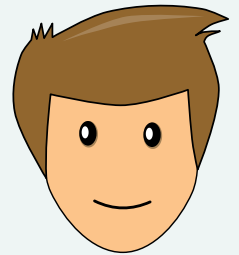


The 6-Steps to Make your LinkedIn Profile Stand Out

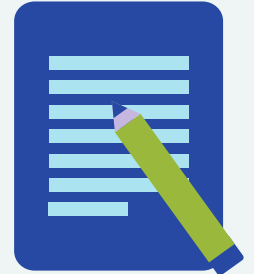
✓ 1. ADD YOUR HEAD-SHOT/ USE VISUAL MEDIA

PEOPLE IN LINKEDIN, THOSE WITHOUT A PHOTO ARE EASILY PUSHED ASIDE – PUT A FACE TO YOUR NAME AND GET CREATIVE!



✓ 2. CREATE AN EYE-CATCHING HEADLINE

DON'T FORGET TO KEEP YOUR TARGET AUDIENCE IN MIND.



✓ 3. CRAFT AN INTERESTING SUMMARY

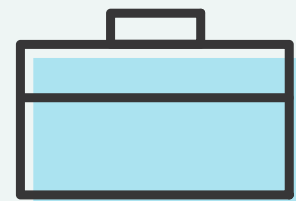
USE WORDS THAT ARE STRONGLY CONNECTED TO YOUR FIELD AND KEEP IT ON POINT



The 6-Steps to Make your LinkedIn Profile Stand Out

✓ 4. HIGHLIGHT YOUR EXPERIENCE

AVOID CUTTING AND PASTE YOUR RESUME. INSTEAD TRY TO DEMONSTRATE ANY IMPACT YOU MADE, ANY INITIATIVES YOU'VE LED AND RESULTS YOU'VE DELIVERED.



✓ 5. START MAKING CONNECTIONS & ASK FOR RECOMMENDATIONS

RECOMMENDATIONS ARE KEY TO MAKE YOUR PROFILE STAND OUT AND EMPLOYERS WANT TO KNOW THAT OTHERS HAVE APPROVED YOUR WORK.



✓ 6. KEEP YOUR PAGE ACTIVE

CHECK OUT WHAT OTHER PEOPLE ARE POSTING, ENGAGE WITH THEM WITH THOUGHTFUL COMMENTS, LIKE AND SHARE POSTS.

