

LinkedIn Profile Brief

CURRENT

Business name: _____

Your Title: _____

Time period in business: _____

Business Description / What it does: _____

Specialities: _____

PAST OCCUPATION

Business name: _____

Your Title: _____

Time period in business: _____

Business Description / What it does: _____

LinkedIn Profile Brief

WEBSITES

Personal: _____

Company: _____

Blog: _____

Twitter: _____

INTERESTS

For example: industry-related, networking, etc. and/or any other personal interests you might want to share)

IDEAL/TARGET CUSTOMER

Gender, age, geographic location, cultural considerations: _____

Characteristics: _____

LinkedIn Profile Brief

Major “pain,” problem or need they have related to your business: _____

Solution they’re looking for: _____

What motivates and inspires this audience: _____

Customer insights from research, anecdotes: _____

YOUR SOLUTIONS

List your main products or services and the solution they offer your customers:

LinkedIn Profile Brief

CONTENT OPTIMIZATION CONSIDERATIONS

Essential: What's the main UNIQUE benefit or solution only your product or service can offer?

List the key features of your service: _____

List the key benefits that those features deliver to customers: _____

Essential: What keeps prospects up at night? (What's the #1 pain they're hoping to solve?)

What's the single most important benefit message or offer for the target audience – in one sentence?

LinkedIn Profile Brief

Essential: How does your big promise solve the prospect's #1 pain?

What is the support for the key messages, the proof or "reasons to believe" (testimonials, endorsements, case studies, product specifics, etc.)?

What are the obstacles and objections that need to be overcome for success? For example, are you asking your audience to switch brands... try something totally new... try something unknown?

Who/what are the competitors to your product/service offering?

What is the tone or "voice" to be conveyed in your messages? (serious, lighthearted, fun practical)

Does your audience know you? _____

LinkedIn Profile Brief

Essential: What keywords do your target customers use in search engines (google) to find what you offer?

What is the call to action? How can the audience respond to you (phone/email/web/mail/fax)?
