

THE BUSINESS OWNER LINKEDIN AUDIT

10 Reasons Your LinkedIn Isn't Working for Your Business

Your LinkedIn profile is your digital storefront. Audit it right now — check every red flag that applies.

THE 10 BUSINESS OWNER RED FLAGS

- 1 Your profile is set up like a job seeker — not a business owner.**
→ *Your profile should attract clients and opportunities, not employers.*
- 2 Your headline doesn't clearly state what you do or who you serve.**
→ *Decision-makers need to know within seconds if you are the right fit.*
- 3 Your About section talks about YOU — not the problem you solve.**
→ *Speak directly to your ideal client's pain points and needs.*
- 4 You have no banner image or it doesn't reflect your brand.**
→ *Your banner is your billboard — make it work hard for your business.*
- 5 Your business page and personal profile tell two different stories.**
→ *Consistency builds trust. Your brand should be cohesive everywhere.*
- 6 You have no featured section showcasing your services or wins.**
→ *The Featured section is prime real estate — use it to convert visitors.*
- 7 You are not posting content that positions you as the expert.**
→ *Silence on LinkedIn means invisibility. Show up and lead with value.*
- 8 You have no recommendations from clients or collaborators.**
→ *Social proof is your most powerful sales tool — don't leave it empty.*
- 9 Your profile is missing keywords your ideal clients are searching for.**
→ *Without the right keywords, your profile will never be found.*
- 10 You have no clear call to action telling visitors what to do next.**
→ *Every profile needs a next step — make it easy for clients to reach you.*

If you checked 3 or more — your LinkedIn is costing you business.

Let's turn your profile into a lead-generating machine. I'm here for it.

READY FOR A LINKEDIN PROFILE THAT WORKS AS HARD AS YOU DO? LET'S TALK.

Book Your FREE Session: calendly.com/theelevatedpro