

LinkedIn Profile Guide

Your LinkedIn profile is your online job finding tool, particularly if you don't have your own website. Like Google, LinkedIn is a search engine, matching keyword searches to your profile. Recruiters, future employers and your network will all use LinkedIn to understand more about you and your career, so it's important to make sure it serves you well.

The following guides gives you practical tips on how to spruce up your LinkedIn profile.



1 Create your own custom URL

- Ideally this will be linkedin.com/yourname
- I use the custom URL linkedin.com/in/career-coach-melbourne/ because it has relevant keywords for my business



2 Choose a great photo

- Preferably, this is a recent professional head & shoulders shot that clearly shows your face
- What does 'professional' mean? Have a look at your industry, the company or role you want to work in. How do people dress and present themselves?
- If you don't have a professional photo, consider investing in one, as it's an asset to have in your career tool kit

3 Write your elevator pitch

- This is a punchy summary about what makes you the next great person that a company will like to employ
- Think about including what you are good at and how this helps your employer
- Write it in plain English and avoid jargon and corporate buzz words
- Use keywords relevant to the job/company/industry/location where you want to find work

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Review your summary

- Your summary is prime real estate to sell yourself
- People should get a clear picture of what you offer from your summary
- Does it incorporate keywords from your elevator pitch?

• Networking for Success Coach • Interview Coach • Leadership Career Career • Career Coach
• Your Dream Job Coach • Career Counsellor • Career Mentor • Career Happiness
• Interview Coach • Leadership Career Career • Career Coach • Networking for Success Coach

www.futurecoaching.com.au

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Robert Cugno

Career Coach | Career Mentor | Career Counsellor | Interview Skills Coach | Networking Skills Coach | Leadership Coach

Melbourne, Australia · 500+ connections · Contact info

Future U Coaching
Swinburne University of Technology

Summary

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Revisit your About section

- The About section gives you more space to elaborate on your skills and experience.
- To help recruiters or future employers find you, use keywords related to the job, location and industry where you're applying for work.
- Again, use plain English, it's much easier to understand than jargon (unless you're describing industry-specific qualifications).

About

◆ Do you feel stuck, trapped or blocked in your career? Are you looking for new opportunities?

Hi there, I'm Rob the Career Coach who helps people find their DREAM CAREER through my powerful and proven 9-step career coaching program.

◆ Amazing Fact

Remarkably, 70% of Australians feel this way but only a small number do anything about it. People in this situation often feel excessive stress, anxiety and frustration which then spills into their private lives. Sound familiar?

◆ About Future U Coaching

We offer career coaching, mentoring and counselling to transform careers and bring purpose, acceleration, reward and happiness.

Visit >>> www.futurecoaching.com.au

What do you need help with?

- ✓ Career Coaching
- ✓ Career Mentor
- ✓ Career Counselling
- ✓ Dream Career Coaching
- ✓ Career Acceleration to higher level jobs
- ✓ Effective Networking Strategies
- ✓ Job Interviewing Coaching
- ✓ Personal Branding Coaching

Visit >>> www.futurecoaching.com.au

◆ What do we offer?

- ✓ The Booklet: The 9 Key Steps to Living Your Dream Career

Get access to the guide that outlines powerful 9-steps roadmap used by successful professionals around the world to find their dream career (or job).

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Experience

- Make sure your most recent experience is reflected on your LinkedIn profile.
- Write this as a brief summary – you don't need to include every detail from your resume.
- Again, use keywords from your job/company/industry/location.

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Volunteer Experience

- If you've volunteered in your community, show it on your LinkedIn profile.
- Volunteering can be a good way to demonstrate your values to potential employers, and can be a good conversation starter at interviews.

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Skills & Endorsements

- Look at the job descriptions for the role you want.
- Does your LinkedIn profile reflect the skills they are seeking?
- If you have them, check the skills on your profile match the skills you need for your next role (remember, use the same keywords, to help recruiters/employers find you).
- Ask people to endorse your skills.

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Recommendations

- Recommendations serve as social proof that you do a good job.
- Do you have a customer, colleague or manager willing to write you a recommendation?
- Can you be generous and recognise others in your network?
- **A BIG tip:** Ask someone who knows you well to recommend you, if they agree, then write the recommendation for them. This saves them time. It is amazing how many people post recommendations when all the work is done for them.



FutureU