A FREE COMPANION TO FOCUS ON LINKEDIN

Fix Your Profile First

A LinkedIn workbook: audit your profile, rewrite your headline, plan your network, run a weekly routine, and keep your account safe.



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How to Use This Workbook

Print it, keep a pen handy, and work through it with your profile open in another window.

Focus on LinkedIn covers the platform from the first profile to an account restriction. This workbook pulls out the parts you can act on this week: **the profile audit** (Part 1), **the headline and About worksheet** (Part 2), **your network and lead plan** (Part 3), **the weekly routine** (Part 4), and **protecting the account** (Part 5). Do Part 1 in one sitting and Part 2 over a weekend. Use Parts 3 and 4 every week. Do Part 5 now, before you need it.

Part 1: The Profile Audit

Check each item that is already true. Every empty box is a job for this week.

First impression

- ☐ Recent photo that looks like the person who will show up on the video call
- ☐ Eye level, even light, eyes visible, face filling most of the circle crop
- ☐ No bar, party or restaurant background; no AI-generated face
- ☐ Identity or workplace verified, from inside your own profile, never from an emailed link
- ☐ Profile set to public, so Google and AI assistants can find it

Words

- ☐ Headline says what you do and for whom, with the most important words first
- ☐ About section opens with a hook and the first lines work before "see more"
- ☐ About ends with a next step for each kind of reader: client, employer, collaborator
- ☐ Experience entries show results with numbers, told as problem and solution
- ☐ Standard job titles a recruiter would actually search for
- ☐ Ten to fifteen skills pointing one direction, the top two or three matching your headline

Settings

- ☐ Professional email you can afford to have harvested; website link to your most valuable page
- ☐ "Data for Generative AI Improvement" set the way you want it
- ☐ Follow or Connect chosen as your main button on purpose

12 to 14 checks	7 to 11	Under 7
Your profile is working. Move on to Part 3.	Do Part 2 before you post anything new.	Stop posting for a week and rebuild the profile.

> *Your profile does more work than your posts.*

Part 2: Headline and About Worksheet

Your headline follows you everywhere: every search result, every invitation, every comment. You get 220 characters.

Write one draft of each formula from the book, then pick the one that answers the reader's question: what's in it for me?

FORMULA	MY DRAFT
Problem and solution I help [audience] [achieve outcome] by [your method]	
Credibility and outcome [Credential or achievement] who [delivers outcomes] for [audience]	
Contrarian position The [expert] who believes [contrarian view] about [topic]	

Test it: change only the headline, leave everything else alone for a few weeks, and watch your profile views.

About section planner

The About section has four jobs: establish credibility, show your value, make a human connection, and move the reader to act. You get 2,600 characters, and the hook decides whether anyone clicks “see more.” Write plain sentences in the words your reader would use for their own problem.

PART	WHAT I'LL SAY
Hook A challenge, a surprising insight or a pointed question	
Credibility Concrete, numbered achievements	
Value and proof Outcomes for people, plus a testimonial	
Human connection Why you do this work, in your own voice	
Next steps Where a client, an employer and a collaborator should each go	

Part 3: Your Network and Lead Plan

A network of 500 people in your target audience is worth more than 5,000 random connections.

Who belongs

Your ideal connections give value to you, receive value from you, or connect you with people who do. Name a few of each.

THEY HELP ME	I HELP THEM	THEY CONNECT ME

Rules for every invitation

- [ ] They have a reason to recognize my name: comments, a shared employer, school, event or group
- [ ] I saved my scarce personal notes for the connections that aren't obvious
- [ ] No pitch in the request, and no pitch right after they accept
- [ ] Famous names and senior executives: I follow them instead of sending a request
- [ ] Every invitation sent by me, by hand; no automation tools
- [ ] If most invitations go unanswered, I fix my targeting and send fewer

Lead tracker

Comment first for a week or two, connect without a pitch, and message late, only people who have shown interest. Real interest looks like action.

NAME	STAGE	NEXT STEP	FOLLOW UP

Stages from the book: researched, first contact, in conversation, qualified, in business discussions. Measure four numbers: requests accepted, messages answered, conversations that become meetings, meetings that become opportunities.

Part 4: The Weekly Routine

Two or three subjects, two or three posts a week, and comments every day.

My subjects for the next three months:

1. _____ 2. _____ 3. _____

This week

DAY	COMMENTS (AIM 6)	POSTED?	CONVERSATIONS STARTED, PEOPLE TO INVITE
Mon			
Tue			
Wed			
Thu			
Fri			
Sat / Sun			

Before you publish

- ☐ The opening line earns the second line
- ☐ One point, backed by an example or evidence only I could give
- ☐ Ends with a specific question the reader can answer from experience
- ☐ No request for likes, shares or follows, and no “comment GUIDE” bait
- ☐ No outside link in the post; at most one or two hashtags
- ☐ Proofread now, because editing right after posting costs momentum

Post log

DAY AND HOUR	SUBJECT	COMMENTS	SAVES AND SENDS	AFTER A WEEK

A dozen logged posts will tell you more about your readers than any published “best time” chart. Judge a post by the conversations and inquiries it starts.

Part 5: Protect the Account

Automated enforcement makes mistakes. If your whole network lives inside LinkedIn, you're one enforcement action away from a serious problem.

Restriction-proof checklist

- [ ] Downloaded my LinkedIn data, including the connections file, this quarter
- [ ] Collected real email addresses and phone numbers for the people who matter, kept somewhere I own
- [ ] Two-step verification or a passkey turned on; a LinkedIn password used nowhere else
- [ ] No extensions or tools that click, connect, message or comment for me
- [ ] One account, in my real name, run by me; nobody else has the password
- [ ] Not in any engagement pod
- [ ] An email list, website or newsletter I own, so my writing survives without LinkedIn

Scam red flags

- [ ] The conversation moves to WhatsApp, Telegram or a personal email within a message or two
- [ ] A professional chat turns personal fast, and they can't meet in person
- [ ] Any request for money, for any reason, or a trading platform they want to show you
- [ ] A job that wants payment for training, equipment or a background check
- [ ] A recruiter with no verification badge and a profile only weeks old
- [ ] A coding test to download and run, or a request for your Social Security or bank details before a verified written offer
- [ ] An email "from LinkedIn security" with a link; go to LinkedIn directly instead

If it happens

1. **Restricted?** Read the notice, stop whatever triggered it, and send one factual appeal through the link it gives you. Keep a record of everything.
2. **Lost money?** Call your bank the same day. Report to LinkedIn, ReportFraud.ftc.gov and ic3.gov; use IdentityTheft.gov if your identity was used.
3. **Then** change your password, warn your network, and ignore the "recovery" firms. They're the same crowd.

> *Go fix your profile. The rest follows from there.*

The Whole Story

This workbook is the short version. Focus on LinkedIn explains the why behind every box you just ticked: how the rebuilt feed decides who sees you, how Sales Navigator and company pages work, how to handle a reputation crisis, how to appeal a restriction, and how to spot the scams aimed at professionals.



Focus on LinkedIn:
Advanced Strategies for Professional Success in the Digital Age
Working for Yourself

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