

ROCK

YOUR LINKEDIN PROFILE

Because you're too damn talented to be ignored.



Julie Cortés

FREELANCE ROCKSTAR



LEVEL UP OR BLEND IN. YOU CHOOSE.

#BEBADASS

You're a badass freelancer. You've got the skills, the work, the passion. But if no one can find you, you're not just losing gigs. You're losing opportunity.

Besides, you're too damn talented to be overlooked, under booked, or lost in a sea of beige profiles.

So, let's fix that.

Whether you're a creative freelancer, solopreneur, or side hustler with rockstar potential, this guide is your battle plan to finally make LinkedIn work for you.

First of all, LinkedIn is essential if you want to build a successful freelance business. Let's just get that out of the way. Search engines love it. Hiring managers and talent recruiters use it. And yeah, even Google indexes it.

It's time to stop sleeping on your profile and start showing up like the rockstar you are.

How do you do that?

With the right content, the right structure, the right keywords. THAT'S how you show up in searches, get found by dream clients, and make your brand unforgettable.

Your profile's got to be strategically built, visually badass, and tailored to attract ideal prospects like a magnet.

This checklist is what you need to optimize, polish, and power-up. Because when you show up with confidence, clarity, and personality?

Clients notice. Opportunities find you.

And LinkedIn stops being a chore ... and starts being a client generator.

You ready? Let's ROCK!



THE ROCKSTAR LINKEDIN PROFILE CHECKLIST

Here's your no-BS, all-fierce checklist for turning your profile into a client-attracting machine. Check it. Fix it. And start standing out like the rockstar you are.

★ **Profile Pic**—Your face is the intro to your brand. Don't hide behind a logo, cartoon, or blurry bathroom selfie from 2013. Use a pro headshot if you can. Otherwise, crop a clear, well-lit pic from the shoulders up. Face forward. Look confident, not creepy.

Rockstar Tip: Check your privacy settings to ensure your profile photo is set to Public. Settings ⇒ Visibility ⇒ Profile Photo

★ **Cover Photo**—That big ol' billboard ... I mean, banner ... behind your head? Prime real estate. Don't waste it. Drop in a bold headline, a call-to-action, and make it scream your vibe. Think: "Need killer copy? I'm your gal."

Rockstar Tip: Watch the mobile crop. Don't let your profile pic cover your message.

★ **Contact Info**—Yes, people actually click this. Make sure your email is pro (ditch the "hotstuff84@aol.com" address).

★ **Website**—Got a website or portfolio? Add it. Link it. Flaunt it. Let your work speak for you ... and before you do.

★ **Custom URL**—Your default LinkedIn URL looks like a robot sneezed. (I mean ... Am I wrong??) Clean it up! Change it to something like your name, your biz, or

your brand. It's in the upper right-hand corner: "Edit public profile & URL."

Rockstar Tip: Whatever handle you use for your business Instagram, Facebook, etc. profiles, match it here. For example, you can find me at @freelancerockstar on IG & FB. So, on LI, my URL is: <https://www.linkedin.com/in/freelancerockstar/>

★ **Headline**—This is your hook, so make it count. Tell us who you are, what you do, and who you serve ... with some personality, please. And thank you. Use keywords, show your edge, and don't waste that 120-character limit.

Rockstar Tip: Test a variety of formats such as: all sentences, titles + a call-to-action, or titles + a value prop statement. Feel free to combine any of the above.

★ **About**—You've got 2600 characters to make people care. Use. The. Space. This isn't your résumé—it's your story, your value, your why-the-hell-should-I-hire-you. Use first person. Pack in keywords people might search. And keep it real. Boring doesn't book clients.

Rockstar Tip: Lead with a strong hook. Highlight your key accomplishments. End with a call-to-action.



★ **Skills**—Pick 3–5 that scream: “This is what I do best.” Keep it laser focused. You’re not trying to win LinkedIn bingo. You’re showing your specialty.

★ **Services**—Add a short, sharp blurb about what you do, who it’s for, and why it matters. Link to your site. Show ‘em you mean business.

★ **Featured**—THIS. This section is gold and way too many people skip it! Add links, posts, blog posts, articles, videos, work samples—anything that brings color, proof, and personality to your page. This is your highlight reel. Make it shine.

Rockstar Tip: Add your website, email subscription, lead magnet, and/or link to schedule a free consultation here.

★ **Experience**—Include job positions: current and past. Yep, include freelance gigs, too. Build out a role for your freelance biz, then list big-name clients or standout projects in the description. This is all about credibility.

Rockstar Tip: Rock some portfolio samples here, too, by adding media.

★ **Education**—Add your degrees, even if college feels like it was a past life. Alumni connections are sneaky-powerful. Dates optional; relevance required.

★ **Volunteering**—Good humans get hired. If you’ve done volunteer work, add it. Shows heart and hustle.



★ **Projects**—Share the juicy stuff. Show visuals. Tell the story. Problem ⇨ Your brilliance ⇨ The result. That’s what clients want to see.

★ **Licenses & Certifications**—If you’ve got ‘em, flaunt ‘em! You’ve worked hard. Let people know you’re the real deal.

★ **Courses**—More proof that you really know your sh*t. Add credibility ... and a humble brag while you’re at it.

★ **Awards & Honors**—Cue the spotlight. If you got a trophy, badge, or bragging rights—post it. Add who gave it, when, and any juicy links or pics.

★ **Organizations**—Are you a member of industry, trade or professional organizations? List those here.

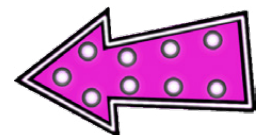
★ **Recommendations**—This is social proof gold! Create the section, then invite former clients, collaborators, and even hype-humans to sing your praises. Aim for at least 3–5 solid quotes that say, “This person rocks.”

★ **Other Considerations**—Got publications? Patents? Speak five languages and juggle fire? Add it under Additional Sections. Anything that makes you memorable, relevant, or a lil’ more legendary goes here.

NO MORE JUST EXISTING ON LINKEDIN

This platform can either collect dust ... or collect leads.

Your move, Rockstar.



BADASS BONUS TIPS

**BECAUSE BASIC PROFILES DON'T BOOK BADASS CLIENTS.
I'M JUST SAYIN' ...**

You've done the core checklist. Now it's time to crank the dial past 10 and melt some LinkedIn faces. These are the secret weapons the pros (and algorithms) love:

★ Give your Profile Personality—

This ain't your grandpa's résumé. Add emojis (tastefully), use bullet points for easy scanning, and spice things up by using bold or italic formatting. Not just in your About section; you can do this pretty much everywhere on your profile.

Rockstar Tip: Free tools like [YayText](#) and [GetEmoji](#) can help you stand out without looking like a try hard.

★ Add Media, Rockstar—Images. Links. PDFs. Videos. Add 'em everywhere LinkedIn allows. Humans are visual creatures. Give 'em something to look at!

Think:

- Pics
- Videos
- Portfolio samples
- Web links
- Presentation decks

Visuals build trust faster than a wall of words. AND help break out the monotony of black text on a white background.

★ Hunt Down Hidden Sections—

Can't find something? Hit that "Add Profile Section" button at the top of your profile. (It's in that same row as "Open to.")

It's like a cheat code for unlocking more ways to show off. Use the dropdown menus to find all the bells and whistles.

★ Create a Company Page—Do it, like, now. Want your freelance business to look legit AF? Set up a company page. Then link it under your Experience section so your badass logo shows up instead of LinkedIn's sad grey ghost.

Rockstar Tip: Speaking of ghosts, don't ghost it. Post from your company page, too. Show the world you mean business.

★ Link to Real Companies for that Sweet Logo Pop—Worked with a cool brand? Volunteered for a legit org? Got an award from somewhere with a logo? Link to their actual LinkedIn page.

Pretty profile icons > generic greys every damn time.

★ **Use AI as Your Backup Band**— Staring at a blinking cursor? AI can help you brainstorm profile text, punch up your summary, or remix your headline.

Use it for inspiration. Then add your flavor to keep it human.

★ **Turn on Creator Mode**—Want more visibility? Activate Creator Mode. It pushes your content—and your fabulous Featured section—front and center.

Plus, you get fancy tools like:

- Newsletters
- LinkedIn Live
- Better analytics

Rockstar Tip: If you're sharing any kind of content—even once a week—Creator Mode is a no-brainer. And bonus! It's free to boot.

★ **Connect with the Right People**—Quality > quantity, but let's be real—visibility matters. The more relevant people you connect with (clients, peers, industry peeps), the more your profile shows up.

Rockstar Tip: Don't just connect. Engage, comment, post. Make noise where your clients (and prospects!) are lurking.

★ **Obsess a Little Over Your SSI Score**—Head to [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi) and peek behind the curtain. Your SSI (Social Selling Index) tells you how well you're using LinkedIn to build influence.

Rockstar Tip: Update your profile ⇒ make a few smart moves ⇒ watch that score climb.

★ **Consider LinkedIn Premium (IF You're Ready to Go Pro)**—Yeah, it's an investment, but here's what you get:

- InMail access (slide into DMs like a boss)
- Advanced search filters
- LinkedIn Learning courses
- Send unlimited connection requests with a note
- Profile boosts
- Better analytics

If you're freelancing full-time or actively booking clients, this could be the edge you need.

★ **Other Considerations**—These are truly your personal preference. Whether to Get Verified (couldn't hurt, right?) or use the Open to Work Frame on your profile pic. Some people swear by them; others don't. Fortunately, your badass self gets to decide.

**YOU'VE GOT THE CHECKLIST.
YOU'VE GOT THE SWAGGER.
NOW GO ROCK YOUR LINKEDIN PROFILE.**

NEED HELP? I GOTCHU'!

Whether you need help writing your profile in a voice that's actually you, a second set of eyes, or someone to call BS on your bland headline, let's chat.

Schedule a Call

Bonus move: Post an update after you've implemented even one change from this guide. Tag me. I'll hype you up and share your glow-up.

Because no freelancer should be the internet's best-kept secret. Not on my watch.

Keep rockin' it.

Julie Cortés
FREELANCE ROCKSTAR



Hi! I'm Julie Cortés. Copywriter by day. Freelance Rockstar by night. I live, breathe, teach, speak and coach on the freelance life.

For 25+ years, I've built my freelance business from scratch—one deadline, one hard lesson, and one HELL YEAH at a time. I've made the mistakes so you don't have to. And now? I'm obsessed with helping creative freelancers and solopreneurs level up, stand out, and start making serious money ... *much faster* and with a *helluva lot more fun* than I did.

If you're done playing small, hiding in the scroll, or waiting for opportunities to magically appear, you need to be in my Freelance Rockstars Facebook Group. It's not your run-of-the-mill group. It's your backstage pass to:

- ★ Real talk with fellow freelance creatives
- ★ Amazing collaboration, community, and connection
- ★ Smart AF strategies to book better clients and better gigs
- ★ FREE monthly meetups + behind-the-scenes advice
- ★ A no-judgment zone where you can ask all your freelance questions

Whether you're just getting started or ready to go next-level, you don't have to do this alone.

Come hang with us, rockstar.

Join the group now.

