

GYCP Ep. 115 - Tips for Improving Your LinkedIn Profile

[INTRO MUSIC]

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

Well, g'day! I was going to say good morning or good afternoon, but welcome back to another episode of the Grow Your Clinic podcast. My name is Jack O'Brien, your host today. We're gonna keep it short, sharp, and shiny. Even, I just wanted to speak to you really briefly around [LinkedIn](#). Now here's the context:

Inside our [Business Academy](#), we run a bunch of webinars and mastery partners for our Business Academy members, those clinics who are really invested in growing their clinic and seeing incredible outcomes. Anyway, the last webinar that we ran was around LinkedIn. One of our team jumped on, actually, a couple of our team jumped on and explained for the clinic owners that were online and for those who are going to watch in the recording in our content vault after the fact just how you can leverage LinkedIn. And we went deep into the strategy, and the detail, the plan, and the execution behind how LinkedIn can become a pivotal tool for you to grow your clinic.

There are so many different strategies from content through to connecting with potential referrers and partners, branding and personal positioning. There's a whole bunch of different elements to how to utilize LinkedIn. But here's what I want to share with you today. Getting your profile set up is the first place to begin before you start with the networking, and the connecting, the direct messages, the commenting, all the magic that happens on the platform of LinkedIn. And let's just say that LinkedIn is hot right now. It is a platform where there are people galore especially in the health space. There are case managers, and rehab providers, and orthopedic specialists, other allied health professionals, carers, all types of people who you would want to be networking with are spending more and more time on LinkedIn.

And so before we get the ball rolling on those strategies, your profile matters, getting it set up matters. So how do you do that? Well again, we cover it in massive

detail inside our Business Academy and we're going to have a couple of guests lined up for a bit of a LinkedIn theme over the next season of the podcast. But here's where to start: get a profile image, a header image done. You can do this really simply and easy easily inside canva, or you can get a graphic designer to help you. But get your your header image sorted - your banner.

Number two: make sure your profile picture is optimized. You want it to be clean, professional-looking, and mostly a headshot, or a face shot so that we can see your eyes. Keep it clean, keep it visual, and make sure we can see your eyes so that we can make that personal connection.

Your description, which is the - the strap line or the tagline, needs to explain who you are and what you do in a very brief amount of time. It's almost your elevator pitch. So, get that done and then you want to get your summary uploaded. And this, you're allowed about 2,000 characters. So be specific and deliberate with your wording. This is where you can really tell the story of who you are, why you do, what you do, what motivates you, what problems do you solve, and who do you love working with and helping.

You can get your header or banner image, the profile picture, your description, and your summary started. It's a great place. Now, how do you do that or what are the specifics? Well you'll have to wait till we speak to a couple of LinkedIn experts on future episodes or jump into our Business Academy. If you remember, and you'll be able to find all the resources in there done for you. Otherwise, reach out to me jack@clinicmastery.com or, as is the theme of this episode, find me on LinkedIn. Let's connect. I'd love to get to know you say good day, let me know your thoughts. And if I can be of assistance to you, here's the offer: for the first six people who reach out to me after this episode on LinkedIn, I'm gonna provide some specific advice I've only got space for six people. And that's not a tactic, that's literally all I've got time for. But I would love to help you. So please connect with me on [LinkedIn](#) and let's use this platform for good. Let's connect with more people, transform our client experiences, lead amazing teams, and grow your clinic.

That's it for me for now. Looking forward to bringing you another episode again really soon. Let's go. See you over on the social pipes on LinkedIn. Bye for now.

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[OUTRO MUSIC]