



It's
Your
time

| LinkedIn Profile Tips |

*"Your brand is what other people say about you when you're not in the room."
- Jeff Bezos*

Your LinkedIn profile helps you share your story and build your professional network. It creates recognition, opportunities, credibility, and showcases your unique talents. Done well, your LinkedIn profile brings your work to life!

When people Google your name, the first thing to show up is your LinkedIn profile, so it's important to keep this relevant and up to date. Here's 5 quick tips to polish your LinkedIn profile and enhance your professional brand appearance online.

1. Connect with an engaging Profile Photo

- Adding a profile photo can lead to up to 21 times more profile views and get you up to 36 times more messages from your community!
- Your smiling face should take up 40-60% of the space in the frame, and have good lighting.
- Make sure that you are the only person in the photo, and keep it professional in appearance.
- If you don't have a professional headshot, try using a smartphone with Portrait Mode setting to create a nice blurred background.
- Experiment using the filters available on LinkedIn to adjust your final photo.
- Get feedback on your photo using a free service such as **Photofeeler** so you can gain insights to how you are perceived: <https://www.photofeeler.com/>





2. Create a stand-out Headline

- Your headline shows in search results alongside your headshot, and it is the first thing people see before they click your profile. Your headline will default to your current position unless you customise it. Use this space to represent your brand, show your personality and differentiate yourself from others in similar roles.
- In your headline, you should include your role title, what you do, and the unique skills or talents you bring to achieve results.
- Be strategic and include industry keywords to get found through search results.

3. Inspire curiosity with a personalised About section

- Start strong with a warm, engaging first sentence.
- Keep it genuine, conversational and personal so that people can connect with you.
- Expand on your elevator pitch, if you have one.
- Share your vision statement, who you are, what you have achieved, the key skills you've developed, and why it is you do what you do.
- Tell your story by highlighting your contribution, and why your work matters.
- Include keywords that will make you more visible in search results on LinkedIn.
- End with a call to action, such as 'connect with me' or 'send me a message to get in touch'.
- Add 'featured content' to share something you're proud of using articles, images, PDF documents, presentations, videos or links.

About

Hi, I'm Trinity, and I'm a dedicated career coach who enables high achievers to create careers they love! Using proven Executive Coaching and Professional Development techniques I'll help you:

- 👉 Define the exact right Career Plan for YOU, maximising your unique strengths
- 👉 Become positioned for better financial stability
- 👉 Create joyful work-life balance for a fulfilling lifestyle... and much more!

Over the past decade, I've successfully coached professionals in a broad range of industries spanning allied health, finance, construction, human resources, sales and real estate. I know I'm doing a good job when my clients tell me their direction in life is coming to fruition effortlessly! Here's what I can do for you:

HOW I HELP INDIVIDUALS

- ✅ Career Strategy Session: <https://www.viewspd.com.au/strategy-session>
- ✅ Career Coaching 8 week FAST-Track® program: <https://www.viewspd.com.au/fast-track>
- ✅ Become Certified in Key Skill Sets: <https://www.viewspd.com.au/challenges>

HOW I HELP BUSINESSES

- ✅ Professional Development Training Workshops: <https://www.viewspd.com.au/book-online>
- ✅ Online Courses: <https://www.viewspd.com.au/challenges>

Some of my areas of speciality include:

- ★ Career Planning
- ★ Productivity and Time Management
- ★ Work Life Balance
- ★ Goal Setting
- ★ Professional Development Training

GET IN TOUCH

👉 I'd love to hear from you! Reach out to me for a quick catch-up at <https://www.viewspd.com.au/booking-calendar/quick-catch-up-call>

Or simply direct message me right here on LinkedIn 😊

Looking forward to connecting with you,
Trinity



4. Highlight your results with detailed Experience descriptions

- Adding a current work position means you'll receive up to eight times more profile views. This is important as recruiters, hiring managers, colleagues and mentors look at your profile to connect, form strategic partnerships and create opportunities.
- When writing your experiences, tell your story. Lead with your results, such as the impact you made, the change you led, or your area of focus and passion. Speak to your experience while also showcasing how you achieved outcomes.
- Always speak in the first person, using short, concise sentences.
- Add the key skills you utilised to deliver results. This will boost your search results and help with job search parameters.
- Bring your work to life using multimedia. You can upload a document, video, presentation, images or link to a specific webpage to showcase your work and studies.

Experience



Results Coach

Views Professional Development · Self-employed

Apr 2019 - Present · 3 yrs 4 mos

Perth, Western Australia, Australia

I am passionate about helping people to create successful careers and lives they really love. ...see more

Skills: Relationship Building · Presentations · Direct Sales · Career Strategist · Lead Generation · Business Networking · Career Development Program ...see more



5. Boost your credibility using Recommendations

- A recommendation recognises the great work you've done and also provides specific examples of how your skills, strengths, and experiences show up. A good rule of thumb is to ask for 1 recommendation each month from a colleague, employer or client you've worked with. Always remember to thank your referees for their time!
- Customise your recommendation requests and be clear about what you want them to highlight when they write.
- Credibility is key when it comes to telling the story of your career journey and providing validation of your experience, skills, and expertise. Consider publishing recommendations you receive as a part of your content strategy on LinkedIn.

Recommendations



Received Given



Jackie Wickham · 1st

Director Margaret River To You

Hi, my name's Jackie. I'm a business owner and gift giving specialist at Margaret River to You.

Before I met Trinity, I was feeling overwhelmed, anxious, I was working ...see more



Kelly Pollock · 1st

Warehouse Team Member

January 25, 2022, Kelly worked with Trinity on the same team

My name's Kelly and I'm a business consultant and client liaison officer. Every day through my work, I discover team members and clients looking for ways to develop themselves and their staff to grow stronger businesses. I have referred them to Trinity for advice, recommendations and options on training a ...see more



Colin Jorgensen AFAM · 1st

Chief Executive Officer at Business Station Inc. Experienced CEO | Business Improvement | Business Networking | Mentor.

I approached Trinity to help our clients navigate options for business coaching and training specific to their business needs.

I found that many of my clients were overwhelmed with options for developing themselves and their team. Trinity is skilled at helping business owner ...see more



It's
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Now it's time to get connecting!

Congratulations on taking these important steps to optimise your LinkedIn profile and strengthen your personal brand online! Your connected professional network will become an important source of collaboration, opportunities, feedback, resources and much more throughout your career. It's time for you to get connecting and build your network!

Thank you

We hope you found this valuable, and look forward to supporting you on your journey as you achieve the successful career you deserve!



With gratitude and so much appreciation,

Andrea Harries & Trinity James
Views Professional Development
www.viewspd.com.au