



Social Sales Link™

Your LinkedIn Elevator Pitch



It takes at least 30 seconds to make an Elevator Pitch. And on LinkedIn, you have 3 areas in your profile that you can utilize for your “pitch” to establish who you are, who you help, and what you can do to help your visitors.

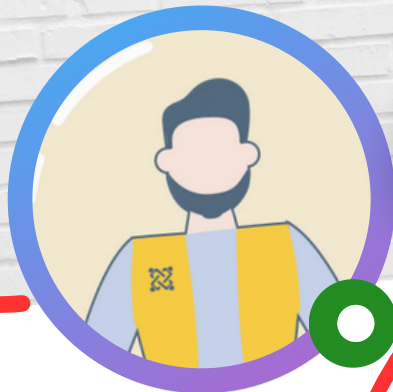
In this guide, we’ll teach you how to use the Three LinkedIn Elevator Pitch to create curiosity that ultimately makes visitors want to know more about you and start a conversation.



The 3 LinkedIn Elevator Pitch

30-second
Story Feature

10-second Audio Name
Pronunciation



Joe  (He/Him) . 1st

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220 Characters
Headline



1

30-second Story Feature

It's a 30-second commercial that you can place on your profile picture that people can click to watch. Visitors will know you have it when you have the rainbow circle around your profile with a 2-second preview that auto-plays.

How to use it:

Although the maximum is 30 seconds, we recommend keeping your video under 29 seconds. In the video, talk about who you are and how you can help them. Then don't forget to include a call-to-action; it can be to invite them to an event or ask them to read specific content in your featured media section. Whatever it is, make them feel like that was a great use of their time to feel more connected to you.



2

Name Pronunciation

Located at the right side of your name, this 10 seconds audio is only available to be recorded on mobile directly on LinkedIn. The main goal of this feature is to let others know how to pronounce your name right, but there's another way to use it for your branding.

How to use it:

Generally, you only need 1 ½ or 2 seconds to record your name pronunciation. Still, you can maximize the full 10-second audio available by adding a short, clear message about who you are and how you can help.

However, don't forget to mention your name first because that's why a person clicked the pronunciation icon on your profile. [Click here to check out how Brynne Tillman did hers.](#)



3 Headline

With 220 characters, the headline can be leveraged to educate people about who you are, who you help, and how you can help. This is one of the top 3 visuals on your LinkedIn profile that can help build that attraction about you.

How to use it:

Here's a sample of what to include in your headline to convert visitors to conversations.

 **What you do and Who you help**


 **How you can help**

 **Call to action**

Brynne Tillman  (She/Her) · 1st

Transforming the Way Bankers, Entrepreneurs, and Sales Professionals

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