

YOUR LINKEDIN PROFILE IS MORE THAN A RESUME

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Uploading a CV or a resume instead of personalising your LinkedIn profile is a common mistake made by many users of this social media juggernaut.

Your LinkedIn profile is your personal brand and gives you a huge opportunity to make a long lasting, powerful impression on recruiters, future employees, clients and potential contacts.

The benefit of a well written LinkedIn profile, that is fully optimised for the internet, has perfect grammar and spelling, and shares some of your personality, is its "stickiness". Viewers of your profile should be engaged with your content, feel that they know and understand you, and are inclined to find out more about you.

The content SHOULD NOT just be a list of work experience, skills and achievements. It SHOULD answer all the "Who, How, Why, What, Where and When" questions - with a major emphasis on the Why.

Why did you choose to work in the area you work in?

Why did you choose to work for the company you currently work for?

The answers to these questions will contribute to a profile that articulates what motivates you, reveals your passions, and piques the interest of your audience.

Conduct a simple test: show your profile to a colleague and ask them if your profile reveals more about you than your work history. Did they learn anything new about you from your

profile? Do they have a clearer understanding of what drives you?

Look at some of the profiles in your current network. Which ones stand out? Which ones do you remember most? What was it about their profile that made it more "readable"?

As a second step, use a search engine to see if your LinkedIn profile appears for key terms relating to your job. Who else appears for these terms?

Chances are if you are down the list your profile has not been optimised for key words or phrases - a critical oversight if you are in the market for a new job or want to position yourself as a leader in your field.

And as a final step, review your profile image. Does it reflect some of your personality (within reason - no pets, wedding or holiday snaps!) or is it just the photo from the company annual report.

And finally, if you are looking for an experienced, qualified, and professional writer to redo your profile my number is 0407415493 and email is [_____ This e-mail address is being protected from spambots. You need JavaScript enabled to view it _____](#)

Please feel free to ask me for some examples of clients I have helped with their profile or ask me about the training courses I have undertaken with LinkedIn in Sydney.

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