

**John Parker**  
Real Estate Professional  
New York Area, United States  
Current: Keller Williams  
Previous: More University  
Education: Academy of Design

[Complete your profile](#) [Edit](#)

954 connections

**People You May Know**

Mery Duncan  
Social Manager

in.linkedin.com/pub/jparker/1616/1234567890 [Contact Info](#)

**Background**

**Summary**

Placeholder for background image and summary text.

**Who's Viewed Your Profile**

7 Your profile has been viewed by 7 people in the past 90 days.

Profile picture of a person.

# ACTION GUIDE

# HOW TO TURN YOUR LINKEDIN PROFILE INTO A LEAD GENERATING MACHINE...IN JUST 15 MINUTES!

## In just 6 easy steps!

**#1. Professionally taken headshot**

**#2. Attention Getting Headline**

**#3. Complete Experiences**

**#4. Connections, Contact Info, Customized URL**

**#5. Compelling, interesting summary, using a natural, conversational tone.**

**#6. Clear call to action so your reader can reach out and easily contact you**

**Donna Serdula**  
Writer of POWERFUL LinkedIn Profiles Author ✓  
Speaker ✓ Social Media Advisor ✓ Web Strategist ▶

Current Vision  
Profile Writer, Facebook, & Twitter  
Prof. DesignPoint Solutions, Microdesk, CCC Information Services, Inc.

500+ connections

English www.linkedin.com/in/donnas Contact

BACKGROUND

**SUMMARY**

My name is Donna Serdula and I love helping people tell their story and build a POWERFUL professional brand.

My mission is to help professionals take control of their internet presence and present themselves in a way that inspires, impresses, and builds confidence in their abilities, products, and services.

Unfortunately, it doesn't matter who you are or what you do, it's not easy to write about yourself.

I hear it all the time, "I can... sell snow to an Eskimo / manage complex projects / lead exceptional teams... but sell myself."

Besides, who can find time to write about myself?

You know this... People make a first impression and the more your LinkedIn profile doesn't showcase your skills and portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn® profile stand out from the crowd?

Well, I do.

As a LinkedIn® Profile Writer & LinkedIn® Profile Optimization Specialist, I craft engaging, targeted, & highly compelling LinkedIn® Profiles that get you NOTICED & FOUND.

Stop trying to force it out on your own and hire a LinkedIn® Profile Writer to turn your LinkedIn® profile

To learn more about my profile optimization services, visit my website:  
Visit → <http://www.Linkedin-Makeover.com/order-today>  
Or call me: ☎ 215-436-9520 (Eastern Time Zone)

# Step 1: Make sure your profile has a GREAT profile picture, and add a background image

They say a picture is worth a thousand words...and in your LinkedIn profile that is 100% true. Many people who will see your LinkedIn profile may be "meeting" you for the first time, and first impressions could make or break the deal. If someone isn't impressed by your profile picture and thinks you are sloppy, unprofessional, or lack attention to detail - simply because you used a poor picture since a better one wasn't handy - you may never even get the chance to meet them to show them that impression wasn't correct. Instead, they will likely go with your competitor, whose profile picture was welcoming, friendly, and instilled confidence.

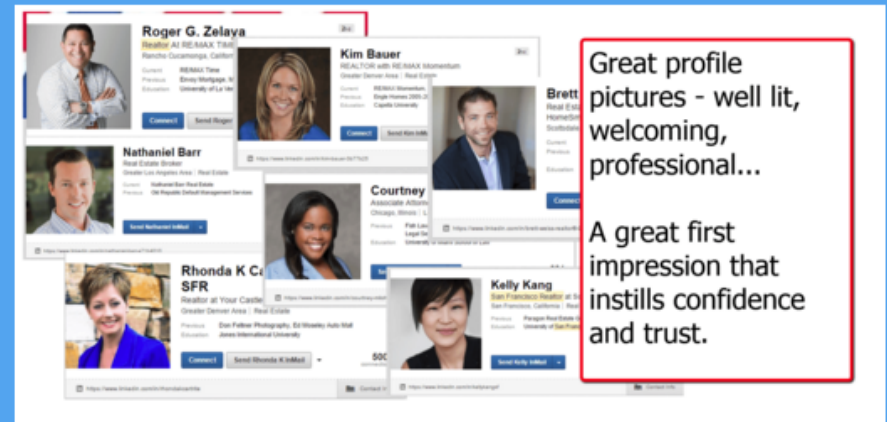
## Bad Profile Pictures



Three examples of bad LinkedIn profile pictures are shown, each with a red callout box explaining why it is poor:

- Adrienne Hollis:** Picture looks stretched, is a cropped photo, and looks unprofessional.
- Katharine K. Whiting:** Picture is over cropped, too dark, and too small.
- Bill Dittrich:** Too far away, poorly lit, he's not smiling and doesn't look welcoming.

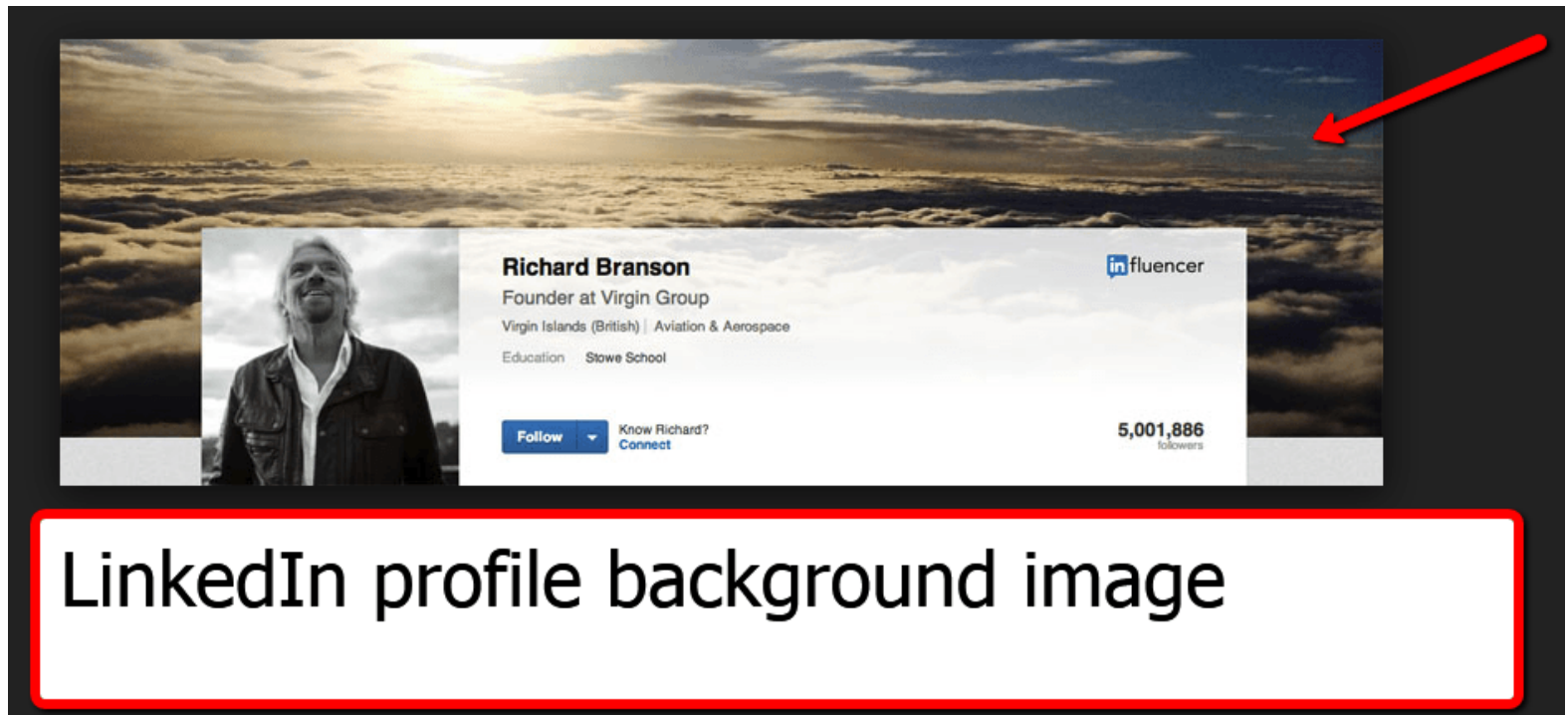
## Good Profile Pictures



A collage of good LinkedIn profile pictures is shown, illustrating professional and welcoming photos. A red callout box states: "Great profile pictures - well lit, welcoming, professional... A great first impression that instills confidence and trust."

# Step 1: Make sure your profile has a GREAT profile picture, and add a background image

Another image, though less important, is your background image. The background image is the image that appears BEHIND your profile. Having a real estate themed background image shows attention to detail, separates your LinkedIn profile from your competitors, and helps reinforce the mental image of what you do.



LinkedIn profile background image

# Step 2: Write an attention grabbing headline that separates you from the crowd

Your LinkedIn profile headline will follow you everywhere - inside of LinkedIn and outside too.

For your headline, avoid the urge to just put your job title and the company you work for. Remember, your company will be listed when you put your work experience and will show at the top below your headline. So what should you put in your headline section? Keyword rich benefit statements. "Keyword rich" means words that someone may search for, like "real estate agent" and "realtor". Benefit statements means including things that the prospect previewing your profile cares about - how working with YOU will help THEM.

**Focus on who you help, and how you help them.**

## **Example Real Estate Agent Headlines You Can Use...**

"Problem Solving Realtor - Sells houses top dollar - Reputation for results - Making the home buying process hassle free"

"Real Estate Agent making home buyer dreams come true - Sellers love that I sell homes fast - Trusted and Respected"

"Real Estate Agent focused on service - First Time buyers love working with me, call me to find out why!"

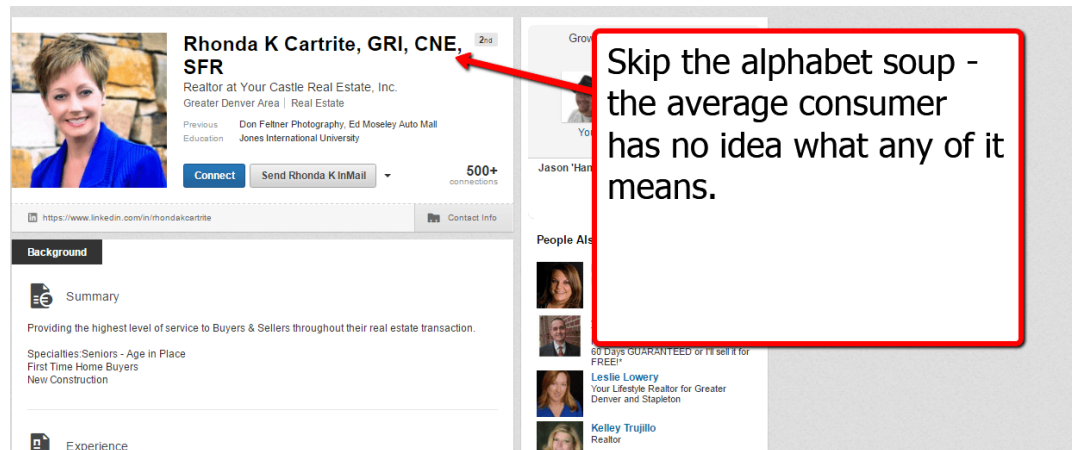
"Realtor in the Dallas area for 15 years, market knowledge to help buyers find the deals and sellers get top dollar."



# Step 2: Write an attention grabbing headline that separates you from the crowd

**POWERTIP: Don't put certifications in your name line.**

You have every right to be proud of the certifications that you've earned. However, most consumers don't understand what "GRI", "CNE", "ASP", "SFR" and the rest really mean. Instead of putting them in your Headline area, talk about them in your summary where you can fully explain the benefits.



# Step 2: Write an attention grabbing headline that separates you from the crowd

## POWERTIP: Your headline is displayed in your Google search results

When someone checks you out on the web, you're LinkedIn profile will almost always be among the first handful of results found on Google. The information you put in your Name line, along with the info in your Headline will be prominently displayed in the Google results - make it count!

About 183,000 results (0.54 seconds)

**Josh Gwin, MBA** LinkedIn

<https://www.linkedin.com/in/joshgwin>

Baton Rouge, Louisiana | Helping Businesses Profit w/ Social Media Marketing |

President - Redline Digital | Successful Social Media Strategist

Consulting

View Josh Gwin, MBA's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Josh Gwin, MBA discover ...

**Josh Gwin**

[www.joshgwin.com/](http://www.joshgwin.com/)

Josh Gwin. Get my 30-Day Home Business Checklist. Get my free 30-Day checklist for building a profitable social media biz from home. Get the Free Checklist ...



**Josh Gwin, MBA** 2nd

Helping Businesses Profit w/ Social Media Marketing | President - Redline Digital | Successful Social Media Strategist

Baton Rouge, Louisiana Marketing and Advertising

Current Redline Digital Consulting

Previous All Star Automotive Group, Josh Gwin Social Media, Latter & Blum

Education Louisiana State University

Connect Send Josh InMail

500+ connections

Your LinkedIn profile Name and Headline fields will be prominently displayed in Google search results. Google will also display your location and current position.

Be sure to use your headline space to share your benefit statement, focusing not on your job title but on who you serve and why working with you will benefit them.



# Step 2: Write an attention grabbing headline that separates you from the crowd

**POWERTIP: Your headline should make you stand out from the crowd**

Your headline should be more than your job title and the company you work for.

Instead, use those 120 characters to sell yourself and what you can do for your client.

Be sure to use keywords that will help you come up in LinkedIn searches.

The screenshot shows a list of LinkedIn profiles. Red arrows point from a red-bordered box on the right to the headline of each profile. The profiles are:

- Linda Alcott** (2nd): Headline: **Realtor at CHAPMAN HALL REALTORS**. Current: Realtor at Chapman Hall Realtors.
- Daniel Miller** (2nd): Headline: **Realtor, C.M.P.**. Current: Realtor, Certified Mortgage Planner, C.M.P. at Platinum Realty.
- Nancy Golden** (2nd): Headline: **Realtor at HomeSmart**. Current: Realtor at HomeSmart - Arrowhead.
- Pamela Schemke** (2nd): Headline: **Realtor Associate at RE/MAX GOLD**. Current: Realtor Associate at RE/MAX GOLD.
- Michael Spinetta** (1st): Headline: **REALTOR®**. Current: REALTOR® Sales Associate at Realty Executives Exceptional, Re...
- Todd Pooler** (2nd): Headline: **REALTOR**. Current: REALTOR at RE/MAX Professionals.
- Russell Castaneda** (2nd): Headline: **Realtor**. Current: Realtor at Chase International.
- Danielle Dror** (2nd): Headline: **Realtor at Phoenix View Realty- Homes by Danielle & Desiree**. Current: Realtor at Phoenix View Realty.

The red-bordered box on the right contains the following questions:

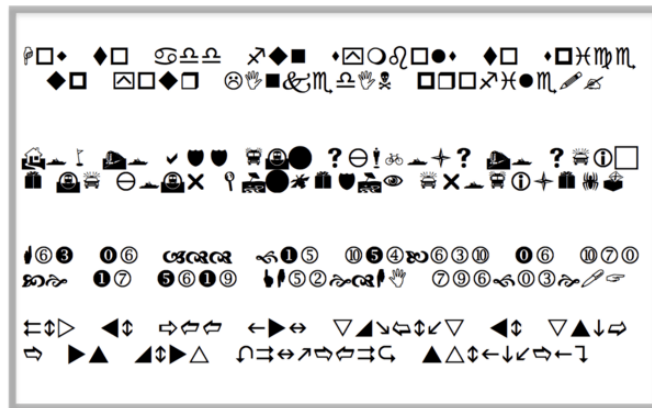
- Does your headline make you stand out from the crowd?
- Does your headline tell your potential prospect what working with you will do for THEM?
- Does your headline clearly show a benefit to working with you above the others?



# Step 2: Write an attention grabbing headline that separates you from the crowd

## **POWERTIP: Use symbols in your headline to attract attention**

You can cut and paste symbols into your LinkedIn profile to catch the eye and attract attention. Just be sure not to overdo it. Here's a good resource to explain how and give you some symbols to work with: <http://karenyanovich.com/symbols-in-your-linkedin-profile/>



Use symbols in your headline for extra attention - but don't overdue it.

## Step 3: Update your Experience section and make sure it highlights why people should work with you

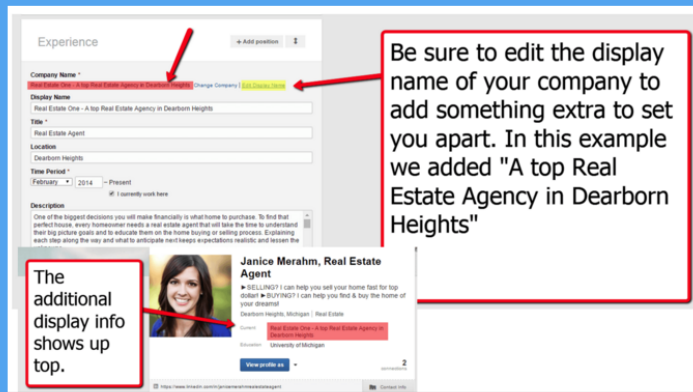
Your experience section is where you can sell yourself and why someone should consider working with you. This section includes your current and past employment, as well as your schooling. Be sure to complete as much as you can, Don't treat it like a resume, list only facts, and especially don't leave it blank. Remember to put your contact information here!

**You can use this section to list out those certifications, and to tell everyone what they mean and why it will benefit them that you've earned it. For example, instead of just listing "SFR" by your name, now is where you can say something like...**

"I am Short Sales and Foreclosure Resource (SFR) certified from the National Associate of Realtors®, which means that I have been trained in working with properties currently under foreclosure or requiring short sale. I have been trained on how to best negotiate with lenders, a skill that can benefit you if you are either looking to buy a property currently in foreclosure or requiring a short sale or if you are looking to sell your property that is in foreclosure or that you owe more on than current market value."



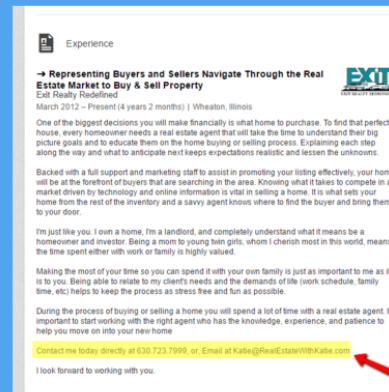
# Step 3: Update your Experience section and make sure it highlights why people should work with you



The screenshot shows the LinkedIn Experience section editor. A red box highlights the 'Company Name' field, which contains 'EXIT Realty'. A red arrow points to this field from a text box that says 'Be sure to edit the display name of your company to add something extra to set you apart. In this example we added "A top Real Estate Agency in Dearborn Heights"'. Another red box highlights the 'Display Name' field, which contains 'Real Estate One - A Top Real Estate Agency in Dearborn Heights'. A red arrow points to this field from a text box that says 'The additional display info shows up top.' Below the editor, a profile card for 'Janice Merahm, Real Estate Agent' is shown, with a red arrow pointing to the 'EXIT Realty' logo in the header.

Be sure to edit the display name of your company to add something extra to set you apart. In this example we added "A top Real Estate Agency in Dearborn Heights"

The additional display info shows up top.



The screenshot shows the LinkedIn Experience section for 'EXIT Realty'. The title is 'Representing Buyers and Sellers Navigate Through the Real Estate Market to Buy & Sell Property'. The description includes a paragraph about the biggest decisions in home buying and selling, and another paragraph about the support and marketing staff. A red box highlights the contact information: 'Contact me today directly at 630.723.7899, or Email at [Kate@RealEstateWithKate.com](mailto:Kate@RealEstateWithKate.com)'. A red arrow points to this box.

Great way to complete the current employer info, telling a story and selling herself, not just listing facts like a resume.

If you want people to contact you, you need to make it easy for them by including your contact information.

## Step 4: Get connections, update your Contact Info, and make sure your profile is visible to the public

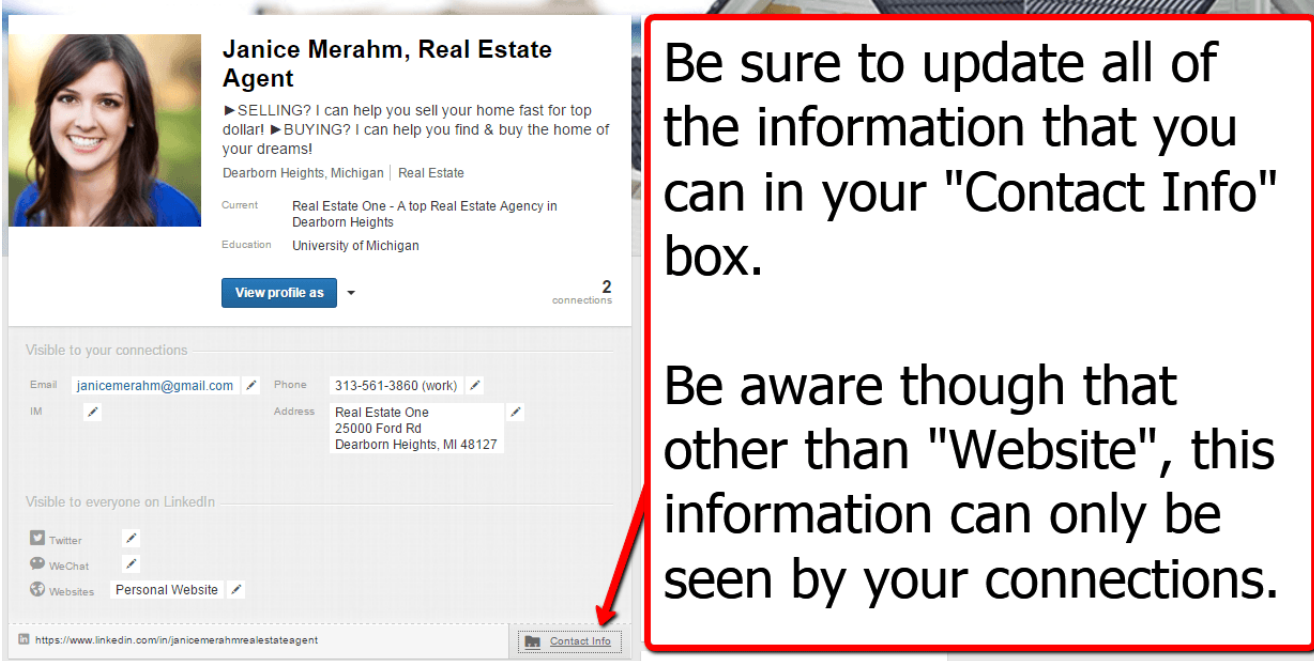
In LinkedIn, connections really matter - because you're not just connected to your connections, but you will also be connected THROUGH them to their connections. To get the most benefit from your LinkedIn profile, you want to be connected to many people. It will increase your chances of being found in a LinkedIn search.

You'll also want to make sure your Contact Info box is complete. It's important to know though that only your connections will see that information - that's why it is so important to put your contact information in multiple places in your profile to make sure that anyone viewing your profile can easily reach you.

To make sure your information like your Summary, Experience, and the rest is visible to people outside of your network, you'll need to update your public profile settings. Inside of the public profile settings you can also change your custom URL to make it easy to share your LinkedIn profile (and also to make sure your LinkedIn profile comes up when someone searches for you online - especially important if you have a common name).



# Step 4: Get connections, update your Contact Info, and make sure your profile is visible to the public



**Janice Merahm, Real Estate Agent**

► SELLING? I can help you sell your home fast for top dollar! ► BUYING? I can help you find & buy the home of your dreams!

Dearborn Heights, Michigan | Real Estate

Current Real Estate One - A top Real Estate Agency in Dearborn Heights

Education University of Michigan

[View profile as](#) 2 connections

Visible to your connections

Email [janicemerahm@gmail.com](mailto:janicemerahm@gmail.com) Phone 313-561-3860 (work)

IM Address Real Estate One  
25000 Ford Rd  
Dearborn Heights, MI 48127

Visible to everyone on LinkedIn

Twitter

WeChat

Websites  Personal Website

<https://www.linkedin.com/in/janicemerahmrealestateagent> [Contact Info](#)

Be sure to update all of the information that you can in your "Contact Info" box.

Be aware though that other than "Website", this information can only be seen by your connections.

# Step 4: Get connections, update your Contact Info, and make sure your profile is visible to the public


Janice Merahm, Real Estate Agent

► SELLING? I can help you sell your home fast for top dollar! ► BUYING? I can help you find & buy the home of your dreams!

Dearborn Heights, Michigan | Real Estate

Current Real Estate One  
Education University of Michigan

View profile as 2 connections

<https://www.linkedin.com/in/janice-merahm-real-estate-agent-374878118>  Contact Info

Add a section to your profile – be discovered for your next career step.

Janice, get th

Viewer

Click this icon to update the custom URL

# Step 4: Get connections, update your Contact Info, and make sure your profile is visible to the public

Be sure to edit your custom public profile URL. We suggest using your name and "realtor" or "realestateagent".

Example: ".../in/janicemerahmrealestateagent"

You aren't able to use hyphens or spaces.

Be sure to make your public profile visible to everyone to come up when people search you online. Also, check all of the boxes you want shared. Our suggestion is to share everything, but be sure to share your summary section after you add it (it will not be shared if you don't come back here and check it off after adding it)

## Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

[www.linkedin.com/in/janicemerahmrealestateagent](http://www.linkedin.com/in/janicemerahmrealestateagent)

## Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc. [Learn more](#)

- Make my public profile visible to no one
- Make my public profile visible to everyone

### Basics

- Picture
- Headline
- Websites
- Summary
- Current Positions
- Details
- Education
- Details
- Volunteer Experiences & Causes
- Organizations
- Skills

Save

Cancel

## Your public profile badge

[Create a public profile badge](#)

# Step 5: Write a compelling and interesting Summary section that generates leads

Most agents, and most LinkedIn users in general, fail to enable the Summary section at all. Those that do usually use it incorrectly. So what is the correct way?

There's actually more than one correct way, but our favorite is to use the formula...

- 1) Identify a problem - the pain points of your potential clients
- 2) Say "I can solve that" or "I can help"
- 3) Share who you can help and how you can help them
- 4) Make sure you have your contact information (email, phone, and website)

Your summary is the first section that most other LinkedIn users will see and read. You want to make sure that you use this section to share who you serve and what you can do for them. You also want to make sure that you have your contact information in your summary section, and that you go back to the public profile and check the box to ensure that the Summary section is viewable by other LinkedIn users who are not connected to you.





# Step 5: Write a compelling and interesting Summary section that generates leads

## Example Summary Section You Can Use...

If you are thinking about buying or selling a home in the **xxxxx** area, you've probably faced the dilemma of hiring the right agent. You may be concerned about working with someone who doesn't know the area, or who doesn't listen to you. Maybe you're worried about an agent who is more concerned with a commission than making sure you're properly taken care of.

Great news - I can help!

IF YOU ARE THINKING OF SELLING A HOME... I would love to sit down with you and talk about how to quickly sell your home for top dollar. I can provide you with a no-cost and no obligation market analysis (much more accurate than a Zestimate) to take the guess work out of what you can expect to truly sell your home for. I can provide you with up-to-date comparable sales and help guide buyers to your door.

IF YOU ARE THINKING OF BUYING A HOME... I would love to share with you the inventory that is available to you, and also talk about what homes might be coming onto the market very soon. As a **xxxxx** resident who also grew up here, I'm not just your agent but also your neighbor. I'd love to take you out house hunting, and to help you find just the right home. Once we find it together I'll help you negotiate, and introduce you to great low rate mortgage lenders to get your mortgage. I'll help guide you through appraisals, inspections, title searches, and finally closing.

If you are ready to contact me I'd love to help you. You can message me through LinkedIn, email me directly at [xxxxx@xxx.xxx](mailto:xxxxx@xxx.xxx), or call me at 888-555-1212.

I can't wait to hear from you!



# Step 5: Write a compelling and interesting Summary section that generates leads

Janice Merahm, Real Estate Agent

► SELLING? I can help you sell your home fast for top dollar! ► BUYING? I can help you find & buy the home of your dreams!

Dearborn Heights, Michigan | Real Estate

Current Real Estate One - A Top Real Estate Agency in Dearborn Heights

Education University of Michigan

View profile as

2 connections

https://www.linkedin.com/in/janicemerahmrealestateagent

Contact info

Add a section to your profile – be discovered for your next career step.

**Summary**  
Adding a summary is a quick and easy way to highlight your experience and interests.  
Add summary

**Language**  
This can help you find a new job, get a promotion, or transfer overseas.  
Add language

View More

If you don't have a Summary section yet, you can add it by clicking "Add summary" under the "Add a section to your profile" area.

You may have to click "View More"

Background

**Summary**

If you are thinking about buying or selling a home in the Dearborn or Dearborn Heights area, you've probably faced the dilemma of hiring the right agent. You may be concerned about working with someone who doesn't know the area, or who doesn't listen to you. Maybe you're worried about an agent who is more concerned with a commission than making sure you're properly taken care of.

Great news - I can help!

IF YOU ARE THINKING OF SELLING A HOME... I would love to sit down with you and talk about how to quickly sell your home for top dollar. I can provide you with a no-cost and no obligation market analysis (much more accurate than a Zestimate) to take the guess work out of what you can expect to truly sell your home for. I can provide you with up-to-date comparable sales and help guide buyers to your door.

IF YOU ARE THINKING OF BUYING A HOME... I would love to share with you the inventory that is available to you, and also talk about what homes might be coming onto the market very soon. As a Dearborn resident who also grew up here, I'm not just your agent but also your neighbor. I'd love to take you out house hunting, and to help you find just the right home. Once we find it together I'll help you negotiate, and introduce you to great low rate mortgage lenders to get your mortgage. I'll help guide you through appraisals, inspections, title searches, and finally closing.

If you are ready to contact me I'd love to help you. You can message me through LinkedIn, email me directly at [janice.merahm@gmail.com](mailto:janice.merahm@gmail.com), or call me at 313-561-3860.

I can't wait to hear from you!

*Janice Merahm*  
Your Realtor for Results

Janice Merahm - Results in Real Estate!

Your summary is your section to "sell" yourself.

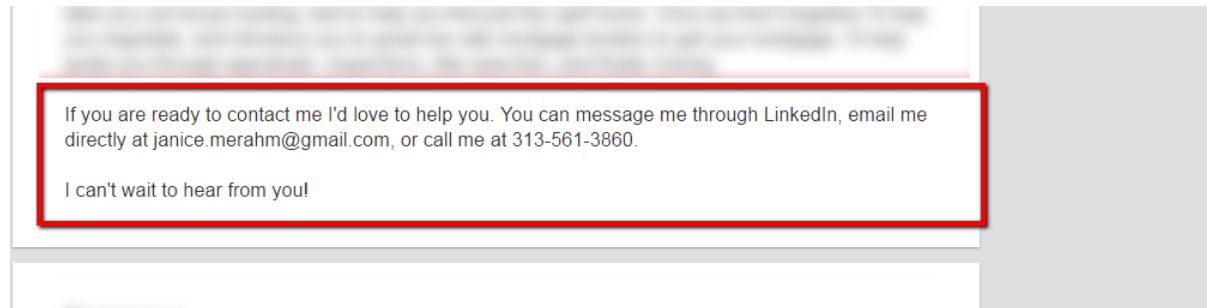
A good format is to identify a problem, and then talk about how you solve it.

Bonus Tip: Be sure to upload your website and/or personal logo here!

# Step 6: Have a clear call to action that makes it easy for leads to contact you outside of LinkedIn

The key to getting leads from LinkedIn is to make it easy for someone who needs an agent to see why you are the one to work with, and make it easy for them to contact you!

Make sure that your Summary and Experience sections have your phone number, email address, and website.



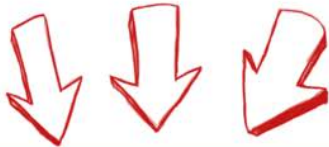
A great way to put a call to action on any section...

"If it sounds like I can help you, please contact me directly through LinkedIn, email me at email@email.com, or call me at 888-555.1212. If you're not yet ready for a conversation, but you'd like to learn more about me and how I can help you or about the real estate process in general, including inventory in your area, check out my website at <http://mywebsite.com>."

# **BONUS:** 10 FREE LinkedIn Background Images

No charge, no strings, no obligations - they are yours for the taking.  
Just click the button below and download!

Download these Real Estate Agent  
specific backgrounds for your LinkedIn  
profile!



**Instant Access Download**

Any problems? Just contact me at my information above!



If download button doesn't work, type this URL in your web browser: <https://goo.gl/mA30PH>

