

LinkedIn Profile Quickie Set Up

Be able to set up your LinkedIn Profile within 1 hour

What Is It?

To get clients organically, it's important that your personal LinkedIn profile is set up like your website. In the modern world, your LinkedIn Profile kind of is your website. For this reason, you'll want to setup your LinkedIn Profile by following these instructions.

When Should We Use It?

The separation between “people” and “businesses” has gone, the two are now the same and people want to see the person behind the business, they want to interact, look at pictures and really get to know who you are.

What Are Its Pros and Cons?

Pros: Easy, effective, fast, non-technical, free, immediate results.

Cons: Requires consistent effort to do each day

How to Set Up a LinkedIn Profile

1. First, you'll need a personal LinkedIn profile. This isn't a “company profile”, this is your personal profile where you can add information about you, your connections, state your job history. To view my personal Rangana Rupavi Choudhuri LinkedIn Profile, [click here](#).

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2. Make sure your profile has a clear photo of you in it where you can see your face. This is important for people to “put a face to a name”, know you and like you.



Rangana Rupavi Choudhuri 

3. State your “I help blank to blank by blank” message in your profile about section. State your job title, your company name, your location etc. See example below:

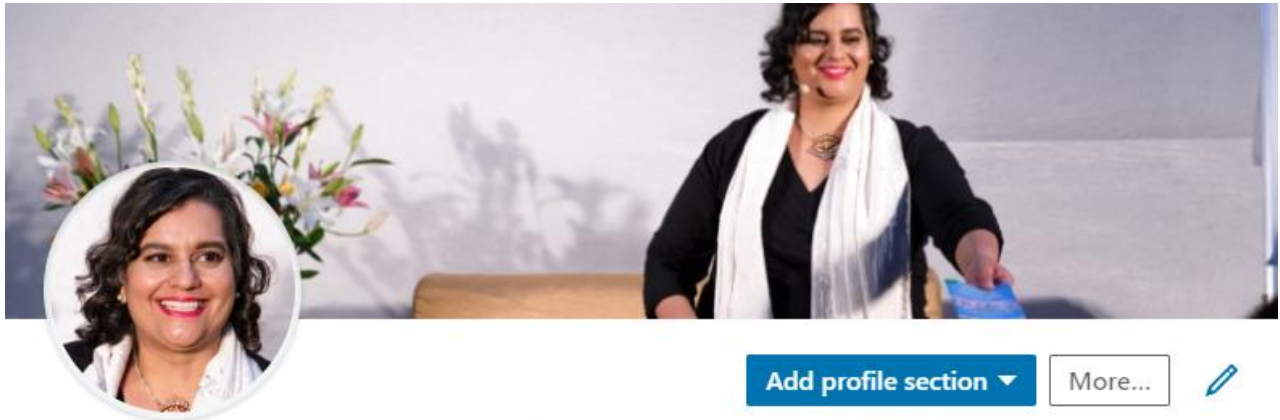
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Rangana Rupavi Choudhuri 

We help ambitious coaches, trainers, therapists & healers get more paying clients through a 7 step proven system.

Mumbai Area, India · [500+ connections](#) · [Contact info](#)

 VITALITY LIVING COLLEGE

 University of Oxford

About

Are you a therapists, coach, healer or trainer and want to increase your paying clients? Message me to book a discovery call to get more high fee paying clients.

4. Make sure your profile is complete and full of all the necessary information. Where you put your “Current Position”, explain what you do, who you help and what your company is all about. This is prime real estate to sell yourself to prospects. Make sure there is no strange or inaccurate information on your profile as this will put prospects off.
5. If you have any testimonials, add them to your “Current Position” as “Media Files”. This isn’t mandatory but recommended if you can. When you do this, it should look like this:

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- Now that you've cleaned up your profile, it's time to start posting some content on your wall. LinkedIn is different to Facebook and the way you post content is through "Articles" or "Posts". Articles are best for longer form blog posts and posts are better for small shares. To see how I distinguish "Articles" from "Posts" view my LinkedIn profile by [clicking here](#). You should see a part of my profile called "Rangana's Activity". It looks like this:

Activity

[See all](#)

5,050 followers [Manage followers](#)



A confused mind makes no decision. The more specific the headline, the easier it i...

Rangana Rupavi shared this



Great initiative

Rangana Rupavi commented



Love this <3

Rangana Rupavi commented



<https://vitalitylivingcollege.info/how-to-build-genuine-linked-in-...>

Rangana Rupavi commented

- You want to create 2-3 articles and 2-3 posts so that your profile has some information on it and it doesn't look like a ghost town. You can use the 3 blog posts you created on your website for your LinkedIn articles. Simply copy/paste the same text and then upload the same images, at the end of the article provide a link back to the specific blog post on your website. This allows you to build a "web" of links that all point back to 1 central asset that's 100% controlled by you, your website!
- To create an article, login to LinkedIn, click "Home" and then click "Write an article". If you have trouble finding this, click this link here.
- To create a post, login to LinkedIn, click "Home" and then start typing your post up the top of the page. You can share images, videos and pure text posts.

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10. Once you've completed the above steps, congratulations! Your LinkedIn profile is ready for action!

What resources support this method?

- LinkedIn Checklist: [more](#)

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