



LINKEDIN (BOUND)

How to Turn Your LinkedIn Profile Into a Client Lead Magnet

Rachel Meltzer

Business Coach &
Freelance Digital Marketer



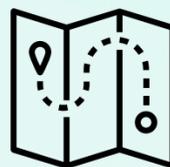
Hi! I'm Rachel Meltzer
(it rhymes with seltzer)

I've helped over 200 freelancers find success and stability.

I'm an adventurous freelance writer and business coach!

My superpower is helping freelancers land their dream clients with proven methods, templates, and advice. I've helped freelancers get their first client in less than 21 days, double their income, escape the feast/famine cycle to find a stable income, and much more.

MY APPROACH



Actionable strategies,
not vague advice.

My coaching isn't about vague advice or motivational speeches. I offer concrete, proven methods and customizable templates that help you land clients, set fair rates, and build a sustainable business.



I meet you where you
are.

Complete beginner? I've got a course, templates, and support for that. Already started? Let's audit where you're at and go from there. You can pick and choose the level of support you need from me - because freelancing (and coaching) isn't one size fits all.



I build community.

Join a tight-knit group of freelancers who support each other's growth and celebrate wins together. You'll make progress faster and more easily when you're surrounded by other freelancers who know what you're going through.

I've been using LinkedIn to get freelance clients since 2019.

25%

conversion rate

2300

connections made

300+

search appearances / week

Getting clients on LinkedIn is lucrative as hell, if you're doing it right. And you can easily get them to come to YOU if you optimize.



OPTIMIZE YOUR LINKEDIN

5 steps to attract your dream clients

01

experience

02

headline

03

featured

04

images

05

about

EXPERIENCE

Fill in ALL the work experience from your past.

- freelance experiences
- full time jobs
- link to portfolio pieces or bylines under each experience

💡 Pro Tip: every time you sign a contract, add that client to your experience on LinkedIn.

Experience

+ ✎

**Digital Marketing Specialist**
Uncompany · Freelance
Dec 2023 - Present · 10 mos
Remote

I help Uncompany's clients with:
→Content Writing...

...see more

🔍 Search Engine Optimization (SEO), Social Media and +5 skills

**Content Writer & Community Engagement Specialist**
Lenovo · Freelance
Dec 2023 - Present · 10 mos
Remote

I write content for the LenovoPro and LenovoEDU communities. I also engage within the communities, educate community members, and spread the word on my social channels. I work with the Very £ ...see more

**SEO Content Writer**
Flow Club · Freelance
Nov 2023 - Present · 11 mos
Remote

Writing SEO content and advising on content marketing best practices for my favorite Co-Working platform!

**Email Marketing Specialist**
FarOut · Freelance
Oct 2023 - Present · 1 yr
Remote

With this full-service email marketing retainer, I'm doing strategy, copy, content, graphic design, email automation building, website pop up updates, and more.

🔍 Product Marketing, Email Marketing and +1 skill

**Content Writer**
Webflow · Freelance
Mar 2023 - Present · 1 yr 7 mos
Remote

- Writing SEO content according to briefs
- Optimizing outdated content to meet new SEO standards and outrank newer competition

HEADLINE

Add keywords your clients might use to find you.

Experiment with this! I have a list of 10-20 headlines that include:

- the type of services I offer
- industry/niche

You never know which will perform best, so don't be afraid to play around with this and see what works...



Polly Clover · 1st

SEO writer and consultant helping brands increase organic website traffic and earn more with results-driven content people actually want to read

United States · [Contact info](#)

[Check out my website](#)



Polly Clover Writes



College of Charleston

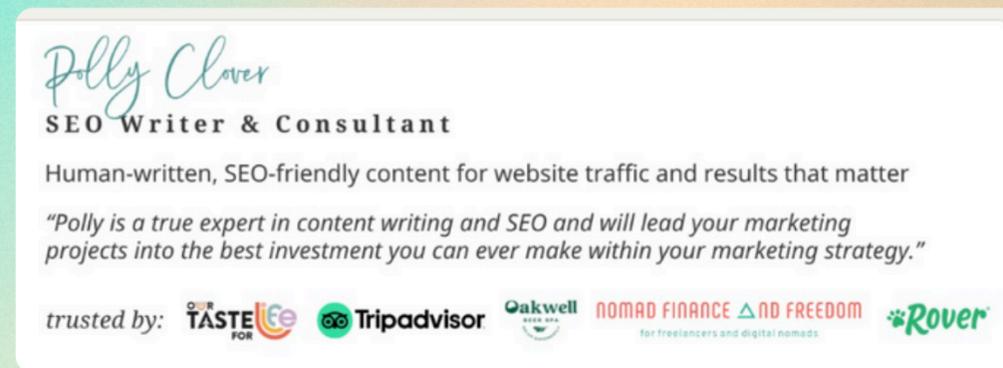
IMAGES

Clearly show your personality, services, and value.



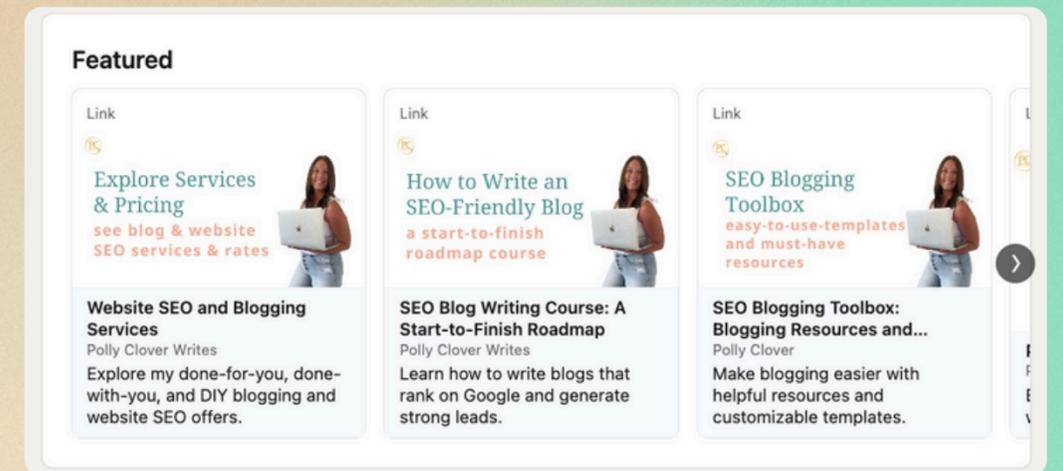
headshot

professional + personality



cover

descriptive + clear



featured

descriptive covers for your links

FEATURED

Your featured section should provide all the links anyone might need to see what you do, how you do it, your expertise, and how to get in touch with you.



Portfolio Pieces – as posts, direct links, or case studies on your portfolio site.



Link to your portfolio.



A freebie, guide, podcast appearance playlist, anything positioning you as an **expert**.



A link to the services page on your website.

ABOUT

Consider this a mini sales page.

Include:

- ✓ who you are
- ✓ what you offer
- ✓ results you can get or have gotten for clients
- ✓ testimonials if you have them
- ✓ your experience
- ✓ a CTA

Pro Tips:

- You can edit this any time!!
- It can help to empathize with your ideal clients
- People like to read stories, tell a story.
- Formatting matters. Leave white space!!
- Don't be afraid to use emoji.

CUSTOMIZE

How to make your profile more YOU.

Make it YOU – pick 1-2 colors and stick to them for your brand. Pick a photo that shows your personality.

Be real. Be YOU. Be professional, not stiff/formal.

Keep a folder with alternate headlines, abouts, and cover graphics to test out.

You *can* have multiple niches & services – just use your alternates folder. Be as specific as possible and schedule your switch outs to match your needs.

The image shows a LinkedIn profile for Rachel H. Meltzer. The profile banner is a collage of colorful speech bubbles and text. The text in the banner includes: "Hi 🙌 I'm Rachel and I'm a big fan of:", "email marketing & SEO", "fostering community", "learning new hobbies (rollerskating and sewing)", "sharing all aspects of freelancing - not just the good parts", and "helping folks go freelance". The profile picture shows a woman wearing a blue baseball cap and glasses. Below the banner, the profile name is "Rachel H. Meltzer (She/Her)" with a "Verify now" button. The bio reads: "Freelance Tech Writer + Business Coach for Freelance Digital Marketers → I'll teach you how to get freelance clients ASAP 🦋 | 📖 Host of The Guidebook Podcast". The location is "Amherst, Massachusetts, United States" and there is a "Contact info" link. A link to "to the website!" is also present. The company name "MeltzerSeltzer" is shown in the top right corner of the profile section.

EXAMPLES



Polly Clover



Devi Shree



Elena Galli



Anna Sonnenberg



Nick Lafferty.



Me!

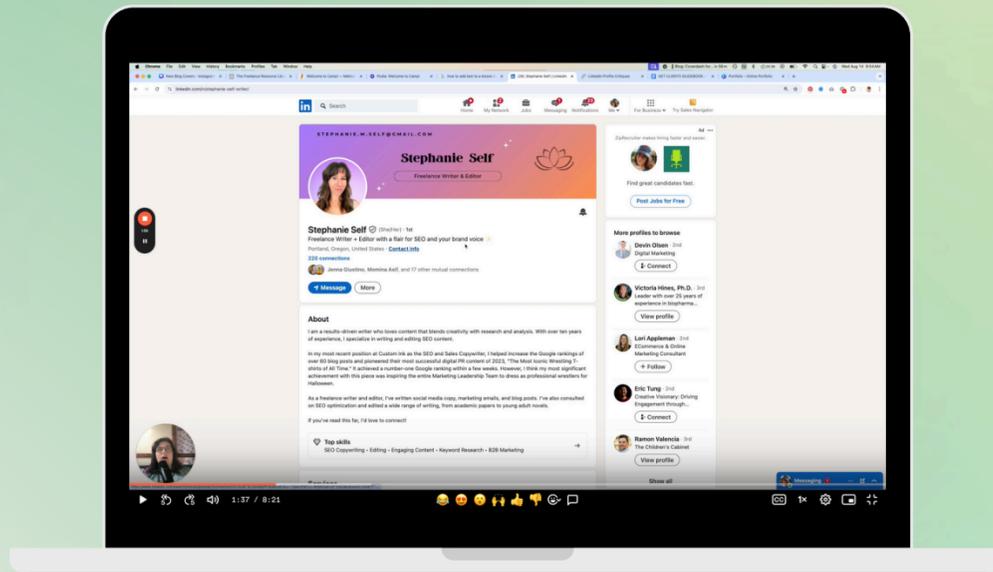


Stephanie Hlavin

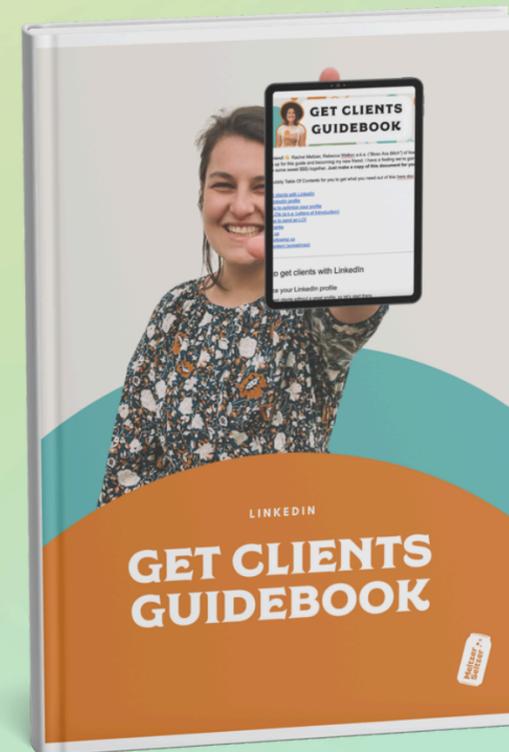
Really great examples of LinkedIn profiles you might like to emulate.

GET CLIENTS ON LINKEDIN

How I can help!



LinkedIn Profile Critiques | \$25



Get Clients Guidebook | Free

Pop Club

membership community for freelancers | \$33/mo

-  Slack community
-  Freelance Resource Library
-  2 workshops + 2 office hours
-  20-min 1:1 strategy session
-  Coworking
-  Weekly Accountability

1:1 Coaching

just the two of us solving your problems OR
launching your biz from scratch

-  Packages of 1, 10, or 20 calls
-  Access to Pop Club
-  24/7 Chat Support

[Learn More](#)

