

1,000 Ships

Video Script



Launch some ships and attract people to you with the right LinkedIn profile picture. Get some tips in our short video.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hi, Nick Miller, president, Clarity Advantage, here to ask you a question:

What does it mean, “the face that launched 1,000 ships?”

Well, long story short, playwright Christopher Marlow wrote the words and that face belonged to Helen of Troy, formerly known as Helen of Sparta. The old days. She was promised to Menelaus, but, before she could marry him, the Trojans abducted her. All of her prior Greek suitors had sworn to aid Menelaus should he ever need their help retrieving his wife, sort of an interesting promise, but there you go. So, the thousand ships refers to the Greek ships bound for Troy to retrieve Helen. She must have been pretty popular.

Why do I go on like this?

Because I ask you the question, would your face, specifically, your picture on LinkedIn, launch 1,000 ships? Or even 50?

Many LinkedIn profiles have no picture at all. Others are pictures cropped from family events, football games, or parties they should never have been to. Great for Facebook, not for LinkedIn. And many are just cold... unsmiling... not welcoming.

We’re looking for solid, professional, smiling, warm pictures. Why?

Because we’re trying to ATTRACT people and because humans want to see each other’s faces. No picture? Bad picture? Low attraction.

So, get thee six professional pictures warm and smiling, and post one on your LinkedIn profile. Launch some ships. And then, from time to time, change the picture, like retail store owners changing the displays in their shop windows. We want to attract people to stop and look at what’s inside.