

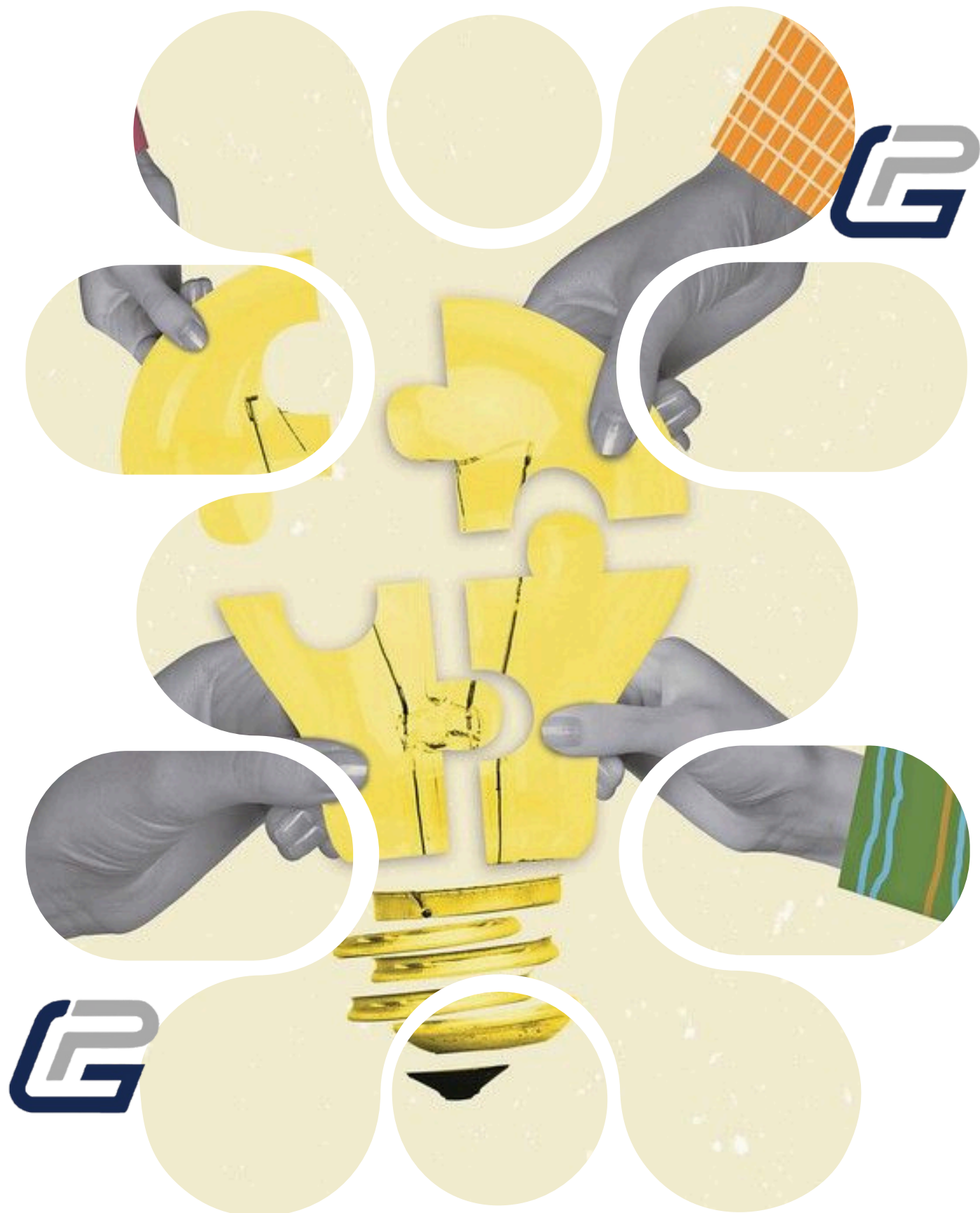


Build a Profile That Commands Trust, Converts Attention, and Opens Doors.

LinkedIn Strategic Rebrand for Executives, Founders & High-Growth Professionals

By Karen Punch





The Problem

Your LinkedIn Profile Isn't Just a Bio. It's a Business Asset.

It's your:

- First impression
- Reputation signal
- Silent sales engine
- Thought leadership anchor

Yet most profiles:

- Undersell your real value
- Confuse your audience
- Miss critical positioning
- Leave leads (and respect) on the table

Your profile should work for you, not just sit there.



The Opportunity

What if your profile actually spoke the language of influence?

Imagine a LinkedIn profile that:

- Attracts high-value clients and aligned opportunities.
- Positions you as a credible, trusted leader.
- Builds trust before you ever show up in the DMs.
- Reflects the real value of your work.

This isn't just an update.

This is a personal brand reboot that is grounded in your voice and your goals.



My Offer — Built for Your Stage of Growth

Full Brand Build from Scratch



PLATINUM

\$1,500

For founders and execs with little or no LinkedIn presence.

This is a ground-up, done-for-you personal brand architecture.

You get:

- 1:1 Discovery Session
- Custom Profile Strategy
- LinkedIn SEO Headline Options (5)
- From-Scratch About Section
- Featured Section Setup
- Experience + Skills Optimization
- Custom Banner Design
- Thought Leadership Content Pillars
- 30-Day Content Calendar
- Voice-Positioning Blueprint for Future Posts

Perfect for:

Execs re-entering the market, silent founders, or anyone building digital presence from the ground up.



My Offer — Built for Your Stage of Growth

Full Rebrand Experience



DIAMOND

\$1000

For high-level professionals who already have a profile but know it's underselling them.

You get:

- Strategy Interview
- Deep-Dive Brand Workbook
- About Section Rewrite
- Headline + Banner Design
- Experience Refresh
- Featured Section Optimization
- Skills & Endorsement Reframe
- Content Pillars + 30-Day Content Calendar



My Offer — Built for Your Stage of Growth

Thought Leader Foundation



GOLD
\$700

For those ready to reposition themselves with expert guidance but less overhaul.

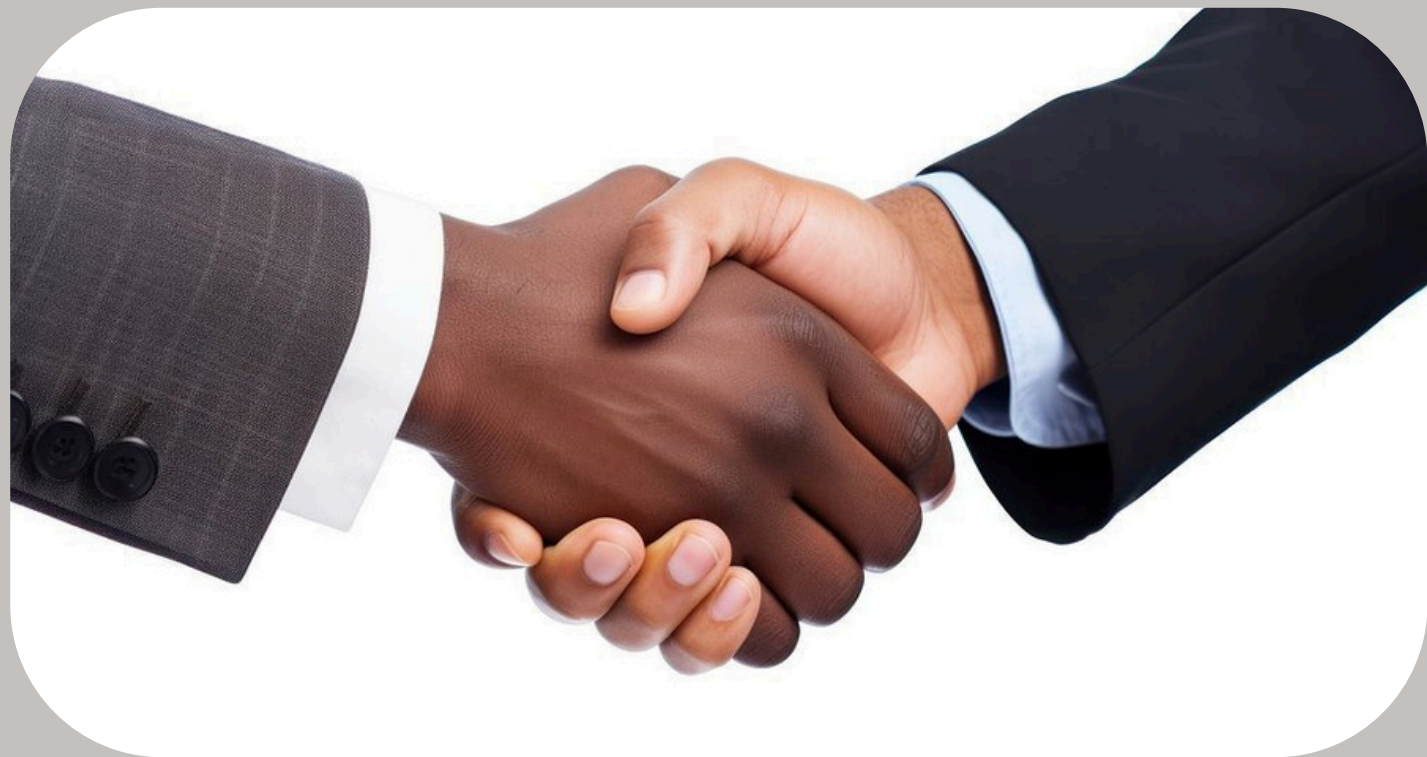
You get:

- Strategy Interview
- Brand Messaging Workbook
- Banner Design
- Headline Rewrite
- New About Section
- Featured Section Optimization
- Content Themes for Visibility





Why My Clients Choose This



This works because it blends:

- Strategic positioning
- Magnetic copywriting
- Brand clarity that gets you remembered
- Design that makes your credibility obvious

Every word earns trust.

Every section reflects authority.

Every click leads somewhere meaningful.





Next Steps: Let's elevate how the world sees you.

- **Choose your tier**
- **Book your session**
- **Watch your profile (and presence) transform**

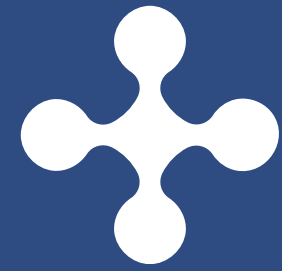
<https://tidycal.com/punchk45/linkedin-profile-audit-optimization>

OR

DM me "Profile Fix" to get started



Contact Us



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Let your profile open doors before you ever say a word.

