

1.6.2.2 They appeal to a narrow audience

The second check is whether your sales headline appeals to a specific audience. In a world of superabundance, attention and interest come from *narrowing down* your audience to those who genuinely need you, *not* being broad brush.

It sounds contradictory. But when marketing yourself, the more people you try to gather in, the more will slip through your fingers. Being concrete and narrow brings you more customers than being abstract and broad.

1.6.2.3 They use prepositions

Note the **prepositions** (for, to, at) that connect the job function and audience appeal. Prepositions—joining words—are a big part of the sales copy you'll approach your market with, so it's a good idea to recognise this part of speech.

Prepositions are a great way to improve your sales headline, which you'll do in the Tasks. The **Letter** you'll write in **Part 6**, which is basically a set of personalised sentence fragments connected by prepositions.

1.6.3 Your Profile Intro and sections

Next comes your **Intro**. It's a snapshot of your personal and professional abilities you write for your prospects, with a 2,000 character limit. You'll build it in **Part 2**. Your Profile splits into four main further sections—**Background**, **Skills**, **Accomplishments**, and **Additional Information**—each divided into subsections. It's easy to add to any of these with **Add profile section**.



Figure 12: LinkedIn add profile section

1.6.4 Editing your Profile

If you're logged in, you'll also see an ellipsis and pencil graphic at the top left of each section of your Profile. Clicking them is how you edit each section. You'll see two sections you can't edit—**Dashboard** and **Articles & Activity**, collecting statistics on what you've been doing on LinkedIn—then your **Experience** and **Education**, then sections for **Licenses & Certifications**, **Skills & Endorsements**, **Recommendations**, **Accomplishments**, and **Interests**. Each is useful in its own way—looking at the Profiles of people you're interested in is how you'll plan the personalised content you put into your **List** and **Letter** in Parts 5 and 6. For now, just get familiar with what's on a LinkedIn Profile. It's your shopfront that's open 24/7.



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