



MARKETING 101 COURSE

Building Your Profile Strategically

Your Headline

## Your Summary

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- The tone should be professional but human as you might see on a CV/resume (but with a little more personality)
- You should try to keep it brief and aim to give the most information with the fewest words.

## Tip Number 1

Your summary and your headline do not need to be static fields. You can update and freshen up the information you provide about yourself regularly – for instance, what was your biggest accomplishment this year? As we age, so we gather experiences, accomplishments and knowledge; so you need to keep updating your profile to ensure that it conveys everything you have to offer.



## Tip Number 2

Ditch the buzzwords! Remember how you're always told to say things like 'teamwork' and 'synergy' and 'initiative' in your CV? That's old advice and it's become something of a cliché. Try to avoid making the age-old mistake of using big and impressive-sounding words to say... nothing much at all. Instead, focus on being honest, genuine and likeable. Likeability is a big factor actually – no one wants to work with someone who comes across as unpleasant.

## Tip Number 3

Not confident in your writing skills? Write it yourself and then have a proofreader look over it. Many online writing agencies offer this service cheaply, or you can alternatively ask a friend or relative with good writing skills to do it for you.

Experience

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.It's OK to include job roles from previous career paths, however, just make

## Tip Number 1

- . Avoid trying to list part time jobs and other non-relevant information
- . If you're fresh out of college and you just want to find a job, then they may not be interested
- . For serious professionals looking for networking opportunities and clients to grow their business

## Tip Number 2

You have the option here to list documents, photos, links and videos to back up what you say. You don't *have* to do this but if you can provide some evidence then this will help you to inspire more confidence and trust.

# Projects



## Skills and Endorsements

## Tip Number 1

Make sure you make an effort to endorse other users for their skills. When you do that, you'll find they tend to feel obligated to reciprocate in kind and you'll quickly build up a long list of endorsements.

Education

Additional Info

.Additional Info  
.Honours and Awards.

## Your LinkedIn Photo





Your photo should be of yourself, with your face prominently visible.



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- Ensure the photo looks friendly and approachable but at the same time professional.



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- Ask a friend or relative to choose a picture if you're unsure which one is best.

## Tip Number 1

You can also add a cover image, just like on Facebook.

If you have a logo then adding this onto a black background and making it your cover image will help tie all your products and services together and aid with your attempts to build authority.