AMp
DIGITAL MARKETING
ADAPT. MAXIMISE. PERFORM

# Your Profile Rebuild Report

A full review of your LinkedIn profile, scored against the same checklist we use for our done-for-you clients, with every section rewritten and ready to paste.

Prepared for
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Profile reviewed
**linkedin.com/in/adrianmerendino**

Date
**11 November 2026**




**Profile Score: 59 out of 100**

Your expertise and proof are there. The problems are where they sit: your headline, banner and booking path hide the strongest parts of your profile.

SECTION 1

# Your Profile Score

We score seven areas against the checklist behind our Foundation service. Each area has a fixed number of points, so the score is consistent and you can re-score yourself after making the changes.

| AREA | TODAY | AFTER | STATUS |
|---|---|---|---|
| Headline | **10** / 20 | 18 | Needs work |
| About section | **13** / 20 | 18 | Needs work |
| Featured | **9** / 15 | 13 | Needs work |
| Next step | **9** / 15 | 13 | Needs work |
| Banner | **4** / 10 | 9 | Fix first |
| Profile photo | **8** / 10 | 9 | Strong |
| Experience | **6** / 10 | 9 | Needs work |
| Total | **59** / 100 | 89 | |

## The three fixes that matter most

**1. Lead your headline with the result, not your title.** "Founder @" is the first thing people read next to your name in search results, comments and connection requests. Your strongest asset, a named client result, appears nowhere in it.

**2. Rebuild your banner so nothing hides behind your photo.** On desktop, your photo covers the start of your banner text, so the first words a visitor sees are cut off.

**3. Make your proof match everywhere.** Your About section says the TNS Lawyers result took 90 days. Your Featured case study says 30. A careful reader notices, and it undercuts your best proof.

SECTION 2

# Visual review: photo and banner




Your profile today.

## Banner 4 / 10

Fix first

- **Text hidden behind your photo.** "Dependency" is clipped and the line underneath it starts behind your photo, so the message reads as broken.
- **A second headshot.** Your face appears twice within a few centimetres. The banner space is better used for your message and proof.
- **The message itself works.** "Building trust. Solving referral dependency." names the problem your buyers have. Keep it.

YOUR NEW BANNER · INCLUDED AS A SEPARATE FILE, READY TO UPLOAD




Sized 1584 × 396 pixels, LinkedIn's banner size. All text sits in the right two-thirds, so nothing hides behind your photo. To upload: click the pencil on your banner, then Change photo.

## Profile photo 8 / 10

Strong

- Face fills the frame, eyes clear, plain background. This works. A colour version would feel warmer to a first-time visitor (optional).

**Why this matters:** On desktop the banner is the largest image on your profile. When its message is clipped, the visitor's first impression is of something unfinished, which is the opposite of what a partner-level buyer expects from a specialist.

SECTION 3

# Your headline

## Headline 10 / 20

Needs work

TODAY

> Founder @ AMp Digital Marketing | LinkedIn Authority System for Melbourne's Professional Services Firms: Content, Outreach & Executive Positioning

- **Works:** it names your buyer and your city.
- **Doesn't:** it opens with your title, then lists three services. No result, no proof, and "Authority System" means little to someone who hasn't met you.

YOUR NEW HEADLINE: PICK ONE

RECOMMENDED

**1** I help Melbourne law and accounting partners win new clients on LinkedIn | TNS Lawyers: 56 leads in 30 days | Founder, AMp Digital Marketing

**2** LinkedIn lead generation for Melbourne professional firms | Profiles, outreach and content that book client calls | 56 leads in 30 days for TNS Lawyers

**3** Helping Melbourne partners stop waiting on referrals and build a steady LinkedIn pipeline | Founder, AMp Digital Marketing

**Why this matters:** Your headline travels with you. It shows under your name in search results, in every comment you leave, in connection requests and in message previews. For most people who come across you, it is the only line they read before deciding whether to click.

SECTION 4

# Experience

## Experience 6 / 10

Needs work

- **Works:** current role with a description, and seven years at Dify Social shows depth.
- **Doesn't:** descriptions start with what the business is, not what changed for clients. Older roles (Assistant Manager, 2011 to 2014) add length without adding trust for your buyer.

REWRITE THE FIRST LINE OF YOUR CURRENT ROLE

COPY

Built the LinkedIn system that produced 56 direct leads and 66,100 impressions in 30 days for TNS Lawyers, a Melbourne CBD corporate law firm. AMp now runs profiles, outreach and content for Melbourne professional firms.

Optional: shorten the 2011 to 2014 role to one line, or remove it.

**Why this matters:** Buyers who scroll this far are checking whether your background fits what you claim. A result in the first line of your current role answers that before they have to dig.

SECTION 5

## Your About section

**About** 13 / 20 — Needs work

- **Works:** "Word-of-mouth proves your expertise. It doesn't build a pipeline" is a strong first line, and the three-part list is clear.
- **Doesn't:** your best proof says "90-day turnaround" with no numbers, while Featured says 30 days. The booking line uses a long raw link and a different name for the call.

YOUR NEW ABOUT SECTION

COPY ALL

Word-of-mouth proves your expertise. It doesn't build a pipeline.

For most Melbourne firms, new work still depends on referrals, and referrals arrive when they arrive. I help law, accounting and advisory partners turn LinkedIn into a steady source of client conversations.

Three pieces, built to work together:

Profile: your LinkedIn rebuilt so prospects see your expertise before the first call.
Outreach: one-to-one conversations with the partners and business owners you want as clients, run on your behalf.
Content: a regular, done-for-you LinkedIn presence that shows how you think, so prospects arrive warm.

For TNS Lawyers, a Melbourne CBD corporate law firm, that system produced 56 direct leads and 66,100 LinkedIn impressions in 30 days. The full story is in Featured below.

You stay focused on client work. We run the system that brings in the next client.

Want to see where your LinkedIn is costing you work? Book a call:
ampdigitalmarketing.com.au/discovery-call

**Why this matters:** LinkedIn shows only the first few lines of your About section before "see more". Those lines decide whether anyone reads the rest.

SECTION 6

## Featured and your next step

**Featured** 9 / 15 — Needs work

You already have the right ingredients: a newsletter, a case study and a booking link. They need tidying, not replacing.

PIN FIRST: PROOF

NEW TITLE

TNS Lawyers: 56 leads in 30 days

Replaces "Establishing Absolute Authority in Melbourne's Commercial Sector", which reads as a superiority claim.

PIN SECOND: CREDIBILITY

The Authority Edge newsletter, 143 subscribers. Keep as is.

PIN THIRD: NEXT STEP

NEW TITLE

Book a call: find out where your LinkedIn is costing you work

Use one link everywhere: ampdigitalmarketing.com.au/discovery-call. Today your profile calls it an "Executive Discovery Session" in one place and a "15-minute strategy call" in another.

**Next step** 9 / 15 Needs work

- One name, one link, used in About, Featured and your banner.

### Check before publishing

- "56 direct leads in 30 days" is a specific performance claim. Make sure the case study shows the numbers.
- Check the rewrite against your own industry's advertising rules before publishing.

SECTION 7

## Your 27-minute implementation plan

Do these in order. The first three carry most of the score.

| | | |
|---|---|---|
| 1 | **Replace your headline** with option 1 from page 4. | 2 min |
| 2 | **Update your Featured titles** and point the booking item to ampdigitalmarketing.com.au/discovery-call. | 5 min |
| 3 | **Fix the case study** so it says 30 days and shows the numbers. | 5 min |
| 4 | **Paste your new About section** from page 6. | 3 min |
| 5 | **Upload your new banner** (the separate PNG file). | 2 min |
| 6 | **Rewrite the first line of your current role** from page 5, and trim the 2011 to 2014 role. | 5 min |
| 7 | **Re-score yourself** against the table on page 2. | 5 min |

## Rather we did it for you?

We'll put this live, rebuild your banner, and start bringing you client conversations through LinkedIn. **Your $97 comes off The Foundation if you book within 60 days.**

**Book a call**

Prepared by AMp Digital Marketing, Melbourne. This report is based on your public LinkedIn profile and the answers you gave us. We never add results or credentials you didn't give us.