How an Effective LinkedIn Profile Will Help You Achieve Copywriting Success

By Steve Maurer



Steve Maurer

I've been using LinkedIn for about four years. And I was doing quite well with it. Or, so I thought.

But, a recent LinkedIn webinar opened my eyes. I was doing well … but, could be doing much better.

In this article, we'll discuss:

- What LinkedIn is
- How a profile differs from a writer's website
- Tips on creating a successful profile

By the end of this article, you'll be able to make an informed decision on whether to use LinkedIn to build your copywriting business, and how to best get started.

But first, let's start with the basics.

What is LinkedIn Anyway?

LinkedIn is the world's largest professional network with over 467 million members in over 200 countries.

It is *the* social network of choice for the world's business professionals. Companies in both B2B and B2C use LinkedIn to connect, hire, and collaborate.

So, why should you have a LinkedIn profile?

If you want quick, targeted access to your niche, then you should seriously consider LinkedIn.

Yes, you can build a copywriting business without one. You can also pour a house foundation with a wheelbarrow … or a concrete truck.

Which is more efficient?

How your LinkedIn profile and writer's website differ

At first glance, you'll see similarities. Both have a headline/tagline. Both contain information about you and your copywriting business. And both give prospects a way to contact you for further conversation.

But, there's a major difference.

A writer's website promotes your business passively. Showing up in Google relies on good Search Engine Optimization (SEO). Your writing must speak to your target market, using words they use in their search.

Your content needs laser focus to be effective. And while having a website helps grow your business, it takes a little longer to attract and land copy clients.

On the other hand, a LinkedIn profile is proactive. Instead of waiting for someone to find you, you search for them.

The webinar promoted a strategy I call "cat and mouse."

Using LinkedIn, you can actively search for prospects in your copy niche.

When you view their profile, they get a notification. If they look back, game's on. I've made many connections this way that led to writing jobs.

Put another way, with a website, you're competing with the entire Internet. But LinkedIn lets you focus your efforts on your targeted industry. This increases your chances of success and at a much faster pace.

How do you use LinkedIn successfully?

4 tips for a successful LinkedIn profile

There are four very important parts of a copywriter's LinkedIn profile:

- Your photo
- Your headline or tagline
- Your summary
- Header image

Your photo humanizes you. People want to see they're dealing with a real person. Make sure you smile and look friendly.

The headline should be compelling and leave no doubt what you do. Use meaningful keywords — be specific about the writing you do and for what target audience.

Your prospects *are* looking for copywriters — and especially copywriters in *their* industry.

The summary is my favorite part.

Don't just provide a laundry list of writing services. Tell a story. Tell your readers you understand their challenges and are the ideal one to help them.

One profile section I'd overlooked is the header image. I had a graphic with an old typewriter, alarm clock, and rotary phone. A little nostalgic. A little whimsical.

A whole *lot* ineffective.

The webinar instructed me to use the header images to speak to the prospect. Changing the graphic to better boost my appeal to my target audience, I added some text:

"Need to talk directly to your ideal customers in their language? If you're in the industrial manufacturing or safety industries, I can help. I've been one of them."

I'm addressing my prospects' most difficult challenges with the image. And telling them why I'm particularly qualified to help them.

Every part of your profile should address your prospects' challenges, needs, and interests.

Never forget … *everything* you do is all about *them*.

Final thoughts on LinkedIn for copywriters

Used effectively, your LinkedIn profile puts your marketing in overdrive. Start with a free account.

Build a great profile. Develop each section with care. Make sure it speaks directly to your prospects. Your LinkedIn profile is more than a calling card. It's your spokesperson. Let it talk to prospects for you.

When you're ready, you can switch to a premium LinkedIn account that offers ways to build your network faster, more effectively. (That's a topic for another day.)

But today, ask yourself these three questions:

- Do I need a way to find better qualified leads?

- Am I ready to grow my copywriting business faster?
- Am I ready to use LinkedIn to target my prospects?

If you answered "yes," then a LinkedIn profile should be in your marketing mix.

Wishing you the very best of success!

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11 Responses to "How an Effective LinkedIn Profile Will Help You Achieve Copywriting Success"

Well said, Steve.

Guest (RAE) – over a year ago

Excellent article Steve. I especially like your tip about how to use the Header - it never occurred to me just how important the Header is! I'll be tweaking my profile soon, thanks to you!

Guest (Lee Nourse) – over a year ago

Thanks, Steve for your very enlightening article. My question is - I already had a LinkedIn profile while I was working. I structured it to reflect my functions in the Finance and Audit field. Now I am retired and have chosen the writers life for a career change. My niche is the health market.
Should I just update my profile or create a new one?
Thanks in anticipation of your prompt response.

Ikechukwu Eke – over a year ago

Excellent article, Steve! Looking forward to seeing you in Austin in a couple of days.

Jerrie Kalenda – over a year ago

Yes LinkedIn is a very good and effective way of marketing oneself.

Oluwatoyin – over a year ago

Steve always has wonderful advice regarding LinkedIn. Maybe in a future article, he can address sharing ideas or articles on LinkedIn… something that will be shared with others.

Guest (Billy Henry) – over a year ago

Steve, at present I have a free LinkedIn account. In terms of using LI to target my prospects, how much of a difference does having a paid account make?
I'd value your thoughts. And also be pleased to hear from others in the know.
Thanks in advance.
Gary

Gary Harvey – over a year ago

Hi Steve Linkedln let's you focus efforts on you're target area.

Darrick – over a year ago

Outstanding article Steve . . . It was precisely the information and encouragement I needed to prompt me to create my LinkedIn account and profile, launching the endeavor of my next career as a copywriting professional.

Guest (June Frost) – over a year ago

Thank you, Steve. Nicely organized information and plan for using this resource. I always enjoy reading your articles for the practical advice that you freely share. Best wishes for the New Year.

AnneWindsor – over a year ago

We'll organized and great advice for positioning as a copywriter, consultant, marketeer. Good Stuff

Marc – over a year ago

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