



LINKEDIN BACKGROUND BUILDER™

BEFORE WE GET STARTED

Here are 3 ways that might be of interest around helping you grow your business via LinkedIn



GRAB A FREE COPY OF MY BOOK: *It's the road map to connecting with prospects, engaging with and converting new clients, and levelling up your consulting business.* - [Click Here](#)



JOIN THE INFLUENCER BOARDROOM AND CONNECT WITH OTHER ADVISORS AND CONSULTANTS WHO ARE SCALING TOO: *It's our new Facebook community where smart advisors and consultants learn to generate more business simply using their LinkedIn profiles, it's free as well, just be sure to answer the 3 questions.* - [Click Here](#)



JOIN OUR PROFILE IMPLEMENTATION PROGRAM AND BECOME A CLIENT CASE STUDY: *I've created a 'get started and scale' group inside The Influencer Project recently and clients are getting solid results quickly. If you'd like to work with me on your client-getting and business growth plans using LinkedIn... then let me know a bit more about you and your business here:* - [Click Here](#)

LET'S DIVE IN...

KNOW YOUR BASICS

Of the people that view your profile, 73% of people are more visual than logical. So how your profile LOOKS plays a huge role in how long a visitor stays and how they will engage with you.

Remember, this is your visual first impression - make it count!



YOUR KEYWORDS

The keywords should be your WHAT, not your WHO

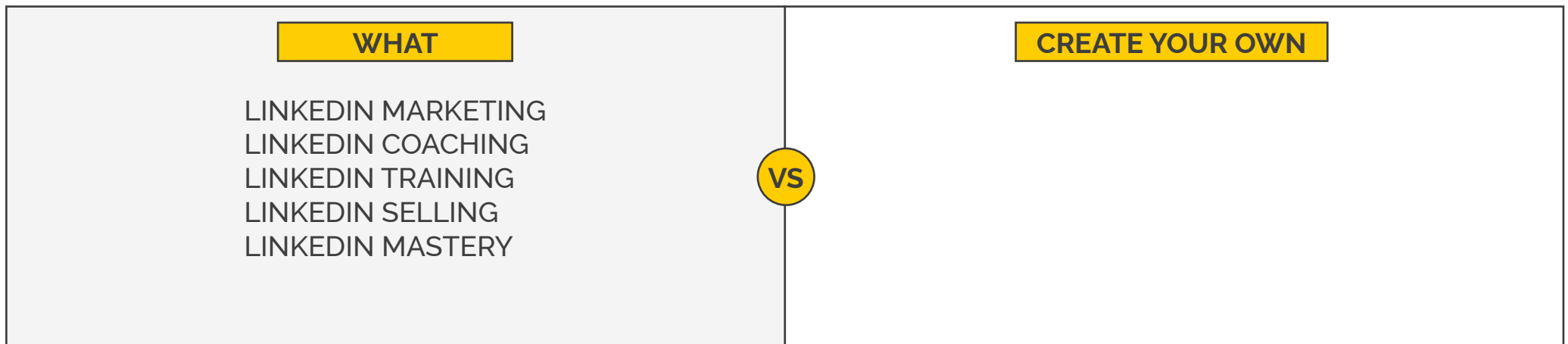
REMEMBER: *On LinkedIn, 91% of people will leave your profile within 7 seconds if they don't know WHAT you offer. Nobody wakes up and thinks, "you know what I need? I need a managing director!" No! They search for 'solutions' to their problems using keywords... such as 'Accountant Brisbane, Facebook Marketing Specialist, Career Coach'*



WHO VS WHAT

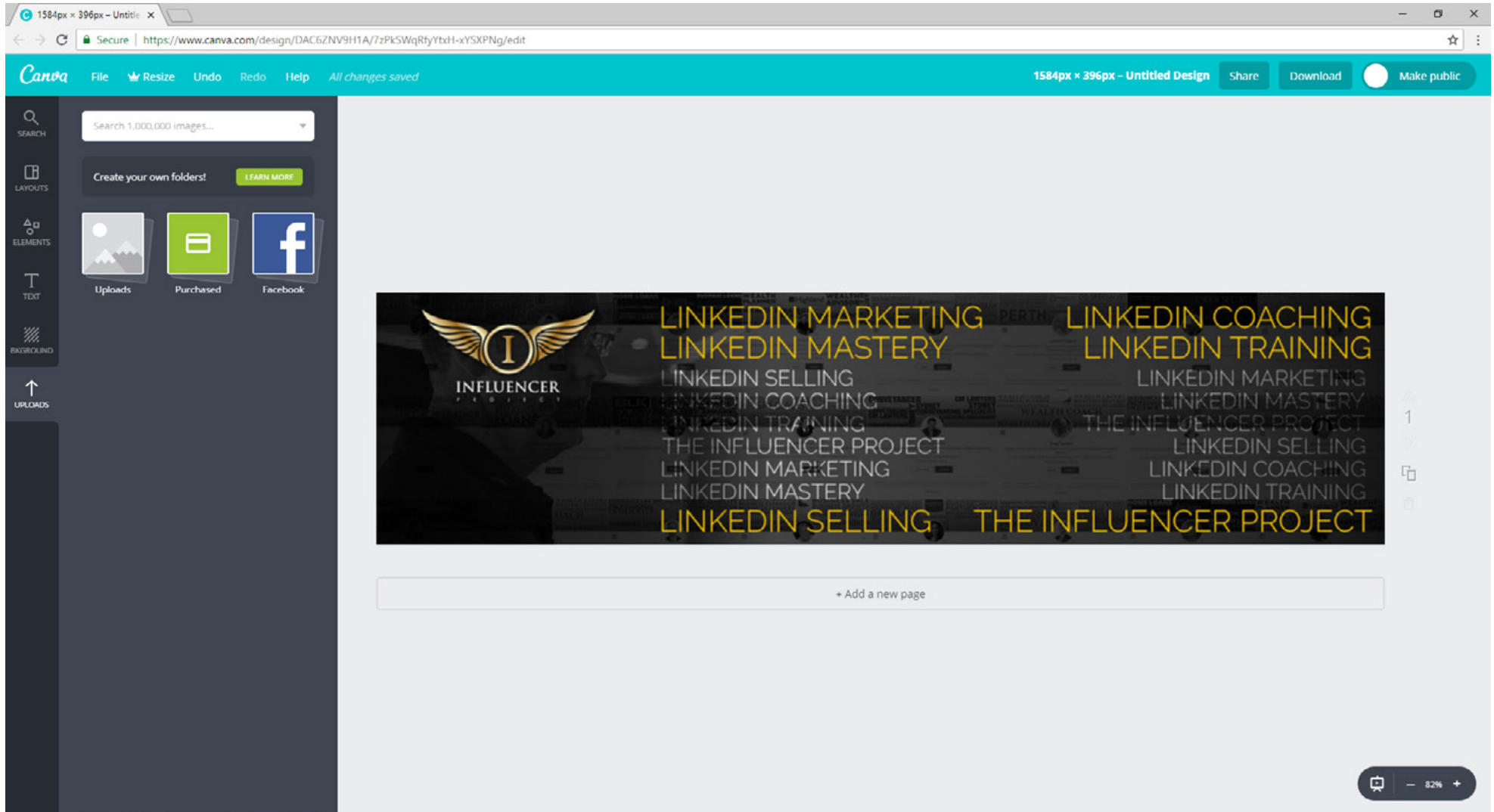
Again, WHO you are is not as important as WHAT you do when it comes to first impressions. After the WHAT comes the WHO.

Your title, position and education simply backs up what you do, and lends credibility to it. So lead with your WHAT - what problem you solve and what promise you deliver.



HOW TO CREATE YOUR BACKGROUND IMAGE

If you want to edit yourself, you can use [Canva](https://www.canva.com) - a free online tool with templates for social media postings like Facebook, Instagram and LinkedIn

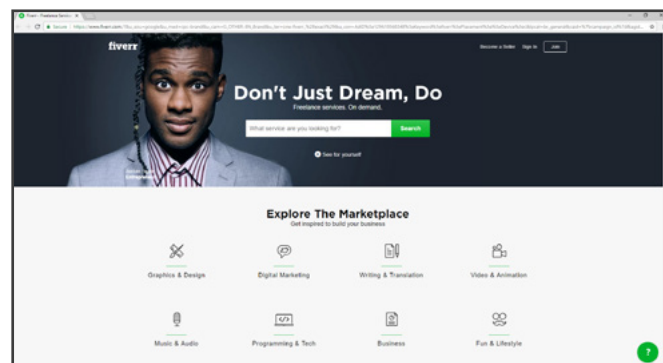


HOW TO CREATE YOUR BACKGROUND IMAGE

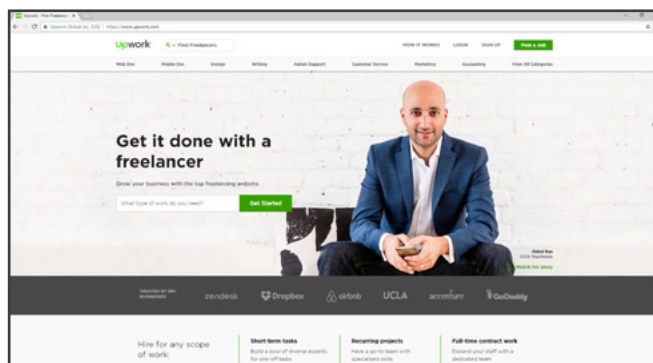
If you want a professional designer to create your image, you can check out Fiverr, Upwork or 99designs. These are a few freelance-service marketplaces where you can have your graphics designed at an affordable rate.

Click on the names below to go to their website.

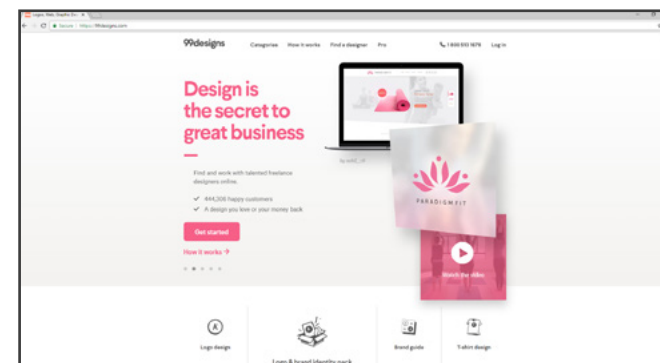
FIVERR



UPWORK



99DESIGNS



Forward them your logo and make the following request:

"With these pixel dimensions (1,584 x 396px) I would like a background photo created for my LinkedIn profile please, and I would like to include my logo and the following keywords - _____"

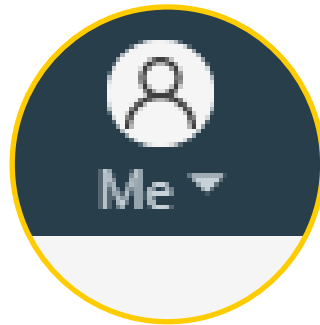
*** Also consider what background you want it all on e.g. a faded out image of you in action, or perhaps a simple effect based around your corporate colours. The more specific you are, the better the outcome will be.*

HOW TO UPLOAD YOUR BACKGROUND IMAGE

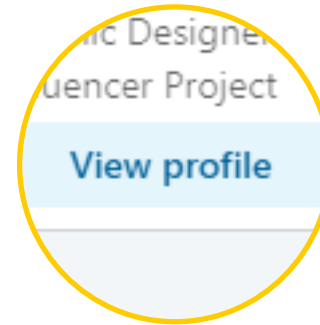
Step by step guide on uploading a background image on LinkedIn - with images



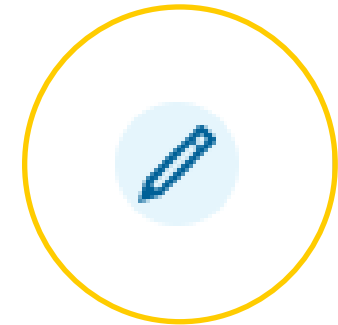
1. Login to your LinkedIn Profile



2. Click the Me icon at the top of your LinkedIn homepage.



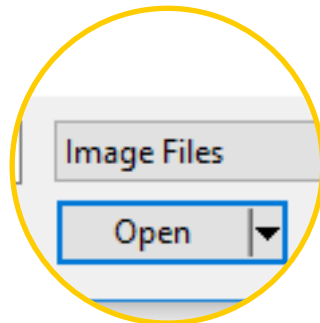
3. Click View profile.



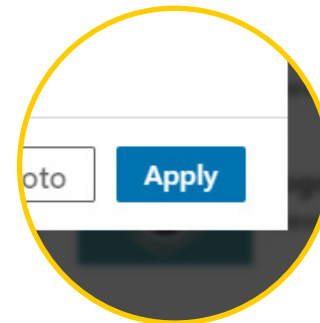
4. Click the Edit icon in your introduction card (or Click [HERE](#))



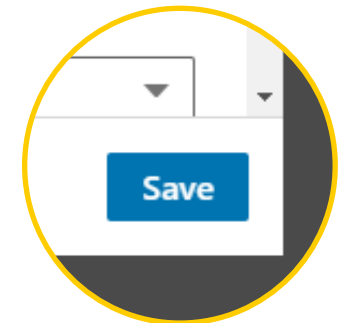
5. In the Edit intro pop-up window, click the Edit icon on the top right corner of your background photo.



6. Select an image from your computer to upload and click Open.



7. Click Apply.



8. Click Save.

NOTES:
