

## LinkedIn Profile Builder

### Basics

<p><b>Name</b> First name, Last name</p>	
<p><b>Photo</b> A MUST, but make sure it's professional</p> <p>If you have a professional photo simply upload to your profile. Note: you may need to resize</p>	
<p><b>Professional Headline</b> Defaults to your most current experience (role/company)</p> <p>Your headline is a powerful tool to add colour to your profile. EG Instead of simply "chief starfish marketer at starfish marketing", be more descriptive such as "Great at marketing stuff. Living the starfish story and making a real difference for businesses and the community."</p>	
<p><b>Location</b> City, Country</p>	
<p><b>Industry</b></p>	
<p><b>Contact info</b> Email and phone. Make sure you include your company website</p>	
<p><b>Profile URL</b> Make it easy for people to find you. Get your unique LinkedIn profile URL</p>	



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## Summary

One or two paragraphs that sum up your professional capability, including years of experience, industry specialisation, and value you bring to your clients'.

### Top tips

- \* Write in the 'first person'
- \* Light up your profile with your voice, use active construction, specific adjectives and colourful verbs
- \* Make it personable and evocative
- \* Act natural – Picture yourself at a conference or meeting, how would you introduce yourself?
- \* Be honest and succinct – three or four paragraphs is heaps

<b>Current work</b> What are you working on now? Or what do you work on regularly?	
<b>Problem</b> What key problem do you solve for your clients?	
<b>Solution</b> How do you solve that problem?	
<b>What do you like about working for your business/employer?</b> Talk about why you stay at your business. Is it the type of clients you work with? The projects you work on? Is it something special that your business offers you as an employee, a staff member, or your client? Your ability to drive your own career?	
<b>What's the coolest project you've ever worked on?</b> This adds a bit of colour, but also tells clients about the type of work you enjoy and paints a picture for a prospective employee of what they could be doing.	
<b>Industries</b> What industries do you work in?	
<b>Specialities</b> What do you specialise in?	
<b>Testimonials</b> What have clients said about you? Put in excerpts (with permission) of testimonials you've received.	



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<p><b>Close with a call to action</b></p> <p>What do you want your connections or potential connections to do next? For example:</p> <p>“Please feel welcome to contact me to learn more about how I may be able to assist you”</p> <p>“For the latest in business news, follow us on LinkedIn at insert your business name, or visit our website for a full company profile at insert your web address”</p>	
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## Experience

### Top tips:

- \* Describe your role in the context of what you were responsible for achieving, the value you provided, not what you did on a day to day basis
- \* Two lines max on the company

<b>Employer Name:</b> (Note: As you type the company name will appear in the list)	
Title	
Dates	
Description	

Employer Name	
Title	
Dates	
Description	

Employer Name	
Title	
Dates	
Description	

## Skills and Expertise

Add any relevant skills and expertise. People will start recommending you for these!



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## Education

Include any relevant education, ensuring correct name of degree and years.

Qualification	
Institution	
Year obtained	

Qualification	
Institution	
Year obtained	

Qualification	
Institution	
Year obtained	

## Certifications

Relevant memberships and qualifications.

Certification	
Organisation	
Year certified	

Certification	
Organisation	
Year certified	

Certification	
Organisation	
Year certified	



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## Organisations

Relevant professional memberships such as Industry Groups/Associations, Chamber of Commerce, University Alumni. Also include positions held on committees and boards such as secretary of an association, board member of a company, role on an advisory board.

Member type or role	
Organisation	
Years from and to	

Member type or role	
Organisation	
Years from and to	

Member type or role	
Organisation	
Years from and to	