in each area.
- Removing distractions with backend settings.
- Make use of a proven strategy to create a headline that highlights your offer.
- Build lead magnets that result in profitable business.
- Write About area that tells your story.

"A personal brand is your promise to the marketplace and the world.

Since everyone makes a promise to the world, one does.

not have a choice of having or not having a personal brand. Everyone has one."

—Tom Peters,

3. What is LinkedIn, why should we use it, and how do we optimize it?

What is LinkedIn:

LinkedIn is a business and employment-focused [social media platform](#) that works through websites and mobile apps. It was launched on May 5, 2003 by [Reid Hoffman](#) and [Eric Ly](#).^[6] Since December 2016, LinkedIn has been a wholly owned subsidiary of [Microsoft](#).^[7] The platform is primarily used for professional networking and career development, and allows jobseekers to post their [CVs](#) and employers to post jobs. From 2015, most of the company's revenue came from [selling access to information about its members](#) to recruiters and sales professionals.^[8] LinkedIn has more than 1 billion registered members from over 200 countries and territories.^[9]

LinkedIn allows members (both workers and employers) to create profiles and connect with each other in an online [social network](#) which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.

Why should we use it?

An increasing number of businesses use LinkedIn to screen and recruit potential employees. Creating a LinkedIn account can therefore significantly enhance your job search. Once you've signed up, you can add information to your profile page, which is a summary of your skills and employment history that effectively serves as an online resume.

The screenshot shows a LinkedIn profile for Henri Rousseau. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, and Messaging. Below the navigation bar, the user's profile picture and name are displayed: Henri Rousseau, Mechanical Engineer. The profile is divided into sections: Experience, Education, and Skills & Endorsements. The Experience section lists two positions: 'President and CEO' at 'Ropeway Engineering' (from Jan 2010 to Present) and 'Project Team Leader' at 'EMI Mechanical Solutions' (from Aug 2004 to Dec 2010). The Education section shows 'NC State' with a 'Bachelor of Science (BS), Engineering' degree from 2000 to 2004. The Skills & Endorsements section lists 'French' and 'Engineering'. There are edit icons (+ and pencil) next to each section.

Experience

President and CEO
Ropeway Engineering
Jan 2010 – Present · 9 yrs 3 mos
I manage a small team of dedicated engineers to provide innovative solutions for my clients. I'm intimately involved in every step of the process, from negotiating the original contract, to on-site management, to final project completion. No job is too big or too small for our team.

Project Team Leader
EMI Mechanical Solutions
Aug 2004 – Dec 2010 · 6 yrs 5 mos
Responsible for creating and implementing a variety of projects for different clients. Promoted to Project Team Leader after two years. Managed a small team of motivated engineers developing new projects.

Education

NC State
Bachelor of Science (BS), Engineering
2000 – 2004

Skills & Endorsements

Add a new skill

French

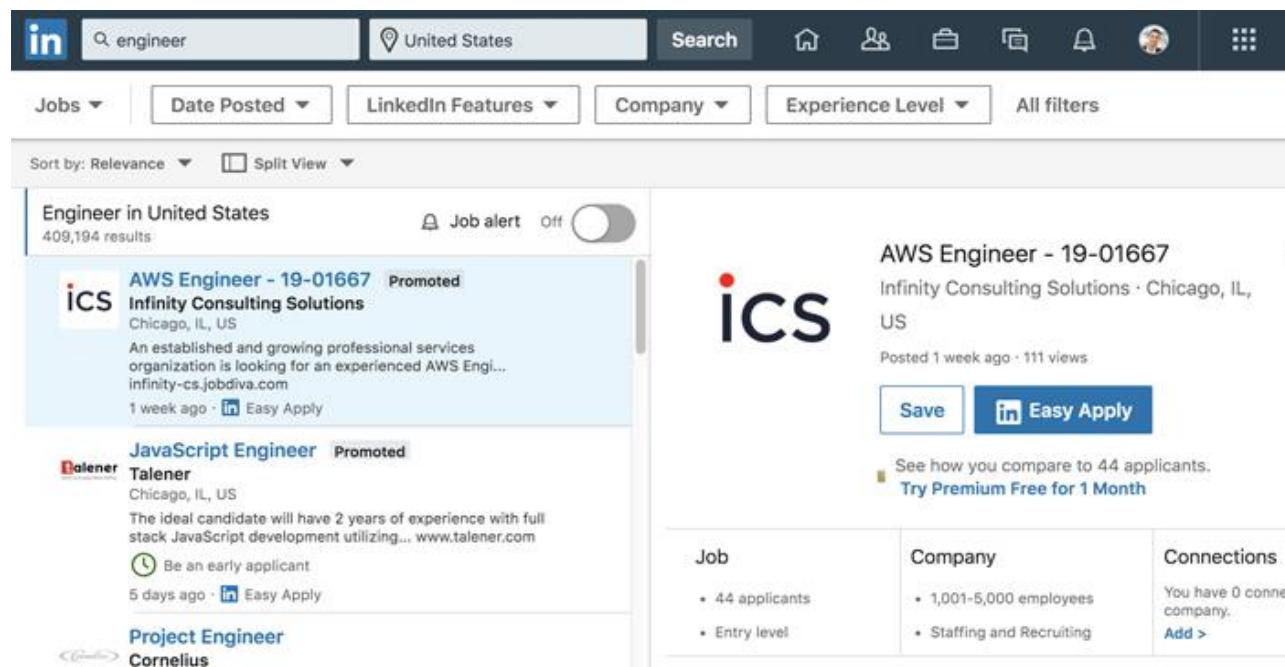
Engineering

To build your network, you can add contacts (also known as **connections**) with other LinkedIn users. As you make connections, you'll be able to get skill endorsements, ask for recommendations, and find new job opportunities.

You can also join **groups** focused on various companies, industries, and occupations. Groups can keep you up to date on the latest news in your field, as well as help you find others who share your professional interests.

Job search tool

LinkedIn offers a powerful job search tool that helps you find job openings worldwide. You can filter the results by company, experience level, and other criteria. Additionally, some listings feature an Easy Apply option, enabling you to apply with just a few clicks using your LinkedIn profile information.



The screenshot shows the LinkedIn job search interface. The search bar at the top contains 'engineer' and 'United States'. Below the search bar are several filters: 'Jobs', 'Date Posted', 'LinkedIn Features', 'Company', 'Experience Level', and 'All filters'. The main search results are displayed in a grid. The first result is for an 'AWS Engineer' at 'Infinity Consulting Solutions' in Chicago, IL, US. It is a promoted listing. The second result is for a 'JavaScript Engineer' at 'Talener' in Chicago, IL, US. The third result is for a 'Project Engineer' at 'Cornelius'. To the right of the search results, there is a detailed view of the 'AWS Engineer' listing. It shows the job title 'AWS Engineer - 19-01667', the company 'Infinity Consulting Solutions', the location 'Chicago, IL, US', and the posting date '1 week ago'. There is a 'Job alert' toggle switch, a 'Save' button, and an 'Easy Apply' button. Below the job listing, there is a call to action 'See how you compare to 44 applicants. Try Premium Free for 1 Month'. At the bottom, there is a table comparing the job to the company and connections.

Job	Company	Connections
• 44 applicants	• 1,001-5,000 employees	You have 0 connections.
• Entry level	• Staffing and Recruiting	Add >

From making first impressions with employers to communicating with colleagues, LinkedIn can be a useful career tool. Fortunately, [creating an account](#) is free, and it only requires your email address.

If you take the time to learn how to use LinkedIn, it can make a big impact on your professional life.

Now, how do you create an account? If you can't figure it out, watch some YouTube videos. Let's move forward.

A few years ago, LinkedIn was considered just a job portal where entrepreneurs and HR professionals looked for and posted jobs. However, it has now become a social business platform.

Freelancers, solopreneurs, Entrepreneurs, and Agency Owners post their personal and professional stories.

Do successful people on LinkedIn do anything different?

No,

They just share their experiences, stories, client relationships, and their work. Those who succeed are doing this. You should also focus on personal branding on LinkedIn, and you will be among them in a few months.

Why do we optimize it?

Optimizing your profile is essential to make a strong impression and attract potential clients. For instance, imagine you're a freelance graphic designer with two profiles. The first, lacking information, leaves clients uncertain. However, an optimized profile with a professional bio, portfolio, and testimonials immediately captures attention and instills confidence.....

By optimizing your profile, you increase your chances of converting casual visitors into paying clients.

Similarly,

When we build a building, it stands strong because its foundation is strong. Likewise, clients come to our LinkedIn profile, but they will only stay if our LinkedIn profile is strongly optimized. If it's not, they won't stay.

In this era,

It's not about B2B or B2C, but rather about P2P (person-to-person) interactions.

People like to interact with successful entrepreneurs, business owners, founders, and coaches. Your personal brand is your LinkedIn profile.

..... "MOIN ALI RAJPOUT "">>>>

Searching for a job?

When you apply for a job, you are often asked for your CV. I suggest you optimize your LinkedIn profile and use its CV download feature.

This increases your chances of getting a job. Even if you create a CV in Word, companies might still ask for your LinkedIn profile. Therefore, optimize your LinkedIn, download the CV from there, and use it.

This will help you get a job and increase your value compared to using a simple CV.

Are you a businessperson?

If you are a company founder and LinkedIn is where your target market is, you need to make the most of your profile to highlight your services, products, and case studies.

On LinkedIn, you can find everything you need for your business.

Do you want to work with clients as a freelancer?

If you are a freelancer like me, then get your LinkedIn ready.

It's not an issue if you're not getting new projects. Keep sharing your story, experiences, and case studies. This will help.

By building and interacting with your network, others will get to know you. You will attract an audience eager to learn and clients who will buy your services.

Newbies

If you're just starting out and are unsure which skill to develop:

Optimize your LinkedIn profile and showcase yourself as a learner.

Share your learning process until you understand or adopt money-making skills.

You too are a brand.

Whether you know it or not. Whether you like it or not.

Section 2:

Be LinkedIn Ready

1: How to Prepare Your Profile Picture and Headline to Look and Perform Better

Moniker: Use your real name as it appears on your ID card or documents and avoid using nicknames like Amazon King or Papa's Boy.

Write as your moniker is:

For instance: **Moin Ali Rajpoot**

Profile Image: Your profile image reveals who you are and makes you look professional, which helps people trust you more.

Here's how to make your profile photo stand out.

First, take a high-quality headshot photo.
Ensure your face is directly facing the camera.
Use a branded background color.



This color should be consistent in your posts, banners, and everywhere else to establish your branding.

Upload your profile image to pfpmaker.com add your branding color to the background, and your profile image is ready.

Headline to Look and Perform Better:

{your profession} helping {your ideal clients} get {desired results} in X days with/through. {your unique offer/skill} | {targeted keywords*3}

Or

I help [target audience] do [thing] | [position] at [company] | {targeted keyword}

Moin Ali Rajpoot 

Amazon FBA Private Label Specialist helping Bussy Founders and Entrepreneurs build Brands on Amazon Manging 7 & 8-figure Clients with Proven Success sign more Clients in 90 days || Amazon PPC

Edit the URL yourself: Customize your LinkedIn URL to improve discoverability and make it easier for others to find and connect with you.

Create the URL yourself in this format.

(www.linkedin.com/in/yourname-skill)

You can personalize the URL yourself using these steps.

- Go to your profile.
- In the right corner, you'll find the public profile & URL.
- Click on the pencil icon.
- Change your URL.



[linkedin.com/in/moinaliamazonprivatelabel/](https://www.linkedin.com/in/moinaliamazonprivatelabel/)

3. Service-Oriented Banner, Highlighted Section Displaying Your Deals (Featured Section):

Service-Oriented Banner: Your banner is very important as it shows how helpful and beneficial to you will be if they work with you.

Showcase your value by highlighting the benefits your clients will gain.

Whenever they take your service, always give them something extra and ensure high-quality work. Always provide something additional with every service they take from you.

You can design this banner anywhere, but Canva is the best. If you need premium Canva access or any tools, I can provide them to you. Just inbox or email me. Book a call in the future section.



(Featured Section): Just as your other elements are important, your future section is also, very important. Keep this in mind while creating it.

Remember, until we focus on mastering one skill, we cannot achieve success. As long as you keep wandering, thinking "I can do this or that," you won't excel. Focus on one skill! so that clients find it easy to get your services.

Offer only three services, and I'll guide you. If you must offer more, don't exceed three.

If you say: I can write you blogs, articles, YouTube scripts, LinkedIn posts, or anything. Amazon brand build and PPC.

Did you leave out how the client would know about your service?

So, 3 or 4 offers only.

- Free ticketing- Free eBook as you wish your skill related eBook,
- Medium ticketing- Consultation (30 min)
- Advanced ticketing A to Z Amazon Build brand services (for 90 days) or LinkedIn or other skill as you have

Featured



Link

BOOK A 30 MINS CONSULTATION

LETS TALK ABOUT YOUR BRAND

Moin rajpout

Calendly

Link

7 AND 8 FIGURE CLIENTS WITH PROVEN SUCCESS

moin rajpout on Behance

Behance

Dedicated and results-oriented Amazon Private Label Expert with a proven track record of success in driving profitability through strategic product development and optimization. Leveraging a...

Link

@moinalii

moinalii | Instagram | Linktree

Linktree

ALL LINK IN ONE FRAME

You can add your best post, which received a high level of engagement, impression, comments, and likes, to add this post in featured section.

To add the featured section, follow these steps.

- Go to the Add Profile section.
- Go to recommended!
- Click on the featured section.
- Add your Calendly call link.
- Give it a Title -Book a 1:1 Call.
- Write a description to add curiosity.
- Add a thumbnail (make one use Canva or hire a graphic designer)

4. Creator Mode that describes what you said:

Creator Mode is no longer available on LinkedIn. It has been removed in the latest update. I will list the new updates below. If you want, I can help with that; otherwise, you can skip this topic.

Feature	Change	Expected
Creator Mode on/off toggle	The toggle to turn creator mode on and off in the Resources section of your profile.	The creator mode on/off toggle will be removed March 2024
Profile changes	The Connect button on your profile will change to Follow . We'll display the number of followers you have in your profile introduction.	You will have the option to choose the Follow or Connect button as the primary action on your profile. Your primary action will remain Follow unless you update it. March 2024
	When someone sends you a connection request after you turn on creator mode, they will also follow you while they await your response. Even if you decline their invitation, they will still follow your posts until they manually unfollow.	If the primary action on your profile is Follow , you will still have this feature. Available
	You can display the topics you post about in the About section of your profile as hashtags.	Profile hashtags/topics will be removed. February 2024
	We'll highlight your original content on your profile by moving your	You're About section will move to the top of your profile so that March 2024

	<p>profile to drive traffic to your website, content, upcoming event, etc.</p>	<p>people can easily grasp your professional story.</p>	
	<p>You can add a link to the introduction section of your profile to drive traffic to your website, content, upcoming event, etc.</p>	<p>You can add a link to your profile by using the feature Add or remove a custom button from your profile.</p>	Available
Get discovered	<p>You become eligible to be featured as a suggested creator to follow so that potential followers can find you and your content across LinkedIn.</p>	<p>If you had creator mode on, you can still be eligible to be featured as a suggested creator to follow the creator mode on/off toggle is no longer available.</p>	Available
Access to creator features	<p>If you meet the access criteria, you get access to sharing tools such as LinkedIn Live, Audio Events, and Newsletter.</p>	<p>If you had access to LinkedIn Live, Audio Events, and Newsletter with creator mode on, you will still have access to these sharing tools.</p>	Available
	<p>You can access Analytics & tools, a central location to access sharing tools and resources for creators.</p>	<p>You will still be able to access your Analytics & tools by selecting the Post impressions count on the left pane of your feed.</p>	Available
	<p>You can get access to creator analytics, which includes combined post analytics and audience analytics.</p>	<p>You will still be able to access your creator analytics from the Analytics section of your profile or by selecting the Post impressions count on the left pane of your feed.</p>	Available

You can access your Follow link to easily share a personalized link or button on your web channels, email, or other platforms.

If you had access to the Follow link with creator mode on, you will still be able to access it under **Analytics & tools**.

Available

5. An about section that tells who you are that tells your story and action:

- Write about storytelling formats.
- Keep in mind the AIDA formula.

Attention-Begin with an intriguing question that addresses your clients' pain points.

Interest-Describe their problems, then introduce yourself and explain how you can help solve them.

D- Desire-Show them the benefits they'll gain from your services. Outline the steps included in your service.

A-Action-End with a strong Call to Action.

List what's included in your services with bullet points.

Add testimonials and client names or references to build credibility.

Look at my about section.

About



Do you find it hard to stand out on Amazon and wish you had more time to focus on helping your brand instead of growing it?

As an Amazon Specialist, I help agency founders and entrepreneurs sign more clients build a brand, and grow organic sales on Amazon.

I have 5 years of experience. I can help any client who wants to build a brand from scratch on Amazon or needs assistance with LinkedIn.

Rather than just aiming for likes, my results-focused methods get you qualified potential customers and grow your business within 90 days.

I've helped 9+ agency owners build personal brands including USA's no 1 brand owner and grab partnership opportunities through their brands whether it's on Amazon, any other retailer website, or your website and A-Z manages the store.

Here's how I will help you:

- 1:1 Consultation to guide you on how you can grow your brand on your own
- Store Optimization to help you rank on Amazon Search Results
- Manage your Amazon Store on your products that get you leads
- Engage with the community to grab more customers in your store.
- Outreach potential prospects and book qualified meetings for your business

Add top skills in the About section.

Top skills

Amazon private label • Amazon ppc • Store Optimization • build brand • Teamwork



6. Experience section that shows how capable you are:

Your experience should provide detailed accounts of your work history.

Turn your work experience into a captivating story.

Add three things to the experience section.

- What challenges did the Company have before onboarding you?
- What you did.
- What outcomes do you help them accomplish?

Remember, it is your brand, not your regular CV.

Add feelings too....

← Experience



Amazon Private Label

Amazon Leomind Agency · Self-employed

Jul 2020 - Present · 3 yrs 11 mos

Florida, United States · Remote



At Moin's Agency, I am helping agency founders / Coaches build brands on Amazon, through:

- optimized Stores
- product hunting, sourcing, and listing
- Run PPC And Use Stertiges
- Getting Leads to grow the business
- Outreaching their prospects with my proven strategy
- Build brand grow all over the world

Skills: Amazon private label · Pay Per Click (PPC) · Project Management · Communication · Teamwork · build brand · Store Management · Store Optimization · digital marketing · eBay · Etsy · walmart · Graphic Design · Web Development · Artificial Intelligence (AI)



Instructor

Extreme Commerce · Self-employed

Sep 2022 - Present · 1 yr 9 mos



7. Skills section shows your capabilities and boosts them:

Add up to 50 skills and seek endorsements for them to boost your visibility and

credibility. Here's how to get endorsements for your skills:

- Visit profiles of creators who have the same skills.
- Endorse 10 of their skills and send them a message saying, "I have endorsed your skills, and I would appreciate it if you could endorse me back."
- If you do this for 10 creators each day, 90% of them will endorse your back.

Note: You can only endorse the skills of your 1st connections.

Personal Branding



Recognized as a Top Personal Branding Voice on LinkedIn



Personal Branding School



Endorsed by 5 people in the last 6 months

8. Recommendations Section for building trust with potential clients:

This is also the most important section of your profile.

Recommendations build trust and convince your clients to get your services.

Request recommendations from colleagues, supervisors, or clients who can vouch for your skills and work ethic.

Don't take fake recommendations ever!

9. Projects and certificates, like framed reminders, showcase your

Achievements: Talking about your work increases attention by 35%.

If you think bragging isn't good, forget it.

- The more you flex about
- Yourself
- Your wins
- Your success
- Your projects

the more clients you will get.

Make good use of this section and highlight any relevant projects, certifications, or courses you've completed.

Showcase your ongoing commitment to professional development.

Here's how you can add projects:

Make a case study of the work you did for your clients.

Go to Canva and search for carousels.

Add your text and describe what you've done.

Add images, results, and stats of your work.

Export it in PDF format.

Post it in document form on LinkedIn.

Licenses & certifications

+

0



Multichannel Masterclass

lemlist

Issued May 2022

Show credential

▼ Multichannel Masterclass, LinkedIn personal branding and +1 skill



Multichannel Masterclass Certificate - Moin Rajput.pdf

It was such a pleasure participating in this Multi-channel Masterclass!

...



Social Media Manager Joanna Yung

JOANNA YANG

Issued Jan 2021

Show credential

▼ Social media handling . social manager and +1 skill

Add the link to that post to the projects section.

You can also add certifications.

Opportunities don't happen, you create them.

Chris Grosser *Business Entrepreneur*

Section 3:

Optimizing Your Profile for Success:

1: Write complete details in the contact info so everyone can reach you.

- Email address
- Website link- you can add your portfolio link too.
- Birthday (you can hide it through settings)

Moin Ali Rajpoot

Contact Info

 Your Profile

linkedin.com/in/moinaliamazonprivatelabel

 Website

behance.net/moinrajpout (Other)

 Email

moinalirajpout@gmail.com

 Birthday

2. Create a lead magnet to achieve maximum growth:

Research: You can use any AI tool, whether it's ChatGPT, Gemini, or Claude, wherever you prefer:

- **Write** "I am a {your profession} and I want to make a lead magnet to grab more! clients from LinkedIn. Suggest 10 lead magnet ideas and give brief descriptions too.

Best one my Method: You can go to Etsy.com and search for your skills, such as "Amazon Private Label" or any other relevant skill.

There you will find many templates and ideas.

2- Create:

- Go through those templates.
- Choose 1 idea.
- Work on it, make a document to collect details
- Add it to your feature section.
- Redirect your audience to the lead magnet through your posts.

You will never complain that you cannot generate leads on LinkedIn.

3: How to set up backend settings or business pages effectively?

Backend settings:

You can see a section titled "People Also Viewed" now "Other similar Profile" show on your right sidebar.

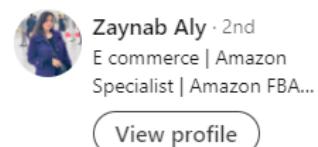
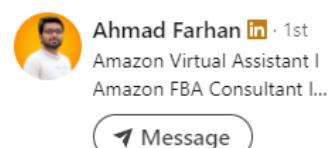
This section belongs to your competitors and can distract your clients. Always keep it turned off.

People also viewed



All you must do is:

- Click on your profile picture.
- Go to settings and privacy.
- Go to general preferences.
- Click on "people also viewed".
- Turn it off.



Business page effectively Setup: If you have done all the things I told you, you are now ready to set up your business page. Let's set up the page together.

You can name your page whatever you like and use it to showcase what you do and how you do it.

Even if you're freelancing and not planning to start an agency, you can still create a business page and list yourself as self-employed.

You don't need to create separate content for the business page; just repost your personal posts, and you're all set.

It will help you more\$\$\$\$\$

How:

- Click on "for business" at the top of your profile.
- Click on "Create a business page".
- Select Industry.
- Select the number of employees (1-10)
- Add your logo (create one using Canva).
- Add your banner (create one using Canva).

I trust you will appreciate my eBook "LinkedIn Profile to Profits, I poured all my experience into this guide to make it the ultimate free resource for turning your profile into a profit machine.

Many of my friends have inquired, why are you sharing all your valuable knowledge for free? You could easily charge a significant amount for this eBook.

I hear them loud and clear; a paid option might be great! But for now, making this free ensures everyone can benefit from these LinkedIn hacks.

Stop wasting time on LinkedIn and start attracting your dream clients! My free eBook equips you with all my proven strategies to generate leads and grow your business.

Get your copy VOI-LA!

I can honestly tell you straightforward facts about every skill, but I know people don't always accept it easily. You can connect with me well in meetings, book 101 consultation and now you can check that your profile is ready up to the "Bounce Chapter." If you move forward from here, you'll

learn how to create posts, generate leads, and handle everything. But first, make posts and run LinkedIn. Reading the chapter will benefit you even more. Let's continue with the topic.

Bonus

Section 4: Lead Generation & LinkedIn: High-Earning Content

1: How to gain 3-5 inbound leads daily!

I strategically transformed my LinkedIn profile into a powerful landing page.

Showcases

- Who is Moin?
- What I do
- How to take my services

Now, let's talk about the main points of content creation.

There are two primary content types:

- Informational
- Personal Experiences

The internet is filled with information; it's our job to conduct the research.

Personal experience is one's own. You have and the thoughts that come from the mind.

In my view, combining these two elements creates a personal brand, or you can adopt them to become a brand yourself.

If you want to attract clients with your content, never share information copied from the internet. Instead, take ideas and use your personal experiences.

Keep this in mind while creating posts.:

- You are capable.
- You must build trust.
- You are authentic. (If you do this and post consistently for 3 months, clients will come to your inbox to offer you work.)

Content sales pipeline use to attract high-ticket leads:

You can learn by keeping the marketing Rule in mind.

- TOFU (Top of the Funnel sales pipeline) 6 post
- MOFU (Middle of the Funnel sales pipeline) 3 post
- BOFU (Bottom of The Funnel sales pipeline) 1 post

Top of the Funnel Sales Pipeline:

- Personal Stories

Middle of the Funnel Sales Pipeline:

- Target audience content
- How to (change how I)
- Industry trend

If you want more, then do some research.

Bottom of The Funnel Sales Pipeline:

- Case studies
- Testimonials
- Your process

Here's how this strategy will work as a Sales Pipeline

TOFU - Draws a larger audience and captures more attention to your profile.

MOFU - Filters out the audience and the people interested in your work stay with you.

BOFU- the audience you've been taking along gets converted.

And that's what you call qualified leads.

Understand this funnel as:

TOFU- Motivational content (your personal stories)

MOFU- Educational content (industry-related content, how to content)

BOFU- Promotional content (Testimonials, case studies, your work process) rephrase this line.
If you are still confused about understanding content and the sales pipeline, book a 101 consultation.

If you need a template, you can get ideas and templates from my LinkedIn posts, including the entire funnel.

And Voi-la

2: How do I write LinkedIn content to attract high-earning clients?

I have been on LinkedIn for the past 5 years, but it is only recently that I have started to love my work because I found content. If you also love your work, you will find content too.

Could it be that the primary reason you are not producing content on LinkedIn is due to a lack of passion for your work? (Reflect on this)

If you are passionate about your work,
You can discuss it for hours.
You can write about it daily.
You can attract and close deals easily.

And if you don't love your work,
↳ Change your skill set
↳ Learn something new
↳ Listen to podcasts
↳ Create content
↳ Attract leads
↳ Make \$\$\$

For instance, I am interested in collaborating with agency founders and entrepreneurs.
What do they want?
they want to build their PERSONAL BRAND ON LINKEDIN

What are their pain points?
They DON'T HAVE TIME, energy and don't want to spend a lot.
Now, I am clear with my buyer persona and their pain points.

I will be implementing a content strategy that includes TOFU, MOFU, and BOFU stages.

TOFU (motivational content)
• How agency founder (who's already an authority) built his personal brand.

MOFU (educational content)
• How to write posts that get leads without investing hundreds of hours

BOFU (promotional content)
• How I assisted X in developing his personal brand and acquiring more clients

Now, if you are a website developer and want to attract high paying clients.

Start talking about your services in your content.

- Write how X brand is using website developer to grow.
- Write how you can help.
- Write how you helped others.

And that's how you can increase awareness, build trust, and convert leads into paying clients.

Having an optimized profile alone or talking about your skill will never get you leads.
You must tell them why you are best.

There are hundreds of people offering the same service as you.

But why are you different?

Why are you unique?

Why should they buy from you?

You must tell them through your content.

You must motivate.

You must educate.

You must promote yourself.

Now answer this.

1. Do you want likes or leads?
2. Do you want followers or clients?
3. Do you want to be a creator or consumer?

I assume,

you want leads, show why are you the best.

You want clients, tell how you've helped others.

You want to be a creator; publish the post you want.

That's it.

Let's create content and get more clients.

Still, confused about how to create content?

Book a 1:1 Call and let me help you out (personally)

How I write 9 LinkedIn posts in only 45 minutes:

For the past 5 years, I have been doing Amazon private labeling, creating brands for many clients, and optimizing listings. When I write my content for listings, I keep in mind what I am focusing on and what my goal is. My content is of what type?

Do you think about the same thing when you write your posts?

- Write a personalized hook ("how I")
- Topic ideation
- Choose a content type.
- Start with storytelling.
- Write actionable tips in body (how you can too)
- End with a CTA inviting others to engage, comment.

But wait!!!

How to do topic ideation?

How to gather ideas?

How to think?

You don't need to waste your time thinking about a topic to create content.

Here's how you can do topic ideation:

Make a Swipe file:

You can make a swipe file on Trello, notion, or docs.

- Loved a post, copy, and paste it in your swipe file.
- Loved a hook, paste it there.
- Got a quick idea, paste it.
- Loved post, save it.

Use tools like

- Taplio
- Tweemex
- Tweethunter

Go through the tools.

Search for your keyword.

See best performing post.
Note down the hooks or content.

Enjoy reading this, and I will discuss the remaining Bounce of the topics section with you in my newsletter.

Take care and enjoy this eBook!

Voi_la