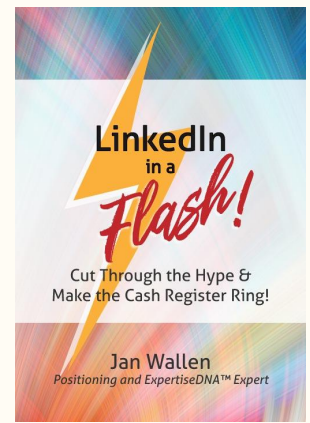


# Worksheet for your More-Clients LinkedIn Profile

**When your LinkedIn profile represents you as the Expert and resonates with your ideal clients, they can't wait to work with you. Your *ExpertiseDNA*™ is your unique combination of values, skills and expertise that positions you for your ideal clients. It shows them that you're the person and company to work with.**



**Write notes** for things you'd say for your own company and yourself to make yours a More-Clients-Profile.

Then use these notes as guidelines when you write your sales copy, social media posts, articles, videos, and have in-person and virtual conversations.

**What must your ideal clients know and feel before they make the decision to work with you and your company?**

**1) CAPTURE MY ATTENTION.** Talk about what keeps me up at night and what I want to solve now. Talk about your solution and the results you can help me get. Don't talk about how you do that. I don't care how you do it, I simply want the results.

If you're not sure what that is, ask me. Let's have a chat or virtual cup of coffee. Don't assume you already know. Now that we're getting back to business, things have changed.

**What would you tell me?**

**2) POSITIONING YOU AS THE EXPERT.** I want results right away, and I don't have time to mess around with someone who's not an expert. I'm looking for how you've already solved my challenges and the results you've achieved with your clients. I'm going to look at your LinkedIn profile, and articles and videos you post on LinkedIn and social media to see if you're the expert. I want to work with the expert. Period.

**What would you tell me?**

**3) SHOW ME THAT YOU REALLY UNDERSTAND ME.** When I see that you understand my challenges, you've been there yourself, and you describe my challenges better than I can -- I automatically give you credit for having the solution. I KNOW you have my solution. That means we're likely to have a brief conversation about my situation and goals, and how your solution matches up with them. I'm highly likely to sign up to work with you after a brief conversation. For example, tell me a story that shows how you've worked with another client with similar challenges. And the results that your solution achieved for them.

**What would you tell me?**

**Keep your notes handy**, and use them as the guidelines when you write your posts, articles, videos and have in-person and virtual conversations.

**Jan Wallen is the Find-New-Clients-Fast Strategist** for companies and consultants around the world. Her specialty is making the ca\$h register ring – In a Flash! – Faster than traditional methods. She's an over-deliverer who loves seeing her clients' results.

She is the creator of the *ExpertiseDNA*™ fingerprint that positions and differentiates businesses as experts for their ideal clients and business opportunities. Jan writes their *ExpertiseDNA*™ message in their LinkedIn profile to make it a More-Clients profile, and on their website, sales pages and speaker sheets. Jan's clients often see results in the first week or two.

Because of her up-to-date knowledge, advice and areas of expertise, Jan's insights are sought after and sourced by publications and media including NBC, ABC, CBS and Fox News, Business News Daily and the Business Insider. When she's not speaking and strategizing, you will find her meeting with friends in New York (City), having interesting and stimulating conversations, meeting and connecting with new people, keeping her finger on the pulse of what's new and what works, and painting colorful watercolors.

Jan wrote the book on LinkedIn -- *Mastering LinkedIn in 7 Days or Less*. and has worked with companies and their sales teams and entrepreneurs for 10+ years, showing them strategies that work to get more clients with LinkedIn. Her newest book ***LinkedIn In a Flash! -- Cut Through the Hype. Make the Ca\$h Register Ring*** will be available soon. Check for details at [www.JanWallen.com](http://www.JanWallen.com). If you want your own copy of the VIP Preview for the book, send Jan an email: [Jan@JanWallenInAFash.com](mailto:Jan@JanWallenInAFash.com)

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