

For testing: enter 1

Area	No.
PROFILE	1
PROFILE	2
PROFILE	3
PROFILE	4
NETWORK	5
NETWORK	6
NETWORK	7
NETWORK	8
CONVERSATIONS	9
CONVERSATIONS	10
CONVERSATIONS	11
CONVERSATIONS	12

YOUR RESULTS

Profile score

Network score

Conversations score

Total score

Overall result

Overall result bands

Score	Result
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12–20	Invisible
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21–29	Visible but Passive
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30–38	Building Momentum
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39–48	Client Engine Ready
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The LinkedIn Client Engine Scorecard

How ready is your LinkedIn to generate coaching clients?

The 1–4 point value that matches the respondent's chosen answer in the Google Forms Blueprint. The total score is the sum of all 12 diagnostic questions.

Diagnostic question	Score (1–4)
If an ideal client landed on your LinkedIn profile today, how quickly would they understand who you help and the outcome you create?	
How much of your profile is written from your ideal client's point of view rather than as a record of your career?	
When a prospect looks for evidence that you can help them, what do they find on your profile?	
If someone likes what they see on your profile, how obvious is the next step?	
How precisely can you describe the people you most want as coaching clients?	
How much of your current LinkedIn network is made up of genuine potential clients, referrers or introducers?	
How deliberately are you adding the right people to your LinkedIn network?	
How effectively are you using LinkedIn's relationship data to find warmer routes to prospects?	
How consistently are you proactively starting one-to-one conversations with ideal prospects on LinkedIn?	
What happens after you connect with a potential client?	
How reliably do you follow up and keep track of promising LinkedIn contacts?	
How predictable are the sales conversations or appointments LinkedIn creates for you?	

Recommended next step

Lowest-scoring area

Offer route

Why

CTA

What it means

Your LinkedIn is not yet set up as a reliable client-acquisition asset.

You have useful building blocks, but LinkedIn is still relying too heavily on chance, referrals or reach.

Your LinkedIn client engine is working in places, but inconsistency is limiting results.

You have strong foundations across profile, network and conversations.

Primary message

Fix the foundations before adding more activity.

Turn passive visibility into a deliberate client system.

Remove the bottleneck that is holding back consistency.

Optimise the weakest area, then scale or delegate what works.

card

lients?

shows overall maturity. The lowest section prescribes the next Power Hour.

What a low score signals

If the right person cannot recognise themselves quickly, more profile traffic will not create more opportunities.

Buyer-focused positioning helps prospects move from 'interesting person' to 'this could well be for me - I need to reach out to them'.

Specific proof reduces risk and makes your claims believable.

A strong profile should not just inform. It should help the right visitor move forward within one click.

If you cannot define the right people precisely, LinkedIn cannot help you find them precisely.

Connection count is a vanity metric unless enough of those people can create commercial opportunity.

A useful network is built intentionally, not accidentally.

Warm routes and better targeting can dramatically improve the quality of your outreach.

Visibility becomes pipeline only when it creates conversations.

Good outreach has structure without feeling scripted or salesy.

Most worthwhile opportunities need more than one touch. No tracking means avoidable leakage.

The ultimate test of the system is whether it creates commercial conversations consistently enough to manage.

Instant action

If section scores tie, fix the earliest bottleneck first:
Profile → Network → Conversations.

Suggested CTA

Follow the Power Hour recommendation generated from your weakest area

Book the Power Hour matched to your weakest area

Book the Power Hour matched to your weakest area

Book the Power Hour matched to your weakest area