

LinkedIn Raw #4

LINKEDIN RAW A YOUTUBE SERIES

Welcome to Episode 4 of LinkedIn Raw!

This lesson covers everything you need for an optimized LinkedIn profile. Your profile acts as a landing page where your audience will find links to paid products, free newsletters, lead magnets, and anything else you offer. It is the central hub behind your LinkedIn business.

LinkedIn Profile Picture:

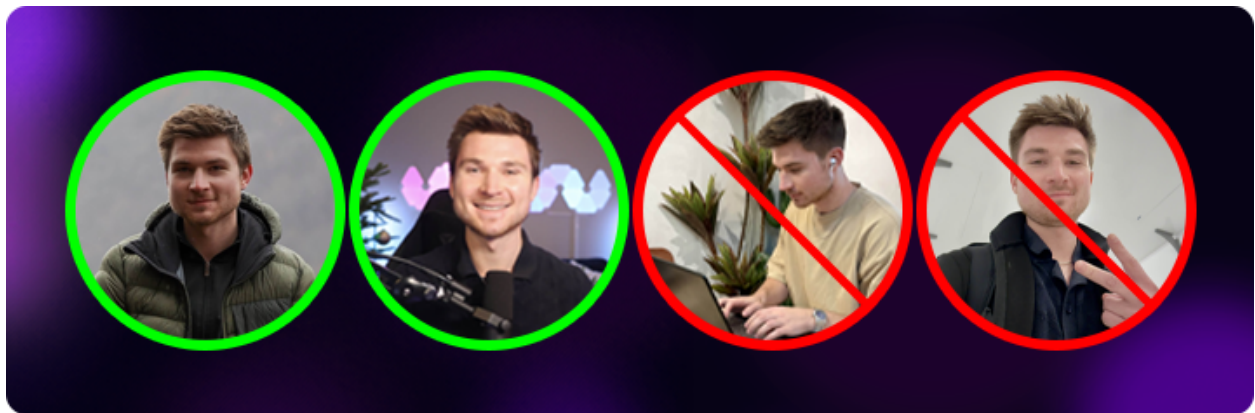
Your LinkedIn profile picture is one of the most critical aspects of your brand. When you comment on a post, people see your photo. When you post content, people see your photo. When you DM someone, they see your photo.



This makes it the most-seen aspect of your entire profile on LinkedIn, so here's exactly what you need to keep it looking sharp:

1. Your profile photo should only be of your face and the upper part of your body.
2. Use the back camera on your phone (or a DSLR) to take your photo.
3. Do not use selfies or unprofessional photos.
4. Keep your profile photo on brand. For example, if you are a travel vlogger, use a picture of yourself traveling.
5. Feel free to remove the background of your photo and replace it with your brand's color scheme. For mine, I changed the color of my lights to stay on brand.

Here are a few examples of **what to do** and **what not to do**:



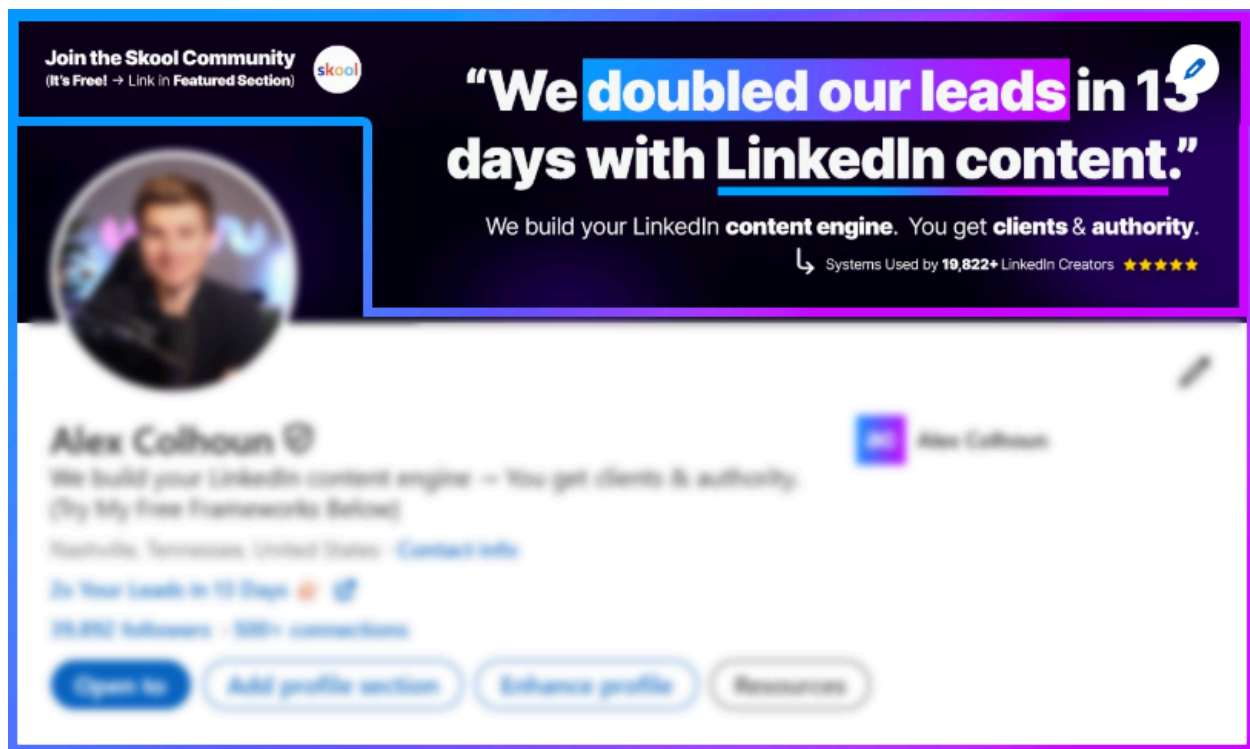
The two profile photos on the left are clear, showcase my face, and stay on the professional side of LinkedIn. The two photos on the right are less-quality selfies and don't show my entire face. Avoid those at all costs.

LinkedIn Profile Banner:

Your LinkedIn banner is tied with the second most critical part of your profile on LinkedIn. Your banner should showcase the following items:

1. **What you do and who you help** → "Helping **founders grow** and **scale** with **LinkedIn content**."
2. **Call to action** → "Message me **"Elevate"** if you'd like to work with me." and **"Subscribe** to my **YouTube**."
3. **Social proof** → "**Worked** with [xyz] and many **more**."

I use Photoshop to design my banner. Here's the [Photoshop File](#) for my banner if you'd like to take inspiration and create your own. If you don't know how to edit or design something like this, I'd recommend either 1) **hiring a designer** or 2) going to **Canva** and grabbing a **pre-made template**.



LinkedIn Bio Text:

This part of your profile is tied with your banner in terms of importance. When someone visits your profile, you have roughly **2-5 seconds** to **grab** their **attention** and **convert** them to a follower/customer or lurker who wants nothing to do with you.

Here's a breakdown of my **optimized** LinkedIn bio text:

"We build your LinkedIn content engine → You get clients & authority. (Try My Free Frameworks Below)"

1. **CEO @ Elevate** → Directly promoting my agency.
2. **Helping founders** → Who I help.
3. **Get consistent leads on LinkedIn** → The ideal outcome for my clients.
4. **Using proven inbound, outbound, and AI strategies** → How I'll help my clients.
5. **Join the Accelerator Waitlist Below** → A simple CTA.

Your bio text can be as simple as this: showcase who you help, an ideal outcome for the people you help, how you'll help them, and a CTA to finish it.



LinkedIn Link In Bio + Call to Action:

This next section is how you'll convert your profile visitors into followers or customers. I'd recommend keeping your link in bio to one of the following:

- Link to your free newsletter.
- Link to a free lead magnet.
- Link to your free YouTube content.

Get your audience to enter your sales funnel using a free product or resource. The easier the process is for your audience, the better.

Here are the previous three CTAs I used and what they linked to:

1. **Join the Waitlist Here** → The Accelerator Program Waitlist
2. **Watch My New YouTube Video** → A link to my new YouTube video.
3. **Get Started on LinkedIn** → A link to my free newsletter.

Keep your CTA simple, to the point, and easy to tell what it is.



LinkedIn Featured Section:

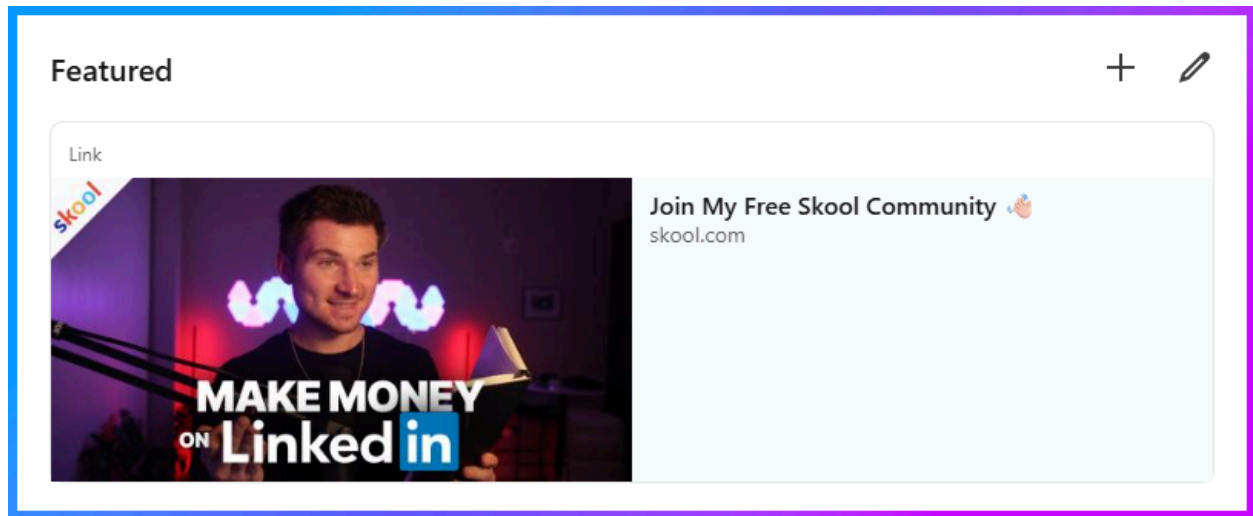
The featured section on LinkedIn is a critical part of your profile not to mess up. You'll receive heavy traffic to this section of your profile. I'd recommend keeping your featured section to one to two items maximum.

Here's what I'd **recommend** adding to your featured section (with **specific combinations**):

1. Free Newsletter + Low Ticket Paid Offer
2. Free Newsletter + Free Lead Magnet
3. Low Ticket Paid Offer + High Ticket Service
4. Low Ticket Offer
5. High Ticket Service
6. Free Newsletter + Low Ticket Paid Offer + High Ticket Service

For the thumbnail of your featured items, you can steal my [Photoshop Templates here](#).

My featured section gets you free access to my [Skool Community](#).



LinkedIn About Me Section:

This is the most underrated section of your profile on LinkedIn. 99% of founders and business owners ignore this profile section.

Here's what I'd **recommend** adding:

1. Introduce yourself.
2. In a TL;DR format, share a simple rundown of what you do on LinkedIn, who you're helping, why you're doing it, and what you offer.
3. Below the TL;DR format, write an extended version for people who want to go more in-depth about you. Be very specific here. Incorporate specific stats and analytics from clients you've worked with, your following, etc.
4. Add a few social links at the bottom of your About Me section.

You can write your own About Section using my ChatGPT script here: [Grab it here](#)

About



I help founders and business owners turn their ideas into content machines, build personal brands people pay attention to, and sell digital products without sounding like everyone else.

So far, I've helped over 3,000 customers and worked 1:1 with 120+ business owners to build their content, offers, and brand from scratch.

I'm currently building one of the fastest-growing brands on LinkedIn and sharing everything I know as I go. No sugarcoating. No fluff. Just proven, repeatable systems that get results.

What I do isn't magic. It works because I don't hold back. If I've tested it, I'll show you exactly how. What to write. Where to post. How to build. What to sell. What not to waste time on.

We work together. Not an agency black box. Not generic templates. Just tailored, strategic, and fast execution.

The heart of everything I'm building is my free Skool community. It's the #1 community for founders and creators who want to grow on LinkedIn, build their brand, and scale their business.

Join the Skool Here: <https://www.skool.com/innovator/about?ref=a0488c1c7cc443e2b20fb98049ca72f8>

Here's how we can work together:

1. The Accelerator Program: my private community for founders ready to scale
2. Elevate: my content agency for done-for-you content and digital product builds
3. My Free Skool Community: connect, learn, and grow with other founders building on LinkedIn
4. My Free Newsletter: weekly strategies straight to your inbox
5. My Free Content: LinkedIn, YouTube, Instagram, TikTok

Want to create content, build your brand, or sell digital products?

Book a call here: <http://calendly.com/alexcolhoun/growth>

I'm one message away. It's time to build something REAL.



Top skills

Entrepreneurship • Personal Branding • Content Marketing • Online Content Creation • Copywriting



LinkedIn Experience Section:



The last section of your LinkedIn profile is your **experience tab**, where you can add everything you've done in the past.


As a LinkedIn creator, I've had experiences in the past that I **don't find relevant** to add to my profile, so I **kept those out**. Only add what you think brings value to your audience and potential clients.


1. Founder of Alex Colhoun (Personal Brand)
2. Founder of Elevate (Content Agency)
3. Brand Strategist at The Growth Innovator (Newsletter)
4. Founder of Gaming Ape Club (NFT Company)
5. Community Manager at Discord

These five items are what I showcase on my profile. The experience I've had and currently have in these roles make up the skills I use for my LinkedIn content and agency. Always keep them **relevant**.

Experience







Founder / Brand & Business Coach
Alex Colhoun · Self-employed
Jan 2013 - Present · 12 yrs 9 mos
Nashville, Tennessee, United States · Remote
 helped me get this job

Most creators and entrepreneurs know LinkedIn has massive potential.
But the truth? 99% never figure out how to turn their posts into paying clients....

...see more




Join My Free Community 🙌
Over 100 members worldwide




Founder / Content Strategist
Elevate | The LinkedIn Growth Agency · Full-time
Mar 2024 - Present · 1 yr 7 mos
Nashville, Tennessee, United States · Remote

Your LinkedIn content engine → Clients & authority.
...

...see more




Book a 1:1 to Discuss Strategy
Let us create your LinkedIn content for you.




Brand Strategist
The Growth Innovator · Self-employed
Nov 2022 - Present · 2 yrs 11 mos
Nashville, Tennessee, United States · Remote

Your weekly playbook for LinkedIn growth, branding, and client acquisition.
...

...see more

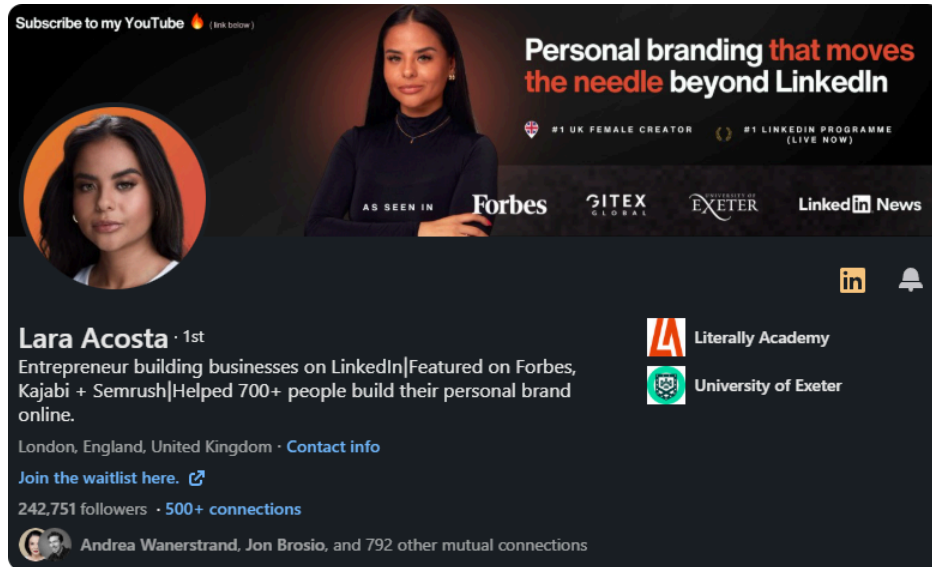
 **Marketing, Copywriting and +3 skills**



Get My Weekly Systems!
Join over 19,000 creators worldwide.

Now that you have a detailed system to follow for your profile, here are a few other **top picks** I have on **LinkedIn** when it comes to **optimized profiles**:

Lara Acosta:



Subscribe to my YouTube 🔥 (link below)

Personal branding that moves the needle beyond LinkedIn

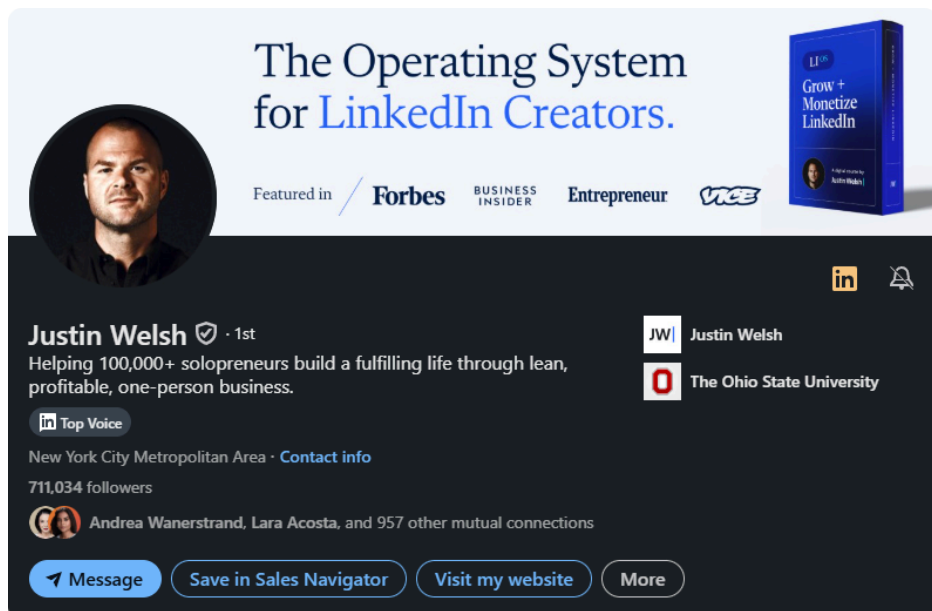
#1 UK FEMALE CREATOR #1 LINKEDIN PROGRAMME (LIVE NOW)

AS SEEN IN Forbes GITEK GLOBAL UNIVERSITY OF EXETER LinkedIn News

Lara Acosta · 1st
Entrepreneur building businesses on LinkedIn | Featured on Forbes, Kajabi + Semrush | Helped 700+ people build their personal brand online.
London, England, United Kingdom · [Contact info](#)
[Join the waitlist here.](#) [🔗](#)
242,751 followers · 500+ connections
Andrea Wanerstrand, Jon Brosio, and 792 other mutual connections

Literally Academy
University of Exeter

Justin Welsh:



The Operating System for LinkedIn Creators.

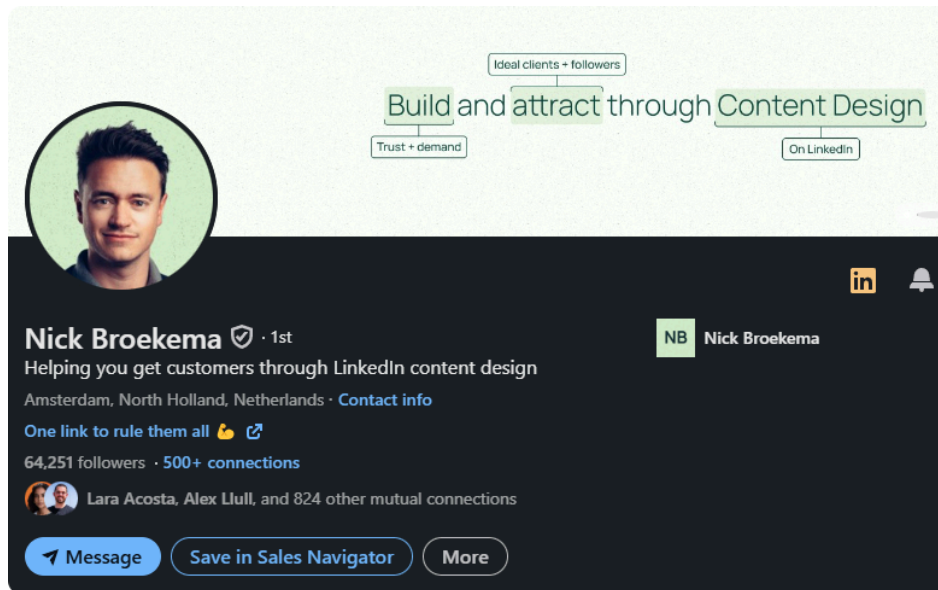
Featured in Forbes BUSINESS INSIDER Entrepreneur VICE

Justin Welsh ✓ · 1st
Helping 100,000+ solopreneurs build a fulfilling life through lean, profitable, one-person business.
[Top Voice](#)
New York City Metropolitan Area · [Contact info](#)
711,034 followers
Andrea Wanerstrand, Lara Acosta, and 957 other mutual connections

[Message](#) [Save in Sales Navigator](#) [Visit my website](#) [More](#)

JW Justin Welsh
The Ohio State University

Nick Broekema:



Each of these founders does a **fantastic job** with the following:

- Brand Consistency (Typography, Color Scheme, and Messaging)
- What They Do (Easy to Find)
- What They Offer (Easy to Find)
- Profile Picture + Banner (High Quality and Professional)

Take the time to optimize your profile today before you start on the rest of this module. If you need to hire designers, do so **ASAP** so you can continue your focus on **building**.

Your Action Items:

- ☐ Add your high-quality profile photo.
- ☐ Design a clean, specific profile banner (stay on brand).
- ☐ Write your bio text (who you help, how you help them, and what you do).
- ☐ Add your link in bio and CTA (free lead magnets, newsletter, etc).
- ☐ Add 1-2 items in your featured section (free and paid offers).
- ☐ Write a detailed "About Me" to showcase more about yourself.
- ☐ Finish adding your experience at the bottom of your profile.

You're ready for the next step once you've **checked off these boxes**.