

Productive Insights Presents

# 173. The 5 Step Process To Optimize Your LinkedIn Profile And Attract Your Ideal Clients With Marcus Murphy From Digital Marketer



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## Links Mentioned:

- [Marcus Murphy LinkedIn Profile](#)
- [www.GetMeToDone.com](http://www.GetMeToDone.com)
- [www.digitalmarketer.com](http://www.digitalmarketer.com)
- [www.Productiveinsights.com](http://www.Productiveinsights.com)
- [www.PremiumProductivity.com](http://www.PremiumProductivity.com)
- [www.CallAshRoy.com](http://www.CallAshRoy.com)
- [www.Youtube.com/ProductiveInsights](http://www.Youtube.com/ProductiveInsights)



## Related Episodes:

- [170. Ryan Deiss From Digital Marketer Reveals The 5-Step Conversion Funnel That Turbo-Charges Your Business Growth](#)
- [171. Email Marketing Success Strategies Revealed with Co-Founder of Digital Marketer Richard Lindner](#)
- [172. Strategic Partnerships And How To Use Them To Grow Your Business Fast With Roland Frasier From Digital Marketer](#)

# Key Points And Timestamps (for audio conversation only)

- 05:04 - Why it's important to have an empathetic approach to sales (and how LinkedIn helps)
- 07:53 - How to use LinkedIn to develop a diagnostic approach to problem-solving
- 11:27 - What makes LinkedIn different from other social media platforms
- 13:24 - Quality vs Quantity when it comes to LinkedIn connections
- 13:52 - "Conversation is the new lead" - Ryan Deiss
- 17:20 - Specific aspects of your LinkedIn profile you should optimize first
- 29:33 - Is it a good practice to use video to increase your LinkedIn content ranking?
- 35:28 - How to use micro videos for content promotion
- 37:31 - Wardrobe: What to wear when creating videos on LinkedIn
- 40:21 - How to optimize the "experience section" on your LinkedIn profile
- 42:25 -How to optimize the "skills and endorsement" section on the LinkedIn profile
- 43:41 - How to get more endorsements on LinkedIn
- 45:40 - What to do with the recommendation/ review section on your LinkedIn profile
- 47:49 - Key Insights and Action Steps



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