



The Profile Audit is an **12-page** document that looks at the persons **profile** and how it compares with the current "correct" way it should be constructed to **engage people**

There are some pages with **information** that the reader may find interesting at the front of the report

The report then looks at **9 key areas** and informs on how that profile stacks up against the trends and algorithm.

Next it goes onto summarise the **profile**, pointing out what needs doing and also includes some pages on basic editing. Then there is an action plan and to do lists. It has a **conclusion** page and then contact details.

It comes with a money back guarantee if the report is **implemented** and the person does not see an improvement, so we ask that you send a screen shot of your dashboard showing the "search" result. As this will be your datum.

The report will show you how to lift your profile so that it gets found in more **searches** and also it is way up in the search results, making engagement more likely. In fact, if people apply the 4 urgent to do items, they will see increased **engagement**. On average doing all the items that the report throws up will get somewhere between 2 and 10 times more **engagement** with 5 x quite typical. Coming up in 5 times more searches WILL lead to extra engagement and if the profile changes have been made will **see higher** engagement.

The report will show how you get the top of your profile **attractive** to people, so they scroll down and see all the other sections. You get less than **8** seconds to engage them and if all 4 components of this section of your profile are not right you are likely to lose them.

Once they scroll down there are other key areas that need to be right for the viewer to take **further action**, and the report highlights these areas and then shows what you need to do to make these sections work for you.

So once applied the advice and tactics given will give you a profile that is **indexed** highly so that you are found in more searches and in a higher position. Then when they look at your profile it will draw them in, so they scroll down and can look at all the sections.

It also touches on the **search engine** and the filters so will make you a better user of this side of this massive database to get far more targeted output from your search criteria.

#BeSeenBeEngagedorBeAnonymous

Product Costs

The **Platinum** LIPA is a complete rewrite at **£547**

The **Gold** LIPA is a one-off session with report and implementation done **£327**

The **Silver** LIPA report is **£237** (includes a 1.5-hour implementation session#)

The **Bronze** LIPA report will be **£97** for just the report

I offer a LinkedIn Banner making service for **£35** which can be added to any report

I have also introduced a subscription service that gives you access to 30 minutes of help and a discount on extra products. This service is offered at a cost of:-

£79/monthMin order is 3 months = **£237 total**

**What is a new customer value to you?
I am sure that it will easily cover your investment with us**

Being small has its advantages so we are very agile and can offer bespoke packages from £100 to do an hour's maintenance/posting per month to £2K packages to go into companies and do 1-2-1 work and workshops for up to 8 people. I am also available to speak at companies' events, expos etc.



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