

linked in

PROFILE TO PROFITS

A GUIDE TO OPTIMIZE YOUR LINKEDIN THAT
ATTRACTS 3-5 INBOUND LEADS EVERYDAY



BASEEMA FATIMA

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Index:

Chapter 1: An Introduction

- 1.1 Who Am I?
- 1.2 What You Will Get From This Ebook

Chapter 2: Introduction to LinkedIn

- 2.1 Why You Should Use LinkedIn
- 2.2 Why should you optimize your profile?

Chapter 3: Optimizing Your LinkedIn Profile

- 3.1 Name, Profile Picture, Headline that gets you recognized
- 3.2 Personalized URL to appear on the top of LinkedIn search results
- 3.3 Banner that represents your services
- 3.4 Featured Section that showcases your offers
- 3.5 Creator Mode that tells what you talk about
- 3.6 About Section that tells your story and drives action
- 3.7 Experience Section to show how credible you are
- 3.8 Skills & Endorsements Section to Boost Credibility
- 3.9 Recommendations Section to gain the trust of your prospects
- 3.10 Projects and certificates to showcase your work

Chapter 4: Setting Up Your Profile For Success

- 4.1 Creating a Lead Magnet that attracts high-paying clients
- 4.2 Contact Info to make your hiring process easy
- 4.3 Backend Settings to Avoid Distractions
- 4.4 Business Page Setup to Build More Authority

Preface:

I am Baseema Fatima, a LinkedIn Personal Branding Strategist. I help founders and entrepreneurs build Personal Brand on LinkedIn that grow their audience and attract potential clients for their business in 90 days.

1.5 years ago, I was a clueless freelancer always thinking what to do next to build a stable income.

Working on projects always made me think, about where I will get a new client or on which project I will be working next.

I was posting my random work on LinkedIn without my profile being optimized. And yes, I was getting 0 engagements and clients (lol).

Took several courses,
read hundreds of blogs,
watched thousands of YouTube videos,
and finally got my way.

I learned how LinkedIn works and fell in love with this platform.

The beauty of industry leaders sharing their personal and professional stories and how people encourage each other and cherish each other's achievements is so amazing.

I have never seen a platform where people are so supportive.

Till now, I've

- Grown my LinkedIn profile to 1k+ followers
- Got 601,757+ post impressions
- Got 3k+ profile views
- Generating 5-6 inbound leads every day through my profile and content.

Moreover, I've

- Audited 379+ LinkedIn Profiles
- Helped 200+ freelancers with 101 consultations
- Optimized 20+ LinkedIn profiles
- Managed profiles of founders from 15 countries and helped them generate leads (inbound and outbound) for their business.

In this ebook, we will discuss the most important part of your LinkedIn and that is "Profile Optimization"

“Visibility creates opportunities.”

Chapter 1: Introduction

What Will You Get From This Ebook

You will learn how to:

- Optimize your Profile and turn random viewers into paying clients
- Write a headline using proven formula that showcases your offer
- Write About section that tells your story and drives action
- Get endorsements, recommendations to boost credibility
- Make lead magnets that attract high-paying clients
- Add stories to every section that hook audience
- Do things right and stand out from the crowd
- Backend settings to remove distractions.

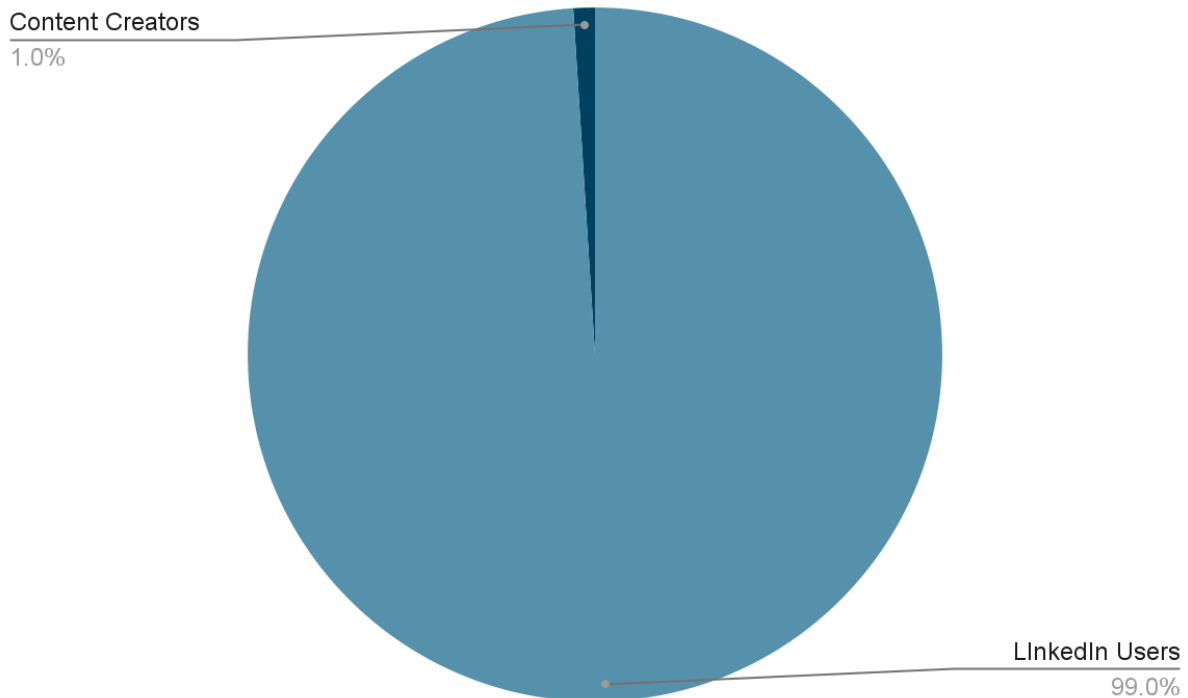
“A personal brand is your promise to the marketplace and the world. Since everyone makes a promise to the world, one does not have a choice of having or not having a personal brand. Everyone has one.”

—Tom Peters,

Chapter 2: Introduction to LinkedIn

2.1 Why You Should Use LinkedIn

LinkedIn is the easiest platform to start content creation and attracting opportunities because according to Google, there are 1 billion people on LinkedIn but only 1% create weekly content.



And from those 1%, few of them have a well-optimized profile that clearly defines their visitors what they do and how they help their clients

Among that 1%, 67% are decision-makers, whether business owners, agency owners, or entrepreneurs expanding their business and they want talented people to join their team and help them grow more.

2 to 3 years back, LinkedIn was used as a job portal, business owners posted jobs, and employees used to submit their applications and get hired.

But now things have changed, LinkedIn is more of a type of “Business Social Media” platform.

Freelancers, solopreneurs, Entrepreneurs, and Agency Owners post their personal and professional transformation stories, share their experiences, showcase their case studies, explore each other's businesses, and get recognized.

I even got an opportunity to get featured in one of the World's top 7 magazines and when we hopped on a call, I asked their manager

“Why do you want to feature my story and my picture on the cover photo?”

She replied; “You are the real example of entrepreneurship who practices Islam and we want to let the world know that Islam doesn't restrict anything you wanna do in business”

Did I do something different?

No!

I shared my stories, my case studies, my client's work relationship, and my consultation success stories.

Don't you want the world to know about you and the talent you have?

If yes, then you have to start building your personal brand on LinkedIn and get recognized.

2.2 Why should you optimize your profile?

Imagine you are building your dream house.

You invested all your money buying the best material.

You start the construction without laying the foundation.

What will happen next?

Yes, your dream house will fall soon.

Profile optimization is the foundation as it helps you to build a strong personal brand.

It builds your credibility, enhances visibility, and helps you appear at the top of search results.

You have to optimize your profile if you are looking for a job or more business for your company.

This era isn't about B2B or B2C but it's all about P2P (person-to-person).

And people love interacting with business founders, coaches, and entrepreneurs through their personal brands.

People don't want to buy from companies or faceless brands, they want humans.

They don't want services, they want transformations as you did to others.

They want to work with human beings.

Looking for a job?

Optimize your profile if you are looking for an internship position or full-time job role because whenever you apply for a job, you will be asked for a LinkedIn profile.

And the better your profile is, the chances of you getting your dream job increases.

Want to grow your business?

If you are a business founder and your targeted audience is on LinkedIn, you have to optimize your profile and showcase your work, your services, your case studies

This will help you:

- Hire the best talent for your business
- Partner up with other business owners
- Get more clients who need your services

Want to work with freelance clients?

If you are a freelancer like me, optimize your profile

No matter if you aren't looking out for new projects

Just share your stories, share your work, share your process and case studies

This way you will:

- Grow your network
- Interact with other creators
- Become a go-to personality
- Attract audience who want to learn
- Attract clients who want to have your services

Beginner and no idea which skill to opt for?

Optimize your profile and represent yourself as a learner

Share your learning process

Meanwhile, you will get advice and get a clear idea about a money-making skill.

**You too are a brand.
Whether you know it or not. Whether you like it or not.
~ Mark Ecko**

Chapter 3: Optimizing Your LinkedIn Profile

3.1 Name, Profile Picture, Headline that gets you recognized

Name: First you have to write your name the way it is in your documents. Don't use your nicknames or Papa ki Princess etc or write any emoji in your name's section

Write as your name is

E.g. Baseema Fatima

Profile Picture:

Your profile photo showcases your identity and it should be professional.

Here is how you can make your profile photo pop.

- Use a professional, high-quality headshot.
- Ensure your face is well-lit, and should be approachable.
- Your face should be heading towards the camera
- Make background of your brand colors

Here's how you can edit yours:

- Go to pfpmaker.com
- Upload your photo
- Edit the background color
- Add your branding color

And Ta-Da!

You have a professional photo



Headline that gets you recognized :

Write a clear headline about you and your work and the value you offer.

Use relevant keywords to increase your profile's discoverability in searches.

Use this format to write your headline:

{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}



3.2 Personalized URL to appear on the top of LinkedIn search results

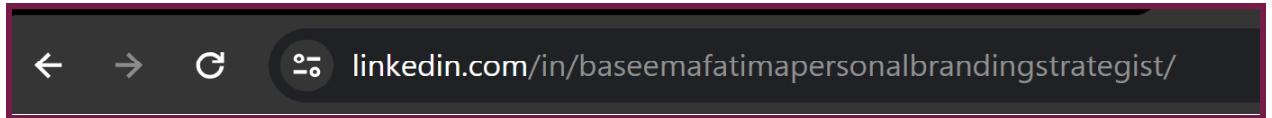
Create a custom LinkedIn URL to make it easy for others to find you.

(e.g., www.linkedin.com/in/yourname-skill)

Moreover, if you add your skillset to your name; you are more likely to appear in search results.

Here's how you can do it:

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



3.3 Banner that represents your services

Your banner should tell your clients how you will help them and the benefits they will get working with you.

Don't just write copywriter.
Write the benefits they will get: **Convert random scrolling audience into your favorite customers through my words.**

Show the results they will have after taking your services

You can design one through canva.com or hire a designer for a personalized banner

Note: Write the next action you want them to take -e.g. Book a call from the featured section.



3.4 Featured Section that showcases your offers

After the banner and headline, the featured section is the most important part of your profile.

Before setting up your featured section, you have to decide your 3 main services

But why 3?

Take my example:

Shopping is the most difficult thing for me

I can give you \$500 to shop what you like for me

But if I'm given a choice to decide something, I can't

I can't decide between many options

and I end up shopping for nothing 😂

Nothing 😂😂😂

the same happens when you give too many options to your clients

They end up buying nothing from you

If you say: I can write you blogs, articles, YouTube scripts, LinkedIn posts, or anything you want

You simply get No clients

And you blame the platform

So, make 2 or 3 offers only

✓ Low ticketing

✓ Medium ticketing

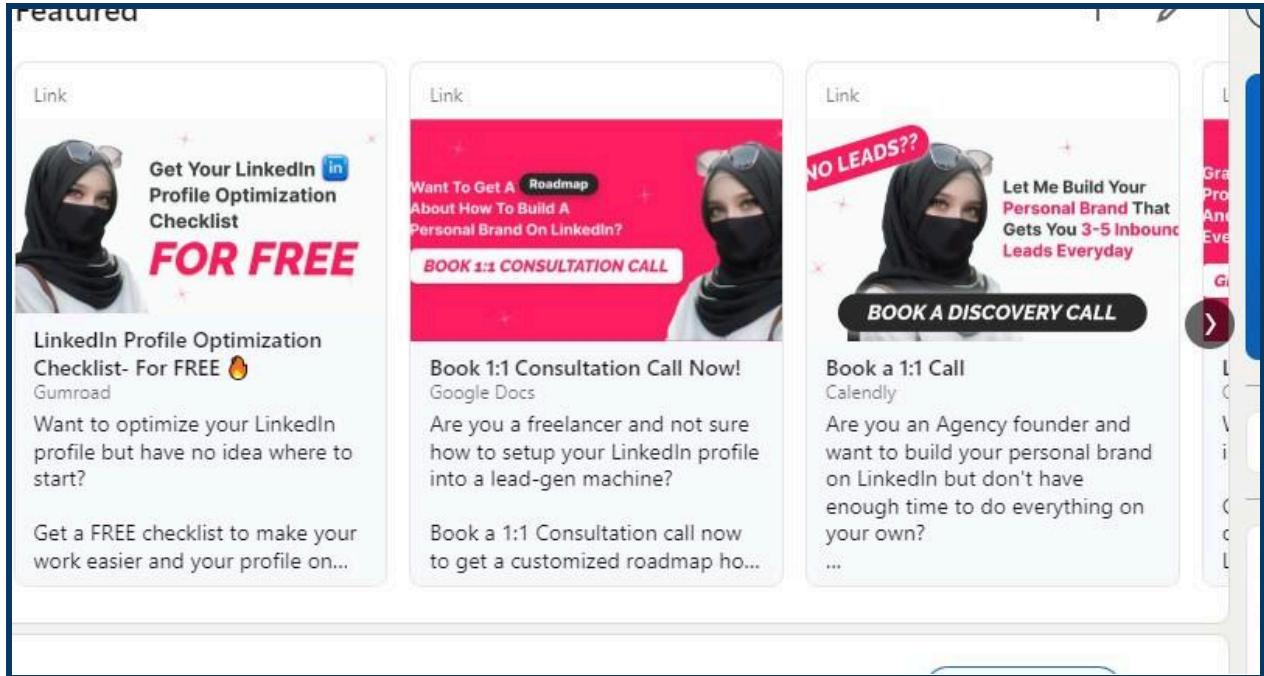
✓ High ticketing

Here's mine:

✓ Low ticketing- Free Ebook

✓ Medium Ticketing- Consultation (60 min)

✓ High ticketing- A to Z LinkedIn personal branding services (Retainer for 3 months)



Here's how you can add a feature section:

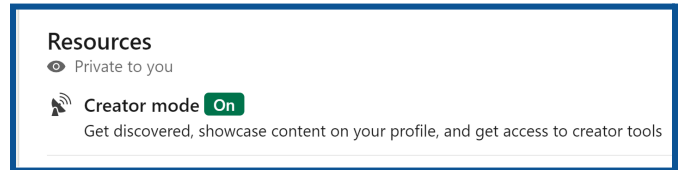
- Go to the Add Profile section
- Go to recommended
- Click on the featured section
- Add your calendly call link
- Give it a Title -Book a 1:1 Call
- Write a description to add curiosity
- Add a thumbnail (make one using Canva or hire a graphic designer)

And you are done!

3.5 Creator Mode that tells what you talk about

When you scroll down your profile, you get a creator mode option

When you turn it on, you get a follow button on your profile instead of a connect button.



3.6 About Section that tells your story and drives action

Don't bore your audience with your about section written in a way we used to write **MYSELF** in grade 1.

- Write in a storytelling format
- Use AIDA formula

A- Attention- Start with a curiosity-provoking question targeting the pinpoint of your clients.

I- Interest- Picture their problems and tell them about yourself and how you can help them solve

D- Desire-Make them feel the benefits they will have from your services
Write the steps your service includes

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

Note: Write what's included in your services in bullet points

Add testimonials too and your clients' names or references to build credibility

Baseema Fatima | LinkedIn Personal Branding Strategist

Here's mine

About



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

As a LinkedIn Strategist, I help agency founders and coaches just like you get more clients by improving their LinkedIn presence and writing their posts.

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 6+ agency owners build personal brands including USA's no 1 brand owner grow his personal brand on LinkedIn and grab partnership opportunities through ghostwriting LinkedIn posts and profile management.

We're all busy serving our clients, but not nurturing your personal brand means losing opportunities.

With some profile tweaks and help with content, you'll be top of mind for your perfect clients without long hours of work.

Here's how I will help you:

- ✓ 1:1 Consultation to guide you on how you can grow your brand on your own
- ✓ Profile Optimization to help you rank on LinkedIn and Google Search Results
- ✓ Posts Ghostwriting services to storytel your ideas and express you as a thought leader
- ✓ Manage your content creation on your profile that gets you leads
- ✓ Engage with the community on your behalf to grab more eyeballs to your profile
- ✓ Outreach potential prospects and book qualified meetings for your business

Are you feeling excited to have my services?

Send me a message and let's discuss how I will be the best fit to grow your brand.

Add top skills in the About section



Top skills

Ghostwriting • Content Marketing • Profile optimization • Personal Branding • Lead Generation



3.7 Experience Section to show how credible you are

Your experience should include your work experiences in detail.


Write it like an engaging post and use storytelling here too.

Your experience section should have 3 things:

1. What challenges did the Company have before onboarding you?
2. What you did.
3. What results do you help them achieve?

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

Note: Add emotions too.



LinkedIn Strategist

Research One Vision · Freelance
Aug 2023 - Present · 6 mos
United Kingdom · Remote

The founder of Research One Vision was struggling with a lack of time to build his personal brand and taking up more clients for his agency

juggling with ideas, not sure what to post and how to grab clients for his Research Agency

I jumped in and helped him with his personal branding strategies,
Made a content strategy targetting his audience and dream clients
Wrote posts on the ideas
Outreached top market research agencies

and Guess what!

Booked 13 meetings on the 1st month with market research agency owners!

Skills: LinkedIn Marketing · LinkedIn outreach · Ghostwriting · Content Strategy · Content Marketing

3.8 Skills & Endorsements Section to Boost Credibility

Add a maximum of 50 skills and take endorsements on those skills.

This will enhance your visibility and get more credibility.

Here's how you can get endorsements for your skills:

- Go to creators' profiles with the same skills.
- Endorse 10 of their skills and write them a message.

"I have endorsed your skills, I would love it if you endorse me back".

If you do this to 10 creators every day, 90% of them will endorse you back.

Note: You can only endorse 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


3.9 Recommendations Section to gain the trust of your prospects


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.


NOTE: Don't take fake recommendations ever!





Namra Amir  · 1st
Building Personal Brand for busy Founders and CEOs in 90 days | Personal Branding Strategist
December 28, 2023, Namra was Baseema's client

In October 2023, I was going to quit LinkedIn, I was stuck and took a consultation call with Baseema. She guided me on how to reach prospects and helped me rebrand myself on LinkedIn. I started getting inbound Leads after a call with her. I highly recommend her. Her Consultation Call is a complete package for everyone who is losing traction on LinkedIn.



Rao Muneeb · 1st 
AI Storytelling Content to SELL your Services!
October 25, 2023, Rao was Baseema's client

 All LinkedIn members On 

I booked her consultation call; I wanted guidance about content creation on LinkedIn and my profile review.

Her knowledge was of expert level. She explained the content creation process and how to manage cold DMs to ICPs and reviewed my profile.

Her suggestions were very practical and could be implemented easily. I highly recommend booking her consultation call if you really want to utilize the full potential of LinkedIn.

Not to mention, her contribution should be counted too on my first qualified lead which I've secured from here.

3.10 Projects and certificates to showcase your work

Bragging about your work gets you 35% more attention

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

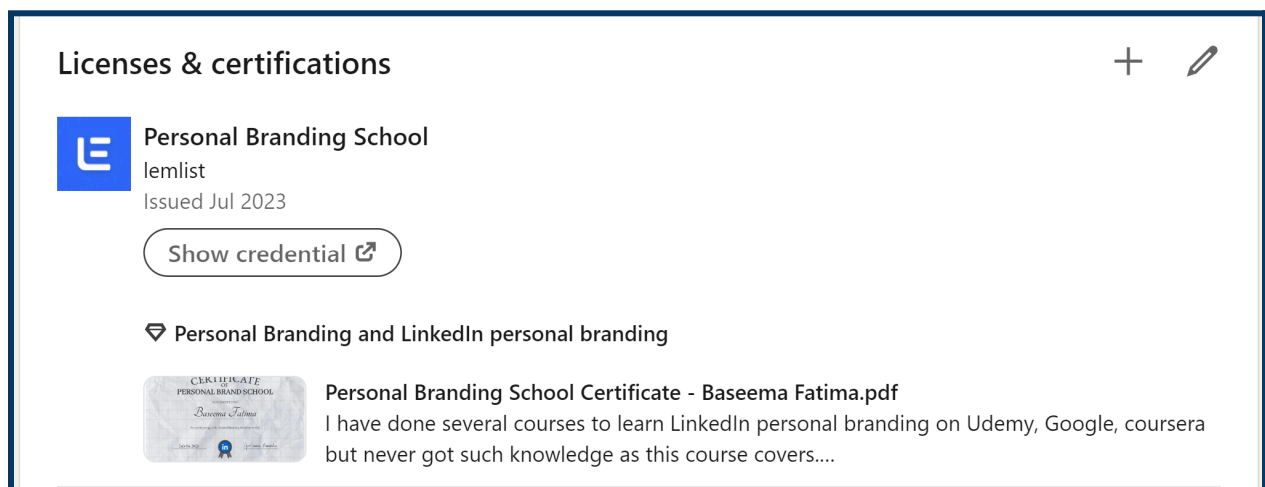
The more you flex about

- ↳ 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.

Add the link to that post to the projects section.

You can also add certifications.

**Start by knowing what you want and who you are,
build credibility around it, and deliver it online in a compelling way.
~ Krista Neher**

Chapter 4: Setting Up Your Profile For Success

4.1 Creating a Lead Magnet that attracts high-paying clients

Everybody tells us to be different from others and do the things to stand out from the crowd.

But how?

Every content writer writes.

Every graphic designer designs.

Every website developer develops a website.

How can you be different?

You have to make a lead magnet that can be customized for each prospect.

For e.g

I am a LinkedIn Personal Branding Strategist

and I chose Profile audits to give as a lead magnet.

I gave audits to freelancers, agency owners, and founders.

As a result,

Closed deals with USA's No. 1 Ecom brand owner to manage his LinkedIn Brand.

Moreover, I booked consultations with coaches from the UK UAE, and other countries.

All because of one lead magnet.

Here's how you can make your lead magnet:

1- Research:

- Go to Chatgpt
- 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.

My other favorite method is using Etsy

- Go to etsy.com.
- Search your skill e.g. "Content Writing".
- You'll find dozens of 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.

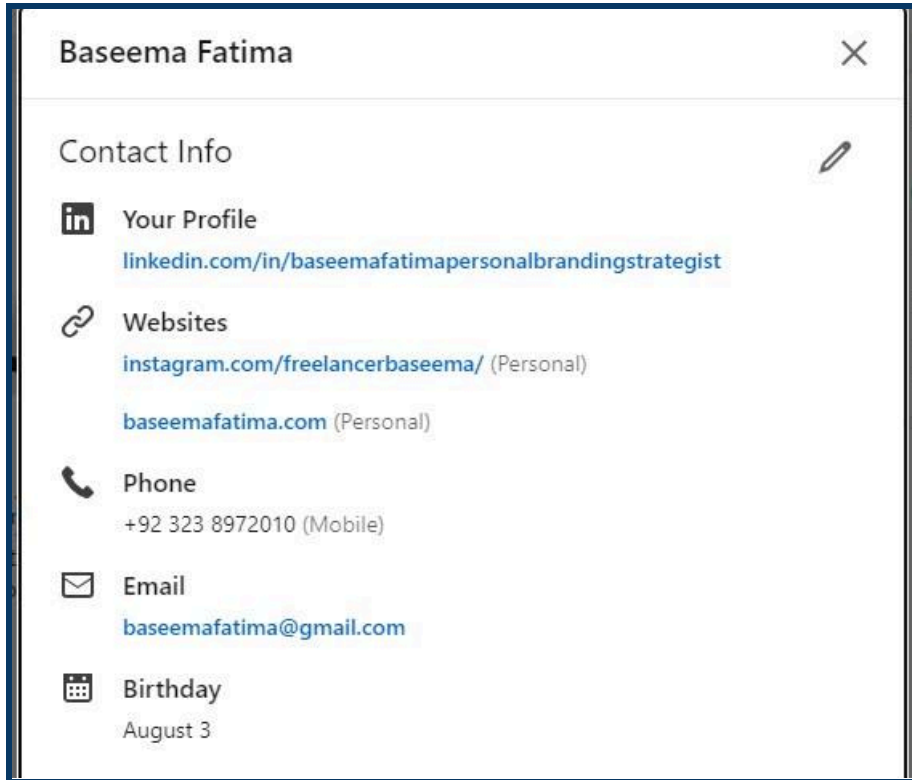
And Ta-Da!

You will never complain about not generating leads from LinkedIn

4.2 Contact Info to make your hiring process easy

Your contact info consists of:

- Your email address
- Your website link- you can add your portfolio link too.
- Your birthday (you can hide it through settings)



4.3 Backend Settings to Avoid Distractions

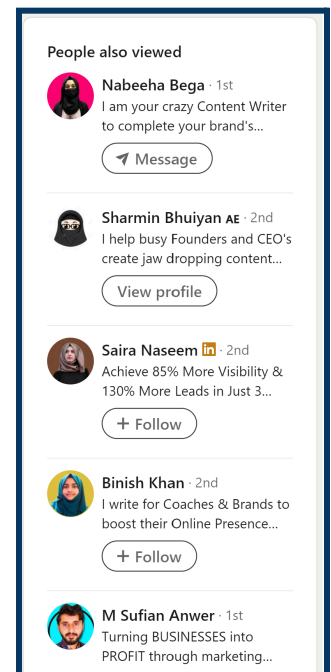
You see the “people also viewed” section on the right bar.

This section shows your competitors on your profile
And it distracts your clients.

So, you have to turn this off.

All you have to do is:

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



4.5. Business Page Setup to Build More Authority

Once you set up your profile, you have to make a business page to build credibility.

You can make your page with whatever name you wanna give, and share what you do and how you do it.

No matter if you are freelancing and not interested in starting your agency, You can still make a business page and mention yourself as self-employed.

Also, you don't have to create content separately for your business page.

Just repost your post to the page and you are done.

It will help you:

- get your business page in search results
- get more attention
- get more credibility

And more \$\$\$



LinkedIn Ghostwriter & Personal Branding Strategist
Baseema's BrandLab · Self-employed
Jul 2021 - Present · 2 yrs 7 mos
Remote

At Baseema's BrandLab, I am helping agency founders / Coaches grow personal brands on LinkedIn, through:

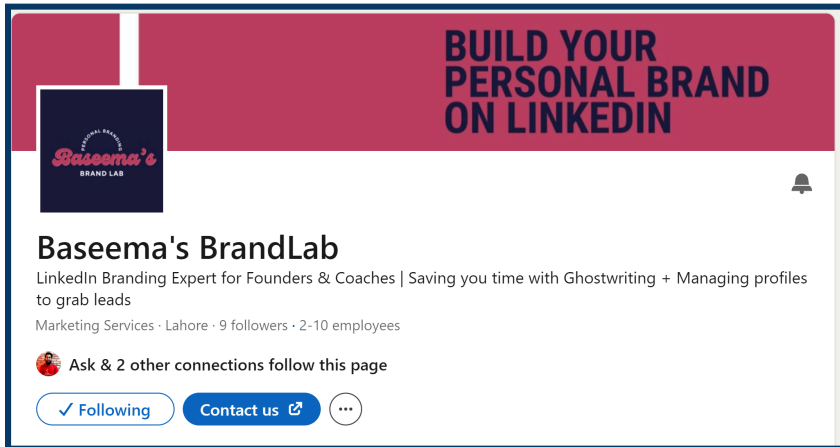
- Personalized content strategy
- Ghostwriting LinkedIn posts that grab eyeballs
- Engaging with other creators to attract more eyes to the profile
- Getting Leads to grow the business
- Outreaching their prospects with my proven strategy

🔖 LinkedIn Marketing, Landing Page Optimization and +7 skills

Here's how you can setup a business page:

- 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).

And Ta-Da



If you've done all the mentioned things above, you have converted your LinkedIn profile into a Landing page that attracts 3-5 inbound leads daily and helps you convert those leads into paying clients.

**“Create your career,
instead of letting your company do it for you.”**

Thank you for reading LinkedIn Profile to Profits!

Did you like it?

Write me a feedback or reach out to me for your questions

LinkedIn: [Baseema Fatima](#)

Instagram: [Baseema Fatima](#)

Email: baseemafatima@gmail.com

linkedin

PROFILE TO PROFITS

The eBook guides on optimizing your LinkedIn profile to attract 3-5 quality leads daily.

It has:

- ✓ Clear guidelines to optimize important sections
- ✓ Proven headline formula to showcase your offer.
- ✓ Engaging stories that keep readers hook in all sections.
- ✓ Ideas for Lead magnet
- ✓ Endorsements and recommendations to boost credibility.
- ✓ Customized URL, banner and creator mode aid discovery.
- ✓ Backend settings to remove distractions.
- ✓ Step-by-Step process to turn your Profile into a converting landing page



BASEEMA FATIMA

Baseema Fatima is a LinkedIn Personal Branding Strategist with a passion for building personal brands that build authority, attract audiences, and convert them into high-paying clients.

With 2+ years of experience, she has influenced founders to turn their profiles into converting landing pages through profile optimization, content creation, A-Z profile management, and LinkedIn lead generation.

Baseema has worked for founders and entrepreneurs from 5 countries including USA's #1 Ecom brand owner grew their personal brands, coached 200+ freelancers and newbies to kick start their branding journey, and optimized 20+ Profiles that attract Money-making leads.