

THE INSIDE CHECKLIST WE USE ON EVERY CLIENT

The 30-Second Stranger Test

6 things that make a stranger trust you in 30 seconds. This is the same checklist we use when we charge \$100 to check a founder's LinkedIn profile. This time, it costs you nothing.



Vaibhav, founder of Be No Stranger

50+

FOUNDERS WE
WORKED WITH

10M+

IMPRESSIONS
EVERY QUARTER

20+

VCS
CONNECTED



BANNER &
PHOTO



HEADLINE &
POSITIONING



FEATURED
SECTION



EXPERIENCE
SECTION



RECENT
ACTIVITY



RECOMMEN-
DATIONS

A stranger decides if they trust you before you say one word. This is what they check. Shown here on a real profile, not a mockup.

Nobody reads your resume anymore. They check you out in 30 seconds.

Someone lands on your LinkedIn profile, maybe before a call, maybe before they reply to your message. They are not reading your bio. They are scanning six exact spots on the page, in the same order, every time.

In the next 30 seconds, their mind makes a choice: trust you, or scroll past you.

Most founders lose that 30 seconds and never know it happened. This is the same checklist we use inside our own agency before we tell a client what to fix, shown here on a real profile, so you can see what passing looks like, not just read about it.

WHAT IS INSIDE



01

The Banner & Photo

What they see in the first 2 seconds



02

Headline & Positioning

The one line that follows you everywhere



03

The Featured Section

Your proof shelf, usually left empty



04

The Experience Section

Where buyers check if you are real



05

Recent Activity

Are you even still here



06

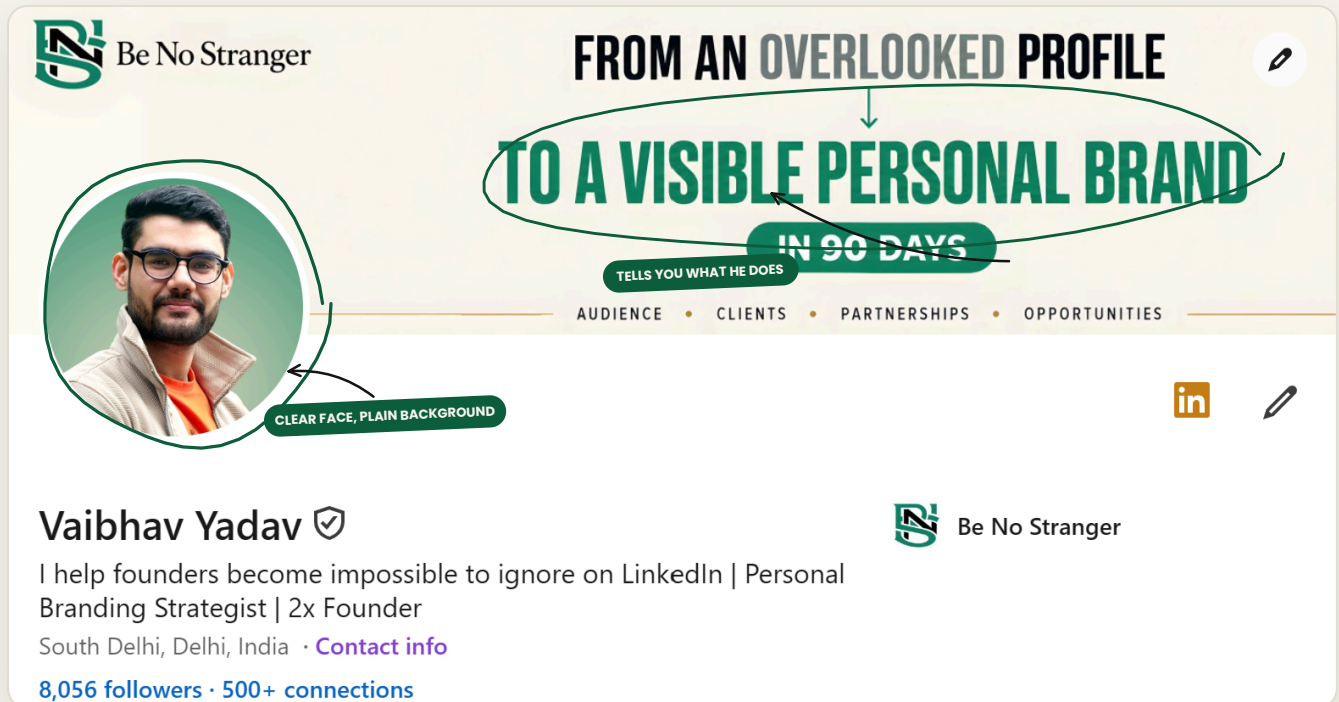
Recommendations

Proof you cannot write yourself

01

THING ONE · THE FIRST 2 SECONDS

The Banner & Photo



A real profile, marked up. Not a mockup.

THE FIX

Banner: it should say what you do and who you help, in one glance. Not a wall of logos.

Photo: shoulders up, plain background, look at the camera, taken in the last 12 months. If a stranger cannot say what you do in 2 seconds, this part is failing.

INSIDE TIP A small smile with direct eye contact works better than the serious "boss" face. People trust a face that looks easy to talk to more than one that looks important.

02

THING TWO · THE LINE THAT FOLLOWS YOU

Headline & Positioning

The screenshot shows a LinkedIn profile for Vaibhav Yadav. At the top, a banner reads "FROM AN OVERLOOKED PROFILE" in black, followed by a downward arrow and "TO A VISIBLE PERSONAL BRAND" in green, and "IN 90 DAYS" in a green pill. Below this is a horizontal line with the words "AUDIENCE • CLIENTS • PARTNERSHIPS • OPPORTUNITIES". The profile picture is a circular image of a man with glasses. To the right of the picture is a green pill that says "A HOOK, NOT A JOB TITLE". The name "Vaibhav Yadav" is followed by a checkmark icon. Below the name is the headline "I help founders become impossible to ignore on LinkedIn | Personal Branding Strategist | 2x Founder". A green line underlines the headline, and an arrow points to it from the "A HOOK, NOT A JOB TITLE" pill. Below the headline is the location "South Delhi, Delhi, India" and a link "Contact info". At the bottom, "8,056 followers • 500+ connections" is circled in green. The background of the profile is white, and the header is light green. The "Be No Stranger" logo is in the top left and right corners.

Same profile, same 30 seconds. This time we read the line under the name.

THE FIX

Your headline shows up everywhere. In search. In comments. In connection requests. Not just on your profile. Start with the result you give people, not your job title. "Founder" tells a stranger nothing. "I help founders get noticed on LinkedIn" tells them exactly who to send you to.

COPY THIS

HEADLINE TEMPLATE

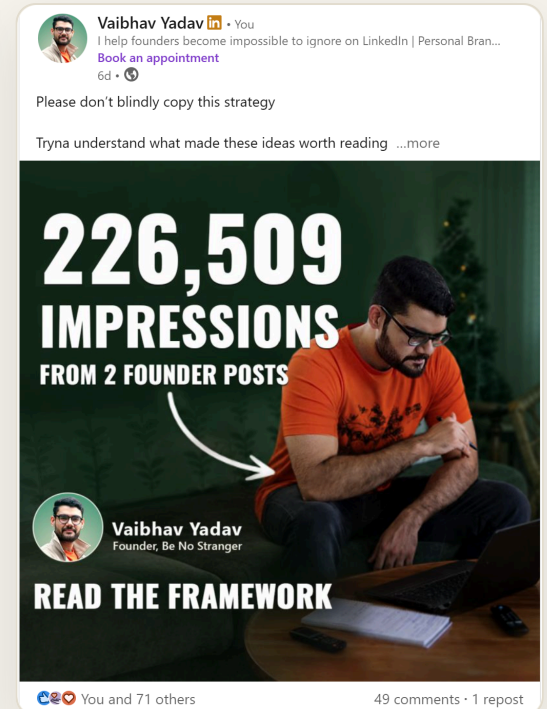
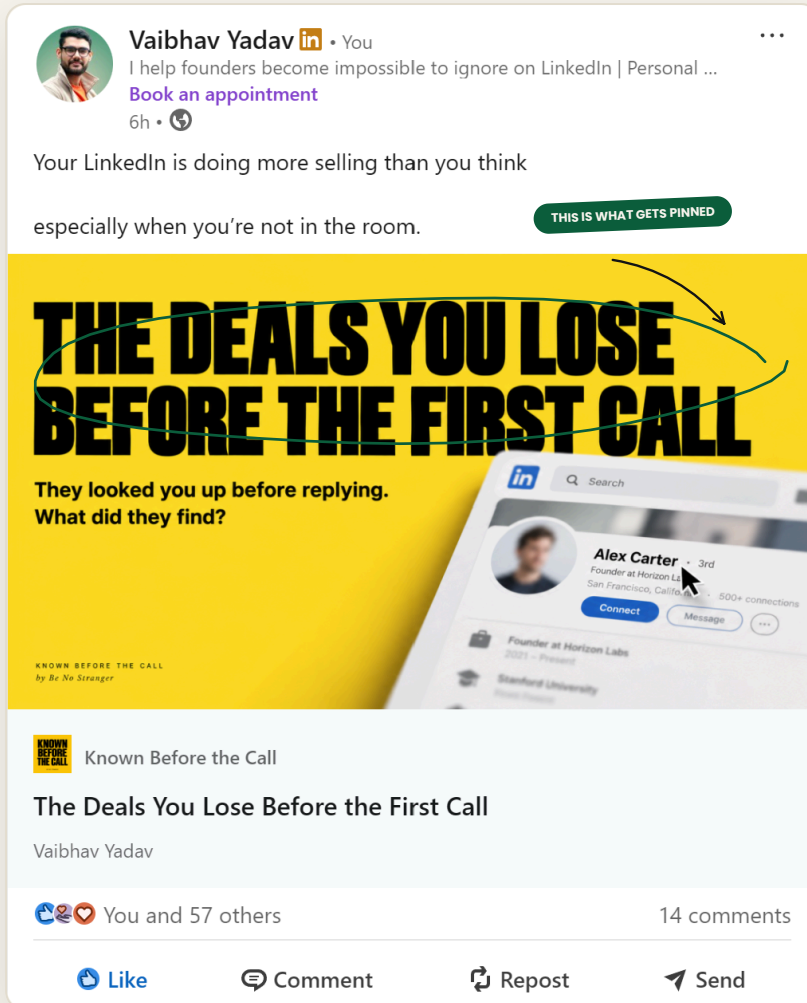
"I help [the people you help] get [the result you give them], without [the part they hate]."

INSIDE TIP Put one real number near your headline too. Not buried further down the page. A real follower count or growth number next to your name builds trust fast, before they read a single line.

03

THING THREE • YOUR PROOF SHELF

The Featured Section



Or pin the number itself. Both work.

Worth pinning: a real hook, a real point, a real result under it.

THE FIX

Pin three things only. Your best post. A client result with a real number in it. And one thing that turns a visit into a lead. You can change what is pinned any time, most people do not know this. Treat it like a shelf you update, not a shelf you fill once.

INSIDE TIP A pinned post with a real number in the first two lines works better than one that opens with a story. People skim Featured even faster than the rest of the page. Lead with the proof.

The Experience Section

Experience
MATCHES THE HEADLINE
+
✎


Founder | LinkedIn Thought Leadership & Personal Branding
 BeNoStranger - Personal Branding Agency · Self-employed
 Jan 2018 - Present · 8 yrs 9 mos
 South Delhi, Delhi, India · Remote

Be No Stranger helps B2B founders and executives turn their experience, opinions and company journey into a credible public presence.

The work includes:

- Founder positioning and personal-brand strategy
- LinkedIn profile optimisation
- Founder and executive ghostwriting
- Thought-leadership and founder-led content
- LinkedIn content calendars and document posts
- Content analysis and ongoing refinement


Be No Stranger
 Personal Branding, Storytelling and +7 skills


Chief Marketing Officer
 TONSCALE LABS · Self-employed
 Jun 2024 - Present · 2 yrs 4 mos
 Singapore · Hybrid

Selected Results:

- Helped scale the ecosystem to 20M+ users, 8M+ wallet activations, and 52M+ on-chain transactions
- Supported a \$5M strategic funding round through positioning, communications, and narrative development
- Generated 19M+ impressions and 10M+ engagements across ecosystem marketing initiatives
- Led communications and launch support for multiple Tier-1 exchange listings including Binance
- Generated \$4M revenue within 5 days through high-velocity ecosystem campaigns

Responsibilities

- Owned global growth, marketing, communications, partnerships, and GTM execution
- Managed cross-functional teams spanning growth, content, product marketing, partnerships, design, and operations
- Worked directly with founders, investors, exchanges, ecosystem partners, and KOL networks

 Community Growth, Influencer Marketing and +14 skills

A real Experience section. Job titles backed by real numbers, not just words.

THE FIX

Write 2 to 3 lines for your current role. Plain words. What the company does. What you own. One real number if you have it. Shrink old, less useful roles down to one line so they do not steal attention.

INSIDE TIP Your current role counts more in LinkedIn search than your old roles do. Use the real words your buyers search for in that description, not just your job title. It helps them find you.

05

THING FIVE · ARE YOU STILL HERE

Recent Activity



Vaibhav Yadav · You

I help founders become impossible to ignore on LinkedIn | Personal Bran...

[Book an appointment](#)

1w ·

I spent 8 years in an industry obsessed with attention.

Wa **HIS OWN TAKE, NOT A REPOST** ...more



REAL PEOPLE REPLIED



You and 78 others

46 comments · 1 repost

One real opinion. 78 reactions, 46 comments. No repost, no filler.

THE FIX

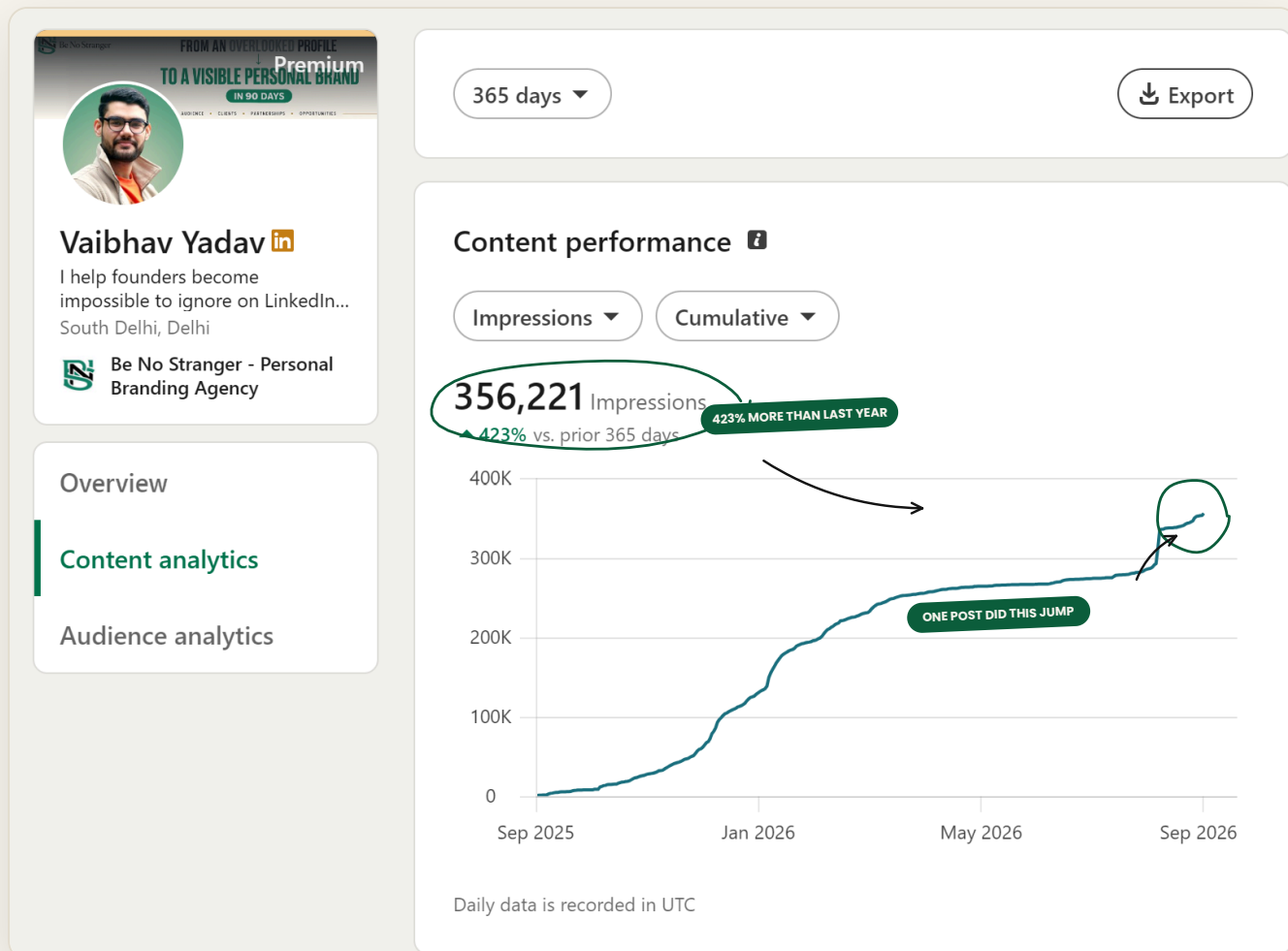
Post 2 to 3 times a week if you want this profile to bring you work. Sharing other people's posts is fine, but add 3 or more sentences of your own view on top.

INSIDE TIP A post that gets real replies beats a post that only gets likes. Ask one direct question at the end and more of the right people will stop and answer.



PROOF IT WORKS

What Consistency Builds



This is what posting often builds. Real account, real 12-month view.

INSIDE TIP Most of this growth did not come from one lucky post. It came from showing up every week for a year. That is the whole secret. There is no shortcut around it.

Recommendations



Umar Sooltangos · 2nd

Legal Manager & MLRO | MUA

June 2, 2022, Umar was Vaibhav's client

A REAL CLIENT, UNPROMPTED

Vaibhav writes well but does more than that - he gets crypto and that's why his copy sticks, especially on LinkedIn, which is where he thrives. With his strong acumen for marketing and strategy, I would recommend Vaibhav any time any day.



David Lankri · 2nd

Business Developer | Generalist | Multicultural Experiences | Turning Complex Opportunities into Growth

May 23, 2022, David was Vaibhav's client

HE SAID THIS UNASKED

I worked with Vaibhav several times and it has always been a great collaboration! He has been a great help in creating content to explain complex terms to an audience unfamiliar with cryptocurrencies.

I highly encourage anyone to work with Vaibhav!

Real clients, in their own words. Not written by us.

THE FIX

Ask for recommendations that answer one question: what changed after working with you. Give the person one line to start with. Most people never write one simply because they do not know what to say. Hand them the words and they will send it.

COPY THIS

THE ASK, SENT AS A MESSAGE

"Would you write a quick recommendation? One or two lines on what changed after we worked together is perfect. It does not need to be long."



MORE REAL PROOF

What Clients Actually Say



Dennis Liu  · 1st

Building and Investing in Web3

August 20, 2023, Dennis was Vaibhav's client

 All LinkedIn members

SPECIFIC, NOT GENERIC

On



Vaibhav is an excellent copy-writer with deep knowledge about the Crypto industry. Would recommend any project teams that are looking for website content, blog, or original creatives to work with him.



James Saint-Prenderville  · 1st

Paid Growth Specialist at Capital.com

August 16, 2023, James was Vaibhav's client

 All LinkedIn members

PROOF HE CAN DO THE WORK

On



Working with Vaibhav was brilliant. He's extremely communicative, detail-orientated and punctual.

Looking forward to working with him in the future.

More real recommendations. Specific words, not generic praise.

INSIDE TIP

A recommendation from a client who paid you carries more weight than one from a coworker. If you only ask one group first, ask the people who paid you.

NOW YOU KNOW THE CHECKLIST

Most founders can spot 2 or 3 of these. Almost nobody fixes all six.

Knowing the checklist is the easy part. Rewriting six parts of your own profile, in your own voice, while running a company, is where most people get stuck.

Want me to just handle it for you?

If you want us to **handle your profile** and get you in front of decision-makers, VCs, and other influential people, you can book a call with me directly. No forms, no funnels. We will look at your profile together, and if it is a fit, we get to work.

50+

FOUNDERS WE WORKED WITH

10M+

IMPRESSIONS EVERY QUARTER

20+

VCS CONNECTED

[Book A Call With Me →](#)

cal.com/vaibhavyadav/30min · 30 minutes · talk to Vaibhav directly, not a bot