Funk up your LinkedIN profile

Basics

Name	First name, Last name
Photo	A MUST, but make sure it's professional If you have a professional photograph simply upload to your profile. Note: you may need to resize your profile photo.
Professional Headline	Defaults to your most current experience (role/company) Your headline is a powerful tool to add colour to your profile. **EG** Instead of simply "Owner/Operator at starfish marketing", be more descriptive such as "chief starfish marketer living the starfish story. Great at getting marketing stuff done & turning strategy into action."
Location	City, Country
Industry	
Contact info	Make sure you include your company website

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

Structure

Set the scene
Start off by covering off some of the below topics.

Current work	What are you working on now? Or what do you work on regularly?
Problem	What key problem do you solve for your clients?
Solution	How do you solve that problem?
What do you like about working for your business/employer?	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? Remember, you are appealing to both a client and prospective employee audience.
What's the coolest project you've ever worked on?	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.
Industries	What industries do you work in?
Specialities	What do you specialise in?
Testimonials	What have clients said about you? Put in excerpts (with permission) of testimonials you've received.

Close with a call to action
What do you want your connections or potential connections to do next? For example:

"Please feel welcome to contact me to learn more about how I may be able to assist you"

"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*"
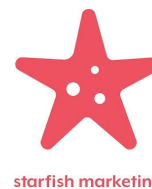
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Experience

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

Employer Name: (Note: As you type the company name will appear in the list)

Title:

Dates:

Description:

Employer Name:

Title:

Dates:

Description:

Employer Name:

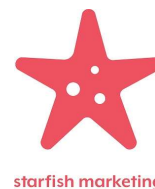Title:

Dates:

Description:

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: