



Frequently Asked Questions: Strategic LinkedIn Optimization™

About the Service

What is the Strategic LinkedIn Optimization™ service?

In today's professional landscape, your LinkedIn profile is more than an online resume - it's a powerful platform to showcase your expertise, engage with your industry, and attract career opportunities. Inspire to Excel's Strategic LinkedIn Optimization™ service helps you create an authentic and compelling professional narrative that resonates with recruiters, hiring managers, and others in your field.

What's included in the service?

The service includes:

- LinkedIn profile analysis to identify key enhancement areas
- One-hour strategy session to discuss ways to enhance your professional presence
- Complete profile optimization including:
 - Strategic headline development
 - Compelling "About" section
 - Enhanced Experience descriptions
 - Education details
 - Skills section
 - Languages section
 - Licenses & Certifications section
- Recommendations for customized URL, profile photo, banner image, featured posts, and giving/receiving endorsements
- Two rounds of revisions
- Engagement strategy guide
- As a bonus, we can implement all changes for you!

What makes this service different?

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Our service stands out through:

- Strategic personal branding aligned with your career goals
- Industry/sector-focused content that showcases your expertise
- Professional narrative that attracts relevant opportunities
- Proven engagement strategies for attracting meaningful connections

Process and Timeline

What is the complete process and timeline?

The service typically takes 10-12 business days after our strategy session. Longer or shorter timelines may occur based on your response times.

1. Strategy session via Zoom
 - I will evaluate your LinkedIn profile before our meeting
 - During our meeting, we'll discuss specific ways to enhance your profile and agree on an action plan for moving forward
2. Within 1 business day, you will receive a Google Sheet to provide needed information
 - Please complete the Google Sheet within 2-3 business days
3. Within 1-2 business days of receiving your feedback, you will receive profile Draft 1
 - Please provide feedback to Draft 1 within 2-3 business days
4. Within 1-2 business days of receiving your feedback, you will receive profile Draft 2
 - Please provide final feedback to Draft 2 within 2-3 business days
5. Within 1-2 business days of receiving your final feedback:
 - I can implement all changes in your LinkedIn profile
 - Or, if you prefer, you'll receive a detailed guide to help you implement the changes on your own

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How are profile updates handled?

If you choose to have me implement the changes:

- You'll provide temporary profile access through separate secure channels
- I'll make all agreed-upon updates
- You'll change your password once updates are complete

Alternatively, you can implement the changes using our detailed guide.

Investment and Policies

What is the cost of the service?

The service fee is \$550, which must be paid before scheduling the strategy session.

What are your service policies?

Service begins upon booking the strategy session. I will work with you throughout the process to ensure your updated profile successfully meets your needs.

Rescheduling and cancellation policies are as follows.

Before the strategy session:

- Rescheduling: Please provide at least 24 hours' notice; no fee applies
- Cancellation with 24+ hours' notice: Refund minus \$50 booking fee
- Cancellation with less than 24 hours' notice or no-show: Refund minus \$100 booking fee

After the strategy session:

Your timely feedback is needed to complete your service efficiently. If you do not respond to information requests within 10 business days during the process, your service will be deemed cancelled. You may email info@inspiretoexcel.com to request a partial refund, as follows.

- 50% refund before Draft 1 is issued
- 25% refund before Draft 2 is issued

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- After Draft 2 is issued, no refund will be provided

Technical Requirements

What tools/technology will I need?

You will need:

- Zoom for the strategy session
- Access to Google Drive
- An active LinkedIn account
- Current resume (Word format preferred)

Results and Expectations

How can this service aid my professional growth?

This service can help you:

- Build a compelling professional narrative
- Position yourself as an industry contributor
- Increase visibility with your target audience
- Create opportunities for meaningful professional connections

What do others say about this service?

"Erica helped me ensure the image I portray of myself on LinkedIn is accurate and aligns with my values." - Nikki D.

Next Steps

Ready to optimize your professional presence on LinkedIn? [Click here to begin.](#)