

Position Your LinkedIn Profile to Sign Dream Clients



FREE 57-Point LinkedIn Profile Checklist
be the “obvious solution” for your target audience



Hi, I'm Jen – The LinkedIn Lead Jen 😊

I'm the LinkedIn strategist and mentor for driven midlife women in business who are ready to move beyond unpredictable word of mouth and marketing that feels messy, draining, or simply not worth the effort.

I help you generate five qualified leads a week from LinkedIn in as little as 30 minutes a day – using a simple, repeatable process that works with your personality, energy, and strengths. Because making LinkedIn work isn't about posting more or trying to be louder than everyone else. You need three things:

1. A profile that positions you as the obvious solution
2. A repeatable method to grow your audience strategically
3. A connection strategy that converts into real clients

If you're missing any of these on LinkedIn, everything falls apart.

It all starts with MAXIMISING your LinkedIn profile.

Did you know that with the new 360BREW algorithm that your profile directly influences your content reach?

If your Headline, About section and Experience don't clearly communicate your expertise, LinkedIn struggles to categorise and distribute your content effectively.

Let's get you standing out for all the right reasons....



Wesley Reece

Highly recommend **Jen Corcoran** if you are looking to step up your game and utilize LinkedIn in a powerful way!! Her profile optimizer is 🔥

Love Reply 1 d



MY SuperConnector

MAXIMISE YOUR LINKEDIN PROFILE CHECKLIST



LINKEDIN ESSENTIALS

MISSING DONE

Have you claimed your custom LinkedIn URL?

Cover Photo (1584 x 396 pixels)

Profile Photo (400 x 400 pixels)

Name: 60 characters (20 first, 40 surname)

Professional Headline: 220 characters

About section: 2,600 characters

Is the contact info section filled out?



COVER BANNER

MISSING DONE

Have you designed a high-resolution cover photo? First impressions are everything.

Does the cover photo also work on the mobile app? Check that all of it is visible.

Does your cover banner image match your branding and website?



PROFILE PHOTO

MISSING

DONE

Is your headshot taken by a professional photographer?

Do you look approachable? Are you smiling?

Are you recognisable? (have you changed your hair, got glasses etc)

Is the photo framed appropriately i.e. a headshot (neck and shoulders) vs half or full body?

Are you dressed appropriately for your industry?



HEADLINE

MISSING

DONE

Does your headline state your unique proposition and value i.e. does it tell me what you do, who you help and how you help?

Does your headline include industry specific keywords? Be clear versus clever.

Does your headline correlate to the 2 featured skills in your skill section?



CONTACT INFO

MISSING **DONE**

Have you shared your contact phone number?

Are you using an up to date professional email address? (vs old yahoo, hotmail, gmail)

Have you added a link for your website?

Have you shared your physical address?
(if relevant)

Have you customised your profile URL?



ABOUT SECTION

MISSING **DONE**

Do you have an impactful opening? The first few sentences are vital to grab attention.

Is your summary written in the 1st person? This should not read as a formal bio in the 3rd person.

Does your summary speak to your target audience or does it read like an online CV?

Is your summary interesting and written in a conversational tone?

Do you have a clear call to action at the end? (email, phone, website etc)

Have you formatted your summary or is it one large block of text? Make it skimmable.

Have you attached rich media to the featured section?



EXPERIENCE

MISSING

DONE

Does your various roles include results, numbers and accomplishments?

Are you using keywords in your titles?

Do you have a clear call to action at the end of your current experience?

Is each role connected to the relevant company page?

Have you attached relevant media such as videos, images, presentations or blogs?



EDUCATION

MISSING DONE

Have you listed all your appropriate studies?



SKILLS

MISSING DONE

Have you optimised this section with 100 skills you want to be known for? (think keywords)

Have you listed job related skills, industry skills and leadership and management skills?



ACCOMPLISHMENTS

MISSING DONE

Have you listed any publications such as a book, Ebook, guest blogs etc?

Are honours and awards listed?

Are relevant courses listed?

Are current and past projects listed?

Do you do business in more than one language?

Do you belong to any organisations? (this is a good place to spotlight memberships)

Are relevant certifications / licenses listed?

Have you used the Volunteer section to show that you give back?



RECOMMENDATIONS

MISSING

DONE

Do you have at least 10 recommendations?
(make sure the top 2 visible are up to date)

Have you given any recommendations?



VISIBILITY

MISSING

DONE

Have you checked and adjusted your privacy settings?

Is your profile fully visible when viewing someone's profile?

Are you checking who has viewed your profile / followed you and reaching out?

Have you added visuals throughout your profile?

SEO (SEARCH ENGINE OPTIMISATION)



MISSING

DONE

Are you using keywords throughout your profile?

Are you mindful of SEO when saving down attachments?

How have you saved your profile photo?

How have you saved your cover banner?

How have you saved your featured section?

First Impressions

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First impressions which they clock are:

1

PROFILE HEADSHOT

2

LINKEDIN BANNER

HEADLINE

3

30% of your visitors will leave your profile without scrolling.



If the 'above the fold' appeals they will scroll and look at your:

4

ABOUT & FEATURED SECTION

5

CONTENT / ACTIVITY

6

EXPERIENCE

7

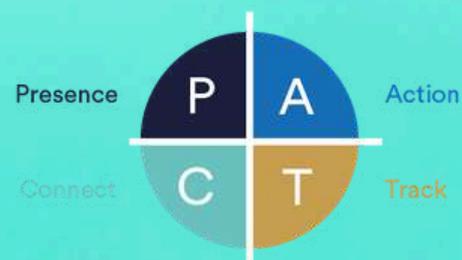
RECOMMENDATIONS

Since 2017, I've supported +700 of midlife women to stop forcing tactics that don't suit them, show up as the authority they already are, and attract warm leads through genuine connection – not icky cold outreach or performative marketing.

My signature **PACT® Blueprint** gives you the structure and clarity to make LinkedIn work sustainably:

- ✦ **PRESENCE** – Position your profile to attract the right clients
- ✦ **ACTION** – Know who to connect with and when
- ✦ **CONNECT** – Build real relationships that lead to opportunities
- ✦ **TRACK** – Stay consistent without overwhelm

You've already done the work to become brilliant at what you do.
Now it's time for your LinkedIn to reflect that and bring the right people to you.



Learn more at
MySuperConnector.co.uk

*MY
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