



**EDSALES
ELEVATION
EXPERIENCE**

**10-DAY LINKEDIN
PROFILE SALES
FUNNEL CHALLENGE**





EDSALES ELEVATION EXPERIENCE

A PREDICTABLE LEAD GENERATION SYSTEM THAT WORKS ON REPEAT

JOSH CHERNIKOFF

I'm a two-time founder/CEO, now business coach specializing in ideal client identification and lead generation. I've started, built to scale, and then sold two companies in the Education space over the last decade. I've been a featured speaker at StartEd, UPenn's Graduate School of Education, a business competition judge, and my companies have been spotlighted on NBC, ABC, FOX, CBS.



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DAILY CHECKLIST

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DAY CHALLENGE

1	<p>Day 1: Profile Picture & Banner</p> <ul style="list-style-type: none">• Task: Update your profile picture to a professional headshot and create a custom banner with your branding and a CTA.• Tip: Use Canva to design a banner that includes your tagline or website link.• Goal: Make a strong first impression that builds trust with your audience.
2	<p>Day 2: Rewrite Your Headline</p> <ul style="list-style-type: none">• Task: Craft a new headline that reflects your value proposition rather than just your job title.• Tip: Focus on who you help and the results you deliver.• Goal: Make your headline compelling to your ideal clients and improve profile visibility.
3	<p>Day 3: About Section Hook</p> <ul style="list-style-type: none">• Task: Write the first 2-3 sentences of your About section to grab attention by addressing your audience's pain points.• Tip: Keep it conversational and client-focused.• Goal: Ensure visitors are intrigued and want to learn more about you.
4	<p>Day 4: About Section Transformation</p> <ul style="list-style-type: none">• Task: Write the rest of your About section, focusing on how you provide solutions and the transformation clients can expect.• Tip: Use bullet points to make it easier to read and end with a strong CTA.• Goal: Show how you turn pain points into results.
5	<p>Day 5: Add to Your Featured Section</p> <ul style="list-style-type: none">• Task: Add 2-3 items to your Featured section, such as a free download, case studies, or a link to book a consultation.• Tip: Use high-quality visuals or videos to grab attention.• Goal: Showcase your best content and lead magnets to generate interest.
6	<p>Day 6: Optimize Your Experience Section</p> <ul style="list-style-type: none">• Task: Revamp your Experience section by turning job duties into value-driven statements focused on client impact.• Tip: Include media links, such as project examples or videos, to demonstrate your expertise.• Goal: Highlight the results you've delivered, not just the tasks you've done.

DAILY CHECKLIST

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DAY CHALLENGE

7	<p>Day 7: Skills & Endorsements</p> <ul style="list-style-type: none">• Task: Update your top 3 skills to align with your services (e.g., LinkedIn marketing, lead generation) and ask for endorsements.• Tip: Reorder your skills so that the most relevant ones are at the top.• Goal: Boost credibility and ensure your skills match the value you offer.
8	<p>Day 8: Request Recommendations</p> <ul style="list-style-type: none">• Task: Reach out to 3-5 clients or colleagues for recommendations that focus on specific outcomes you helped achieve.• Tip: Personalize your request by asking them to highlight a transformation or success story.• Goal: Build social proof that showcases your expertise in action.
9	<p>Day 9: Update Contact Information</p> <ul style="list-style-type: none">• Task: Ensure your contact details, including your email, phone number, and website, are up to date and easy to find.• Tip: Create a custom LinkedIn URL (e.g., linkedin.com/in/yourname) for a professional look.• Goal: Make it easy for prospects to reach out to you directly.
10	<p>Day 10: Call to Action & Consistency</p> <ul style="list-style-type: none">• Task: Review your profile and ensure every section includes a clear call to action (e.g., "Download my free guide," "Schedule a consultation").• Tip: Make your CTA consistent across your profile and start posting valuable content at least once a week.• Goal: Guide visitors to the next step in your funnel and establish yourself as an active authority in your field.
BONUS TIP	<p>At the end of the challenge, celebrate your new LinkedIn profile by sharing a post with your network. Let them know your profile is optimized and ready for business!</p>



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SECRET SAUCE FOR GETTING SALES?**

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