



ReturnClient

Your LinkedIn Profile Makeover/SEO Course

September 29th & October 1st, 2021

Click the link to schedule <https://www.thetroyagency.com/profilemakeovercourses/>





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Dates

Ready to Activate the Awesome Powers of LinkedIn?

Then this course is for you!

Click the link to schedule

<https://www.thetroyagency.com/profilemakeovercourses/>

What Will be Covered During the Course

Session 1 (Wednesday the 29th of September, 2:00 PM ET / 11:00 AM PT US Time)

Developing and Branding your LinkedIn Profile to achieve ALL-STAR Status

- The different elements of your LinkedIn Profile
- The 3 different Branding Formats: Problem Solver, Core Competencies, Conventional Resume
- Authenticity and Passion, Personal Story, Use of White Space
- Conventional Experiences and Story Telling
- Character Size limits of your LinkedIn profile elements
- Your Brand and Unique Selling Proposition (USP)
- Your Call To Action (CTA)
- Social Proof (Case studies, Testimonials, Guarantee)
- Authority (Proprietary System, Accomplishments, Recognition)
- Banner, Media, and Marketing Assets to add color and interest
- The Featured Section and Work Experiences Media
- Measuring LinkedIn Traffic: Profile Views, Search Appearance, and SSI



Session 2 (Friday the 1st of October, 2:00 PM ET / 11:00 AM PT US Time)

LinkedIn SEO 101 and Advanced Techniques: Optimize your Profile for Maximum Visibility and Generate Free Inbound Traffic

- Serious about LinkedIn? You need a Sales Navigator Professional account
- Optimization of Profile Settings for Maximum Visibility
- Your Profile URL, Public Profile, and Premium Gold Badge
- Open Profiler Status and the Importance of LinkedIn Groups
- Optimizing your Contact Info with Meta Tags
- Harvesting your competency/industry keyphrases
- What to look for when studying your competitors on LinkedIn
- Identification and ranking of your LinkedIn profile HTML tags
- Headline, Summary, Job Titles, and Media Titles
- How to effectively leverage your Skills Section for SEO
- Mirroring your target audience in the Summary / About Me section
- Shout-Out! Sharing your brand new profile with your Network

BONUS

- The Secret Simple Strategy (SSS) with 65% acceptance rate and +50% engagement





Overview

LIVE COURSE – Step by Step Strategies for Branding and SEO optimizing your LinkedIn Profile to Attract your Prospective Clients, Recruiters, and Strategic Partners

Are you in business and struggling to engage with your target prospects through social selling? In career transition and having difficulties showcasing your talents and standing out in the Search Engines?

Your **Personal Brand** starts with your LinkedIn Profile...

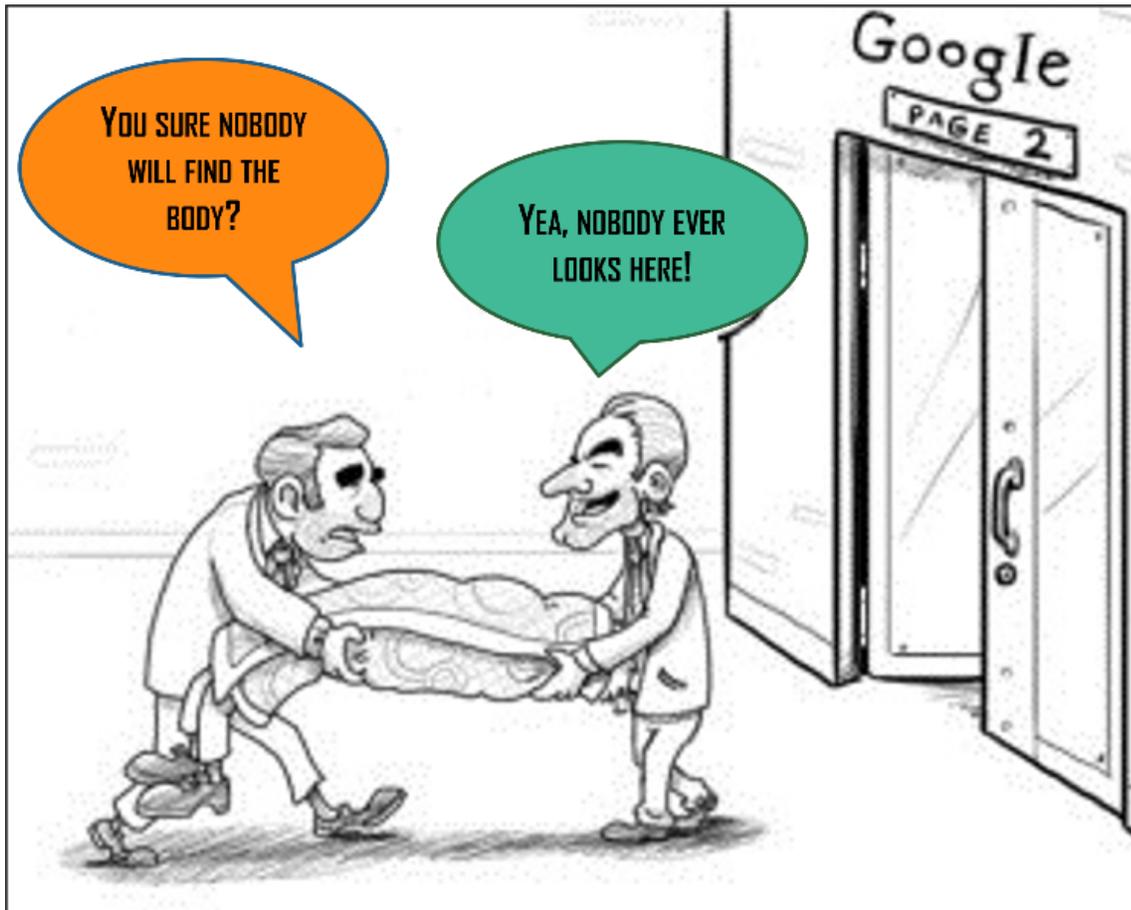
Did you know that millions of prospective clients, strategic partners, recruiters, and hiring managers are searching for you on LinkedIn and Google every day?

Guess what! The Google and Bing Search Engines have indexed ALL of LinkedIn so that personal profiles now pop up in the search results!

To be noticed, you want your Profile to consistently appear in the search results for services or products you offer, for candidates with your set of qualifications, ideally higher in those results than your competitors.

Having your Profile ranking well in LinkedIn search results is called “LinkedIn Profile SEO” (search engine optimization) and makes you visible to the 760 million professionals on the LinkedIn platform!

Of course, SEO is pretty organic meaning you need a well-developed profile with a sizable amount of content to rank. Your profile also must appeal to your target audience and show how you differentiate yourself from your competitors.



The best place to hide a dead body??...Page 2 of Google!!





Why Should You Care?

- The 2020 pandemic has changed the way we do business: your competitors are getting on LinkedIn fast: more than 4 executives are joining every second of the day!
- Nearly half of our new clients did not know they were invisible or “incognito” on LinkedIn, because they were using default critical account settings!
- Just as bad, more than 70% of LinkedIn professionals are showcasing their competitors on their profile
- We have clients who get nearly 40% of their leads and prospects from purely inbound or “attraction” marketing
- LinkedIn is the # 1 Channel to distribute content, driving nearly 50% of all traffic to B2B websites and blogs
- Unless you achieve “ALL STAR” Status on LinkedIn, your LinkedIn posts will not get the reach they deserve on the social media platform.

Like it or not, your LinkedIn profile serves as a first impression when you engage with potential clients or partners, recruiters, or hiring managers.

You can still rank in the top 10 positions in the LinkedIn search engine simply because very few marketers know how to do it well (it’s not Rocket Science!.. Well, maybe, unless you know what you are doing!). We’ll show you how!

Examples below of Results Achieved Branding and SEO Optimizing a Client Profile with only **~100 LinkedIn connections**.



90-Day Average Profile Views Received

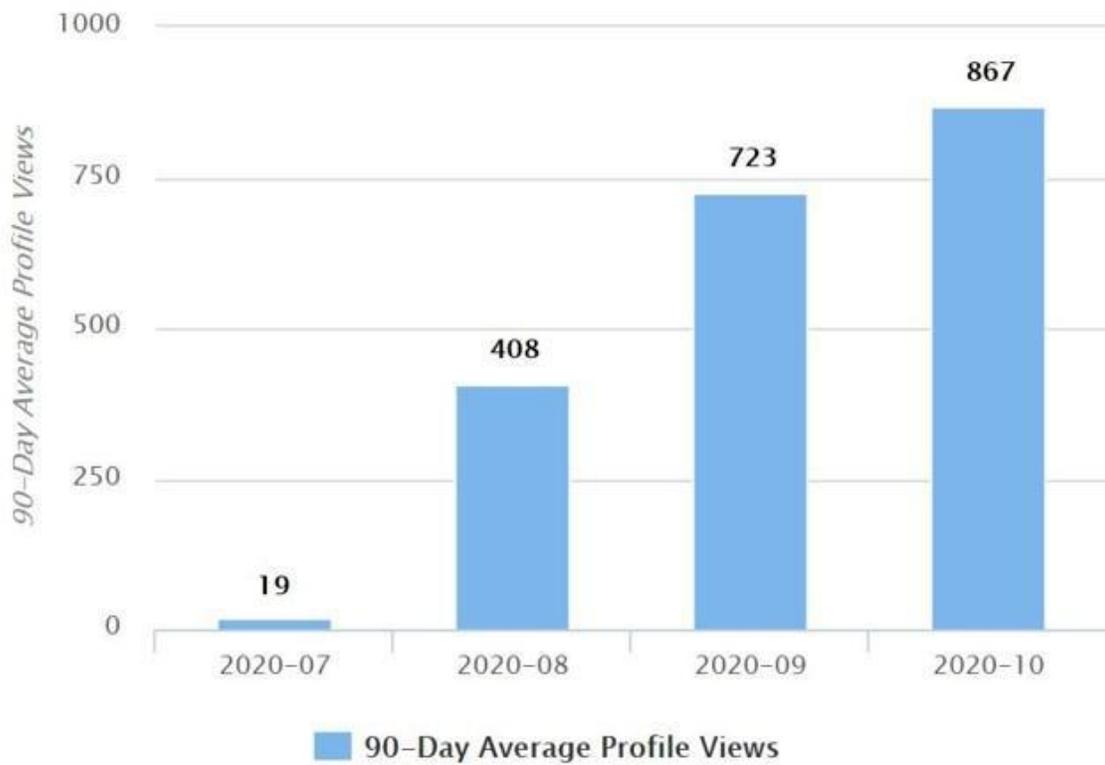
Past 5 months

2018

2019

2020

ALL



Above is the 90-Day Average Profile Views

Your LinkedIn Social Selling Index (%)

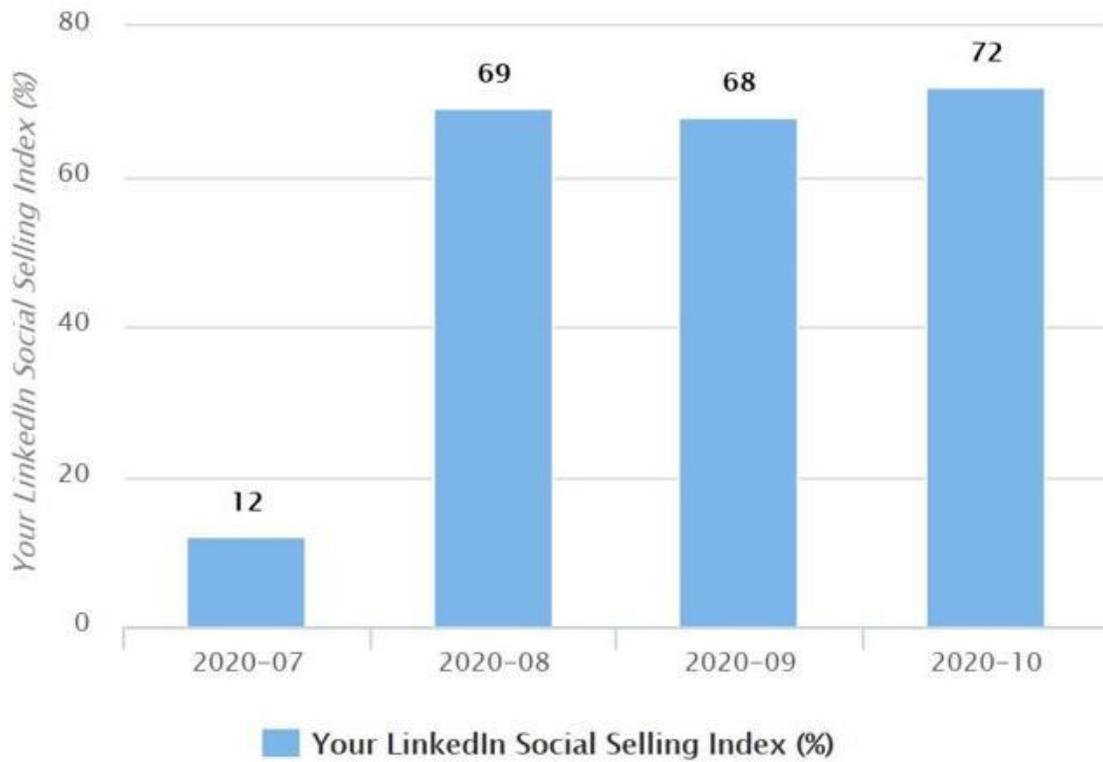
Past 5 months

2018

2019

2020

ALL



Above shows the LinkedIn SSI Score Increase





Competition is Fierce – Does your Brand Stand out on LinkedIn? ■

Showcasing your Personal Brand...your professional reputation, online image, and personal characteristics...This is how to best engage your target audience in today's marketplace.

Let me ask you:

- Does your LinkedIn profile reflect who you really are?
- Do your buyers believe you are providing insightful information to help them?
- Does your profile tell your buyer how you can help them?
- Do your buyers believe that you can serve as a resource to them?
- Are you being found on LinkedIn and Google by buyers actively in the market for your services?

Go ahead and take an in-depth and honest look at your current LinkedIn profile. If you answered 'NO' to any of the above questions, the unfortunate reality is that your buyers see you as just another person with a LinkedIn résumé.



This Course is for You if: ■

- You are new to LinkedIn and want to catch up fast with your competitors
- LinkedIn failed you in the past because you skipped the essential branding step
- Your outbound marketing efforts have taken a dive since LinkedIn limited outreach to ~50 invitations per week in early 2021
- You are into B2B and want your brand and Unique Value Proposition to stand out
- The cost of advertising is killing you and you need to activate inbound or "attraction" marketing
- You want to create a better digital Customer Experience (CX) to build trust and encourage customer loyalty and retention.

There is no time like the present to prove your unique value and take your business or career to the next level!

Of course, you want to leave a memorable impression, but professionals often make the mistake of treating their LinkedIn profile like a résumé — boasting about their professional accomplishments rather than providing a thoughtfully tailored profile that showcases how their expertise uniquely qualifies them to work with a prospective client or employer.

- Presentation is equally important: no one wants to read a long 9-line paragraph. Instead,
- write in the first person
- share information piecewise to keep curiosity and interest
- share some of your story and passion to make an emotional connection with the reader.



Your LinkedIn Expert Host: Professor Tournier



Dr. Tournier is a “Real-life IRON MAN,” according to a millennial. A gifted mathematician, web designer, growth marketer, LinkedIn Trainer, and aerospace engineer, he has an affinity for learning, technology, and things “out-of-this-world.”

A University Professor for over 15+ years and a Keynote Speaker and internationally recognized author with 150+ publications, he worked closely with NASA, JPL, and National Laboratories designing spacecraft to send astronauts to Mars and Jupiter.

The reason his clients affectionately call him “The LinkedIn Rocket Scientist!”

In 2015, he melded online branding, SEO web technology, and software engineering with coaching, his first love, and founded ‘Spotlighting You on the Web’. He is passionate about empowering business owners and sales professionals with the knowledge,



technology, and social media selling skills required to be successful in today's competitive business environment.

He has helped hundreds of clients jump-start and grow successful businesses and secure great new jobs using his breakthrough LinkedIn branding, networking, and marketing strategies system; **“Breaking the ICE”**.

But don't take our word for it: check out what some of his clients have to say ...

[David Zaepfel, MBA, COO, Management Consulting, Private Equity](#)

– Jacksonville FL, USA

“ The SNOWBALL EFFECT KICKED IN: MY TARGET AUDIENCE STARTED CONTACTING ME Instead of ME CHASING THEM LIKE BEFORE! ”



Jean-Michel is the SINGLE SOURCE that anyone will ever need for LINKEDIN, JOB SEARCH, COACHING, and RESUME WRITING. I tried to do this myself with no success, then hired other services with little positive results. Therefore, I was a little skeptical when I first talked to Jean-Michel, due to past engagements that promised a lot and delivered very little.

This experience was completely different. Jean-Michel KNEW EXACTLY HOW TO OPTIMIZE MY LINKEDIN PROFILE to drive views, connections and target my audience. My views went from 2 or 3 a day to over 10, and my connections went from just over 500 to over 2,000. The best news: my target audience started contacting me instead of me chasing them like before!

Once the connections and engagements started, the snowball effect kicked in. In addition, my focus area of interest was an extremely narrow niche but that was not an issue in the end, thanks to the amazing branding, targeting, and engagement strategies Jean-Michel deployed.

If you are looking for the best, look no further, you found it in Jean-Michel.



[John Loranger, LPC, Ph.D., MS, MBA: Licensed Counselor and Psychotherapist](#)
[– Raleigh Durham NC, USA](#)

“ JEAN-MICHEL TAKES the TIME to KNOW YOU to BRAND your AUTHENTIC SELF ”

Jean-Michel does not do cookie-cutter nor use a standard format for you, but gets to know who you are as a person and then sets up your LINKEDIN profile to match your personality and brand your Authentic Self.

Since he takes the time to get to know you, he can personalize your profile to best represent you and convey your strengths across all the branding work that he completes for you, including your website.

[Acacio Pereira, Multi-Cultural Sr. Account Executive, LATAM, International Data Corporation](#)

– Miami FL, USA

“ Jean-Michel has an APTITUDE for AESTHETICS and is VERY ADAPTABLE to HIS CLIENTS NEEDS; YOU will GET the RESULTS YOU WANT ”



Jean-Michel has an aptitude for aesthetics and understanding clients that makes him stand out from the several other career coaches I interviewed to help me build my linked in profile. He pays close attention to what you say during consultation sessions and tries to capture the essence of your requests and is very adaptable to each of his client's needs and desires. In other words, he doesn't just make your LinkedIn profile stand out but YOU will get the results you want.

When I started working with Jean-Michel, I had a very basic LinkedIn profile and under 500 connections. After 3 months of hiring Jean-Michel, I had over 1000 connections. I now have 3500 and still getting more each day.

Most importantly, I got a great job offer quickly and get compliments all the time about my LinkedIn profile being so professionally done. It's money well spent if you want to grow your career, increase connections and find a better job.



[Chris Colt, Hero Club Ambassador](#)

– New York, USA

“ MY BUSINESS VOLUME and TEAM GROWTH have SKYROCKETED and WE ARE ONLY 35 DAYS IN !!! ”

I don't know where to start with Jean-Michel! He helped me brand myself to the next level. He listened to exactly what I was looking to accomplish. Then quickly showed me a path to the desired results!! It was custom to my needs and GAVE ME 5 HOURS BACK IN EACH DAY FOR MY BUSINESS. This has allowed me to be laser-focused on those who want to work with me.

Since working with Jean-Michel, my BUSINESS VOLUME AND TEAM GROWTH HAVE SKYROCKETED and WE ARE ONLY 35 DAYS IN!!!

What is more exciting is the fact that I now have more time with my family and I am no longer chasing people, they are coming to me and booking meetings on my calendar. HIGHLY recommend Jean-Michel!!!

[Jodi & Bryan Papke, Synergy Wellness Concept](#)

– Denver CO, USA

“ The SERVICES PROVIDED ARE PRICELESS; WE ARE BOOKING 3 to 5 DAILY APPOINTMENTS! ”

Jean-Michel is a one-stop-shop for anything you may need on LinkedIn. His creativity and attention to detail will help anyone create an eye-catching profile with rich content. My profile was very basic before I started working with Jean-Michel, with less than 300 connections. He provided very straightforward instructions on how to build my LinkedIn presence and attract meaningful connections and contacts.

I can proudly say that after 6 months of working with Jean-Michel I now have over 11,000 connections and potential business opportunities flowing in every week. We are booking 3 to 5 daily appointments, about 20 on a good week.



If you would like to increase your presence on LinkedIn and capture business leads, there is no better coach/mentor than Jean-Michel. The services provided are priceless!



[Gianna Miceli, Author, Speaker & Podcaster: Holistic Wellness Coach for Women over 40](#)

– New York NY, USA

“ A Woman Called me a LEGEND after Looking at my LinkedIn Profile! ”

Jean is kind, patient, organized, and very informed about LinkedIn. Today a woman called me a “legend” from looking at my profile.

He definitely knows how to spice it up so you look like a rockstar in text; using a few characters makes your profile stand out, and he is extraordinarily meticulous in researching your demographic to target.

I had previously worked with another LinkedIn “expert,” and Jean blows him away in every way.

[David Moore, VP of Marketing, McDonald’s China](#)

– Houston TX, USA

“ Jean-Michel is an Excellent LINKEDIN COACH AND MENTOR ”

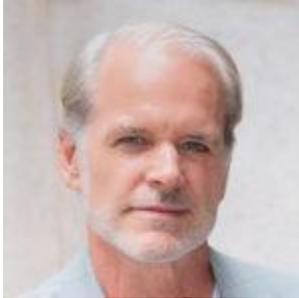
Within days, my LinkedIn profile views exploded after following some of Jean-Michel’s advice. Definitely apply his advice and techniques.



Jean-Michel is kind, patient, a real pleasure to speak with, and a genuine TEACHER at HEART. His advice is sound, logical, and practical. He knows more about LINKEDIN than you can possibly imagine. You will get out of it the more you also put into it. It’s teamwork and a partnership.

I didn't know what I was missing on LINKEDIN until I opened my willingness for direction.

I had already worked with and paid for other "LinkedIn coaches," and wasted my money. Don't make the same mistake. Thank you, Jean-Michel!



[Bo Lockwood, Visionary Speaker & Author](#)

– Philadelphia PA, USA

“ THANK YOU FOR YOUR KNOWLEDGE, WISDOM, AND INSIGHTS, JEAN-MICHEL ”

Jean-Michel has been a wonderful asset and instrumental in helping me establish my marketing platform and image, while significantly expanding my LinkedIn network in my target industry. His KNOWLEDGE, WISDOM, and INSIGHTS have been invaluable in the branding of my new business.

I am so very grateful to have connected with him. I view the dollars invested in his coaching and training as an investment in myself. My personal brand platform is much stronger and my professional outreach much more extensive than what I was able to achieve on my own.

Thank you again, Jean-Michel! You're a caring, intelligent, and kind person who knows his stuff when it comes to supporting entrepreneurs and business executives like myself. All my best.

[Gregory Miller, Director, Healthcare Management & Operations](#)

– Greenwood SC, USA

“ I SECURED a NEW JOB within 2 MONTHS of STARTING JEAN-MICHEL's PROGRAM ”



Jean-Michel is an excellent LINKEDIN coach and mentor. My LinkedIn profile views/exposure exploded after following Jean-Michel's advice. Months after starting his comprehensive LinkedIn program, I am still receiving emails and phone calls from prospective employers.

I also secured a new job within 2 months of starting his program. I would highly recommend Jean-Michel to anyone wanting to improve their LINKEDIN profile, network, and secure their professional career now and into the future.



[Janna Wyrick, Human Resources Business Partner](#)

– Detroit MI, USA

“ TRUST and INTEGRITY come to Mind when SPEAKING of JEAN-MICHEL ”

Jean-Michel helps clients build confidence, improve interpersonal interactions and communications, and grow their professional network as job seekers or as entrepreneurs. He exhibits expertise in RÉSUMÉ WRITING, SEO, and building strong LINKEDIN PROFILES.

He demonstrates role model behavior when coaching clients to their next successful endeavor. Jean-Michel is an industry leader serving as an expert consultant/advisor for job seekers in today’s challenging employment market. TRUST and INTEGRITY come to mind when speaking of him.

I am extremely happy with the outcome of a fantastic new position in Higher Education in my chosen profession. Jean-Michel served as a subject matter expert in guiding me through the rather difficult process of obtaining a great new position, cutting down search time significantly.

[Jeff Luppens, Production & Operations Manager – Fort Collins CO, USA](#)

“ Thanks again, Jean-Michel! GOD BLESS YOU ”

With my newly updated LinkedIn profile and résumé in hand (thank you!), I had very successful interviews (7 of them) and accepted a job offer.



I passed your information on to a colleague of mine. He will start looking for a new position soon. I hope you connect and can do for him what you did for me.

Thank you for all your help! God Bless.



[Marty Moreno, Security Operations Manager, Former Police Commander](#)

– Tucson AZ, USA

“ THANK YOU IS NOT ENOUGH TO EXPRESS MY GRATITUDE ”

I just went through my new LinkedIn profile template, WOW!! What a difference it makes to have an expert fill in what I was trying to fumble my way through. THANK YOU are not enough words to express my gratitude for your hard work, creativity, and abilities.

I worked with another LinkedIn trainer who promised a lot, charged big bucks, and did not deliver 25% of what you provided. Your program is amazing!

Ready to Activate the Awesome Powers of LinkedIn?

Then this course is for you!

Click the link to schedule

<https://www.thetroyagency.com/profilemakeovercourses/>