

TURN YOUR PROFILE INTO A HIGH-CONVERTING LANDING PAGE

LINKEDIN PROFILE SECRETS

THAT TURN VISITORS INTO
REPLIES, CONNECTIONS,
LEADS & CLIENTS



LEADSIN.IO

TRODUCTION

If you want your LinkedIn outreach to ACTUALLY work...

and not just 'kinda' work,

but *WORK* work,

you gotta lay a solid foundation first.

And this foundation is your linkedin profile.

You need a profile that builds credibility, captures attention, is engaging from the start and triggers constant curiosity down to the bottom of your profile.

That's how you become:

Recognizable, so when your content gets noticed...YOU get noticed.

Authoritative, and thus get replies on your texts, instead of being ghosted.

Valuable, and accordingly your connection acceptance rates will spike up,

plus you'll be finally able to turn connections or inMails into ACTUAL leads,

giving you the sales opportunities you've been struggling to up till now.

All that, by transforming your LinkedIn profile, from a typical boring profile, that looks like a PROFILE...

into a ultra-high-converting personal lead generation landing page ,

that visitors WANT to read and end up CLICKING, CONNECTING or REPLYING...on autopilot.

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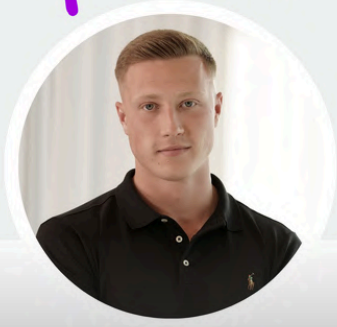
TOP OF THE PROFILE

YOUR BANNER

LET'S GET STARTED



How to design a fancy BANNER:)



Vadim Finayev *(world renowned graphic designer)

 Leadsin.io

Turning B2B Businesses Into Client Magnets Since 2013 | Our clients added \$400M+ in revenue using our digital marketing tactics at scaling.ae, and our AI-assisted LinkedIn Automation: leadsin.io

Dubai, United Arab Emirates · [Contact info](#)

500+ connections

THE THEORY:

YOUR LOGO



USP

WEBSITE/CTA

GRAPHIC/
PICTURE

CLIENT/MAGAZINE LOGOS, REVIEW STARS



Vadim Finayev

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EXAMPLE



LEADSIN.IO

**CONNECT, IN-MAIL
CHAT & CONVERT
ON AUTOPILOT**

www.leadsin.io

As seen in: **BUSINESS INSIDER** **FOX** **yahoo! finance** **Proven Expert** **Trustpilot** **CBS** **NBC**

VARIATIONS



LEADSIN.IO

See it in action: www.leadsin.io

**CONNECT, IN-MAIL
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As seen in: **BUSINESS INSIDER** **FOX** **yahoo! finance** **Proven Expert** **Trustpilot** **CBS** **NBC**



SCALING.AE

SUPERPOWERS FOR

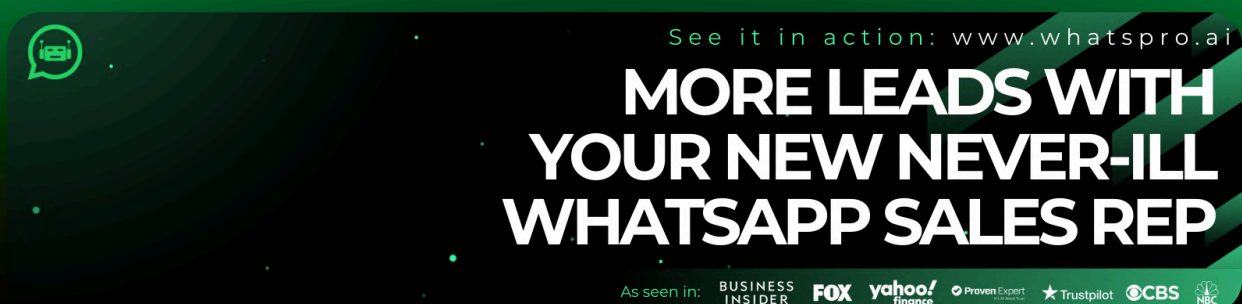
- SERVICE PROVIDER**
- CONSULTANTS**
- AGENTS**

FEATURED IN

BUSINESS INSIDER **Proven Expert**

Trustpilot **yahoo! finance**

CBS **NBC** **FOX**



WHATSPRO.AI

See it in action: www.whatspro.ai

**MORE LEADS WITH
YOUR NEW NEVER-ILL
WHATSAPP SALES REP**

As seen in: **BUSINESS INSIDER** **FOX** **yahoo! finance** **Proven Expert** **Trustpilot** **CBS** **NBC**

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TOP OF THE PROFILE

YOUR PICTURE

THE PERFECT HEADSHOT



Countless youtube videos, blogs and articles try to lure you into the comfortable idea that you can create a GREAT linkedin profile picture “without a photographer”.

YOU CAN'T!

These times are over.

More and more people find linkedin to be their NUMBER ONE channel for lead generation...

and the standards are rising.

To stand out, theres no way around than investing in your profile picture.

(By the end of the day you want people to buy from you, aka invest in you. To get there, you gotta invest in yourself first.)

This may not be what you want to hear, but it is what you NEED to hear.

Multiple studies found that attractiveness DOES play a role in business...

and even though attractiveness lays in the perspective of the viewer...

there's A LOT you can do about your appearance.

Get your hair cut, beard made, upgrade your wardrobe and get yourself the best photographer in your area and get an authoritative headshot.

Will all that and the photoshoot end up costing you a couple hundred bucks?

Yes.

And even though it might seem expensive to you “for just a headshot”,

one thing is guaranteed,

there is at least one competitor of yours that thinks different and get's a proper picture made.

And if you think your picture has already what it takes - let AI give you a opinion on your linkedin profile picture [here](#).

Now, where we have the “no photographer myth” out of the way, the last question is now, ‘how’ to look on your headshot:

A recent study shared by ‘The Daily Mail’ had researchers recruit 112 volunteers and presented them each with 80 pictures of people who either had a neutral expression or were slightly smiling.

Asked to rate the faces for attractiveness, they gave higher scores to people who were smiling.

So what do we take from that?

SMILE IN YOUR PROFILE PICTURE.

EXAMPLES:



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TOP OF THE PROFILE

YOUR HEADLINE

DON'Ts & FORMULAS



DON'Ts



If you participated at a linkedin article and got the “X Voice” badge: DON'T add it into your headline. Aside of the fact that this 'award' is nothing close ot an achievement, it is already showcased on your profile below your headline.



DON'T stuff your headline with keywords related to your niche or industry. Sorry to disappoint you, but that's not how you'll show up more in related LinkedIn searches.



Nobody cares WHO you are and what you do. DON'T write about yourself. Your profile visitors care ONLY about themselves, what is in for them and how you could be of value for their organisation.



DON'T mention your position at your company or that you're the founder. That's a waste of space and what your experience section is for.



DON'T praise yourself to be the best in whatever you do. That may push your ego, but crushes your authority.

DO THIS INSTEAD: HEADLINE FORMULAS

What you do | Noteworthy personal achievement + passive CTA

Turning B2B Businesses Into Client Magnets Since 2013 | Our clients added \$400M+ in revenue using our digital marketing tactics at scaling.ae, and our AI-assisted LinkedIn Automation: leadsin.io

What you do | Noteworthy personal achievement | CTA

Turning regular B2B Businesses into Client Magnets | Generating over 2.000 qualified Leads per year for myself using LinkedIn | Want to know how? Let's Chat!

What you do | Noteworthy personal achievement | Personal touch

Turning regular B2B Businesses into Client Magnets | Contributed to the growth of over 1.000 B2B Businesses | Growth Lead in the Office, Cat Mom at home 🐱

Question(s) | CTA

Want to get more leads from LinkedIn? Want to reach more decision makers with your content or outreach? And tired of getting ghosted? - Check my bio!

I help (your exact audience) to (get result) without (barrier).

I help busy mothers in their menopause to shed weight and dissolve excess fat fast without counting calories or setting a single step in a gym.

BONUS

TOP OF THE PROFILE

✨ **TOP VOICE BADGE** ✨

IT'S EMBARRASSINGLY EASY...



It's hilarious to see people hype themselves up about these "Top Voice Badges", if you know how easy it is to get one, two or a hundred of those.

And I'm going to show you how to get these type of badges, easily, fast and maybe a little unethically - but nobody's gonna know :)

But first, what are these "Top Voice Badges"?

(If you know, skip the next few sentences)

These so called "Top Voice Badges" are nothing more than a kind of award for contributing to an article on linkedin, that 100 other linkedin 'experts' contribute to.

And the 3 contributors with the most likes on their contribution get this flashy "XYZ Top Voice" badge.

So, how do we get one of those?

Step 1: Go to <https://www.linkedin.com/pulse/topics/home/> and scroll through currently open topics and articles you might know something valuable about.

On the right side you can choose categories, like marketing, HR, etc.

Step 2: Look for an article that has the lowest number on participants and participate on 3 topics within this article. Means, write your expert opinion on 3 topics of this article.

Ethical Step 3: Now wait. If other people agree with your opinion, they will like your contribution and if one of your 3 contributions within this article reaches the most likes, congrats, you're now a Top Voice.

Semi-ethical Step 3: First, like your own contribution. Then look below your contribution on the right, and you'll find three small grey dots. Click 'em and you'll see you can copy the link to your contribution. This link leads people that click on this link towards your contribution and they can read and like it. So you probably guessed already what we're going to do now. Send this link to everybody you know that has a linkedin account and ask them to open the link and simply like your contribution.

If you have a team or many people in your close circle that use linkedin, you'll be Top Voice within 24 hours. If you don't have a team or many people in your close circle that use linkedin, simply share it with as many people in your network asking for their opinion and a like, if they like your contribution.

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MIDDLE OF THE PROFILE ABOUT SECTION

"I'M aN eXpErT iN tHiS, a SpEcLaLiSt In ThAt AnD hAvE a GaZiLLiOn YeArS oF eXpErLeNcE BLA BLA BLA"

Please don't. Nobody cares. - People care about themselves and what is in for them and not how great you think you are.

If you want your profile visitors to actually read your About Section and consider you as the service provider or consultant of their choice, you need to be different, grab their attention and give them something of value. And I'm going to give you an exact framework on how to write an attention grabbing, story based About Section with Value Offer and CTA in the end.



THE FRAMEWORK

1. Pattern Interrupt:

This is the first thing prospects see. It's important to grab them by their throat and get their attention, get them out of their current environment or activity, and suck them into your copy. This is the first lines ONLY job!

2. Core-Desire Questions:

Through a series of questions, you get prospects thinking about the things they desire most. These questions move the brain to the topic you want to discuss, which is the outcome or results they wish they could achieve.

3. Agitate Past Failures:

If prospects are taking the time to read your copy, chances are pretty good that this isn't the first time they've thought about solving this problem. If they already had the desired results, they wouldn't be searching online, clicking ads for your product, or even reading your copy, would they? So, you already know they've probably tried to achieve the result and failed. This part of the sales letter agitates that failure in their brains.

4. Eyelevel Transition Into Story:

Right after you want to introduce the star of the story on an eye level to the prospect. The star is either a reluctant hero persona, a leader, an adventurer, a reporter, or any other archetype you think works for your product and your market.

5. High Drama Story:

Whenever you're telling a story, you want to start at the point of high drama. Don't start with, "Well, I woke up and had eggs for breakfast...then I got dressed and went to work...blah, blah, blah." Think about your favorite movies: Do they start at the very beginning of the story, way before the main event occurs? Probably not. A good movie, like a good story, starts at the point of high drama. The same works for your copy. Present yourself or your character at a moment that is powerful, dramatic, and compelling.

6. Identify the Problem:

Now reveal the problem. Let them know why you or your character was stuck (which is also probably the reason they are currently stuck). In fact, the more closely you can make your prospect relate to 'your' problem, the better.

7. Epiphany OR Declaration of Independence:

Once you pinpoint the problem, it's usually not long before they have an epiphany or decide to make a major change in their behavior or mindset. For example, you or your character might have an epiphany that to make money online, he has to build a list. Or in order to lose weight, he has to change his eating behavior once and for all.

8. Your Path to Finding the Ultimate Solution and Success:

Take the reader along your journey. Describe some of the different things you, or your character, tried before you found success. Then let the reader see you start to succeed. Some of your prospects might be experiencing this feeling at the moment; they might be right on the cusp of early success. You want them to see you go through this step so that they know you've moved through it to the ultimate success, and they can, too.

9. Conspiracy and the Big Lie:

Show them how you finally realized that the cards were stacked against you from the start. Your prospects are probably convinced that the cards are currently stacked against them. Because they believe it, you need to address this fear through your story. And then explain why it's not their fault that they haven't succeeded before now.

10. The Solution, Close Hook & CTA

EXAMPLE

What does a turtle have to do with your business?

But first, I've got another question for you ...

Did you ever ask yourself where all your dream clients are right now...

and how you could get their attention?

You know who I mean - qualified buyers...

that have the money to pay you,

are able to make quick decisions,

and stick to agreements and don't ask for more.

They clearly exist, every guru out there is talking about them...

But, why can't you seem to find them?

I mean, it isn't the first time you've been looking for a ways to make more sales... right?

Look, I know your story...

And a few years ago, I was just like you ... but with a pile of unpaid bills on top.

Every day I felt like a gun was held in my face.

I was staring down the dark barrel,

and I could see the bullet in the chamber.

My heart pounded in my ears,

and rivers of sweat streamed down my face at least once a day,

just by the overwhelming thoughts of how I finally gonna 'make it'...

While the problem I had was simply that I approached winning clients online in the completely wrong way...

but I wasn't ever going to give up!

As O'Neal said, "I succeed because I fail often enough"

After a lot of late nights, early mornings and a boatload of trial and error...

I finally discovered a system.

And that's where everything changed for me.

It's the most advanced selling system on earth.

Competitors with much bigger budgets couldn't compete with me.

Rookies who compete on price had no chance against me.

And that's when I realized it was never my fault!

For years, gurus had been lying to me that success is earned by hard work only...

Cold calling every day,

E-mailing and DMing strangers,

fighting of competition,

while burning fortunes on Ads.

And when I figured out that it wasn't true,

I was finally able to break out of their chains and get the results I deserved.

And all these lies and myths of gurus on the internet made me put my experience along with this method in my first (e)book.

For other people to finally break free of the rat race of lead generation and customer acquisition in their business too,

so YOU can onboard new clients weekly, or even daily without spending thousands of dollars on ads or sitting and cold calling strangers for 8 hours a day..

So you can unlock usain bolt's speed of growth for your business...

Instead of crawling through business like a turtle (uphill).

And exclusively for my linkedin connections I share my (e)book entirely for FREE,

all I'm asking in exchange is your honest opinion on it and how it worked for you!

You'll find the link to your free PDF copy directly below here under "Featured" or in my "Experience Section".

Enjoy reading, and stay strong! 💪

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MIDDLE OF THE PROFILE
FEATURED SECTION
OFFERS & PROOF



Where most people highlight their most successful posts, we wan't to squeeze leads out of our profile visitors.

And for us and our clients we use a methodology called:

Jab - Cross - Hook

It's where we want to use the featured section to attack the 3 largest parts of our target audience in 3 different ways:

- 1 People that are in BUY NOW mode and are comparing providers.
- 2 People that are in information gathering mode for their challenge.
- 3 And People that are open for our kind of offer, but only get in touch if there's a chance of extraordinary outcome.

Attack 1: Direct Offer - Attack 2: Free Value/Help - Attack 3: Proof

Featured

Link



Automate Your LinkedIn Outreach
leadsin.io
24/7 auto-connect with your dream leads, start conversations, build relationships and create interest for your services - fully on autopilot, assisted by AI.

Link



New Release: "LINKEDIN OUTREACH SECRETS"
leadsin.io
Hyper Potent Connection, Inmail & Messaging Templates To Get 5-15 Qualified Leads On LinkedIn. Get it for FREE here: (no registration, email or opt-in required)

Link



★★★★★ 4.79
provenexpert.com
Review profile of Vadim Finayev | ProvenExpert.com

6

MIDDLE OF THE PROFILE

EXPERIENCE

1# HACK FOR MORE LEADS



Aside of offering your free consultations or freebies, such as reports or video trainings you created, only in the featured section,

we found that far more people take you up on a freebie report through your experience section.

And that's not where the benefits end.

In today's society authors are seen as experts, storytellers or even thought leaders, thus you battle the scepticism and objections against your claims in your profile visitors mind.

Experience



Leadsin.io

3 yrs 9 mos

• Founder

Full-time

Nov 2020 - Present · 3 yrs 7 mos

Dubai, United Arab Emirates · On-site

LinkedIn automation built by business owners for business owners:

24/7 auto-connect with your dream leads, start conversations, build relationships and create inte ...see more

💎 B2B Lead Generation, LinkedIn Automation and +2 skills

• Author - "LINKEDIN PITCHING FORMULA"

Full-time

Oct 2020 - Present · 3 yrs 8 mos

Dubai, United Arab Emirates · On-site

The Universal 2 Message Formula To Generate 5-15 Qualified Leads Every Day For Free On LinkedIn.



Get it here for FREE: (no registration or email required)

• Author - "LINKEDIN CONTENT SECRETS"

Oct 2020 - Present · 3 yrs 8 mos

IF YOU REGULARLY POST ON LINKEDIN:

Posts that get buyers, even beyond your network, to reach out to you & ask for your offer.



Get it here for FREE: (no registration or email required)

Show all 5 experiences →

7

**END OF THE PROFILE
RECOMMENDATIONS,
SKILLS & ENDORSEMENTS
SOCIAL PROOF**



There are only two ways to get a bunch of recommendations and endorsed skills on your linkedin profile:

Way 1: Work with as many people as possible, ask them to go on your linkedin profile and leave a recommendation and hope they'll do it.

Much faster Way 2: A much faster and easier way to fill up your linkedin account with recommendations and endorsed skills is by using your network and the law of reciprocity.

That basically means, that you go to your network and every day visit 10-20 profiles, write a recommendation about them and endorse their skills and after you did that, send them following message...

"Hi (NAME)!

Did you know that linkedin users with recommendations on their profile and at least 5 endorsed skills on LinkedIn are more likely to get more profile views?

I'm currently working on boosting my linkedin profile and I was hoping you could help me out here.

I just left a recommendation and some endorsements on your profile!

You know, quid pro quo 😊

What do you think?"

...and watch at least 1 or 2 new recommendations come in every single day :)

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END OF THE PROFILE
EVERYTHING ELSE
THE BOTTOM SECTIONS



Aaalright, now onto the last sections

Honestly saying, these aren't going to do much for you.

That being said, feel free to fill them out to get the LinkedIn "All-Star" badge, or just to provide additional social proof.

But, same es the "Top Voice" Badges, those things are about as impressive as a participation trophy at a kindergarten spelling contest.

I'm not saying completely ignore these sections of your profile.

They can be useful, but only if you use them strategically.

Please don't stuff them with every random course you took online, awards you barely remember winning, or 'certificates' from linkedin learning lol.

Only list stuff that actually matters.

Did a renowned Platform award you for 1.000 5-star reviews? That's a great addition for "Honors & Awards". That's what matter to your profile viewer. Add it there.

List any project or business you're currently running under "Projects",

Speak three languages fluently?

Awesome, list 'em!

But if your French is hello, how are you and a couple swear words, keep that quiet, because people WILL text you if they see you speak the same language as them.

NO TIME TO HANG AROUND LINKEDIN THE WHOLE DAY?

I understand, we don't either...

We practice what we preach and rather let our smart and never-ill assistant (that even doesn't ask for salary) do the work...

24/7 managing our linkedin, connecting with our dream leads (like you), chatting and creating desire to make people literally ask us to call them back!

All we have left to do is, open our linkedin and see people sending us their numbers for a call back,

literally, without us having to lift a single finger.

How would you like to have an assistant generating leads all day and you just having to call and close them, day in day out?

For us and our users leadsin.io generates 90-450 high quality appointments, every single month.

What made many of our users seen sales more than double, without EVER spending a penny on marketing again!

Get a Free 1-on-1 Demo



Disclaimer: This demo is designed to give a detailed look into our software and its strategic use, including more message and follow up examples. Therefore you will need at least 30 minutes to complete the demo. If you don't have this time now, come back to this button later, but if you do, don't waste more time and find out how you can double up your leads, clients and sales with just one simple tool, like leadsin.io.