



### How (not) to create your online profile?

People you interact with on daily basis “google, Bing and Yahoo you” (they write your full name into one of these search engines), especially before your first meeting or even the first contact.

What they find influences what they think about you and sometimes even disqualifies you. **83%** of recruiters use search engines to learn about candidates and **43%** of recruiters admit to eliminating candidates based on information they found online.<sup>1</sup>

Nowadays, a professional should have their online profile the same way a company usually has their own website. You can register with services like:

Website	No. of registered users	Comments
LinkedIn.com	more than 100 million <sup>2</sup>	21.4 million monthly unique U.S. visitors and 47.6 million globally
Plaxo.com	approximately 600 million unique people with contact info	a consistent, single-source address book
Xing.com	more than 10.8 million <sup>3</sup>	core market - German-speaking countries (DACH)
InterNations.org	more than 230 local communities	the first international online community for people who live all over the world and work abroad
ASmallWorld.com	770 000 members	an exclusive invitation-only network

It takes only 90 minutes to create a full, professionally looking profile. On the next pages you will find a guide on how to create a professional online profile, what photos to use, how to present your educational background and your career, what information to disclose and how, and many more.

### 90 minutes change the way people will see you!

<sup>1</sup> ExecuNet Study, 2007

<sup>2</sup> As of March 2011, see more at <http://press.linkedin.com/about/>.

<sup>3</sup> As of March 2011, see more at <http://blog.xing.com/2011/05/xing%E2%80%99s-quarterly-results-show-healthy-growth-across-the-board/>.





## Profile worksheet

We have prepared a questionnaire which will help you organize your thoughts and display the best of you while filling in 5 of the above information categories. Take as much time as you need to thoroughly and honestly answer the following questions. Use this part as a worksheet and write them down.

- What do you want your profile to portray? What are the three adjectives you would like to be described with, both personally and professionally, be it the real or the virtual world.
- What kind of positions have you had?
- What qualifications do you have?
- How many years of work experience do you have?
- What are your strengths on the labour market compared to your competitors?
- What makes you stand out?
- What kind of special or unique knowledge do you possess?
- What kind of clients that you **can** disclose have you worked with?
- What sets you apart from the rest? Speaking engagements? Written articles or books?
- What languages do you know?





## The perfect online profile step by step!

Different websites require different information as their structure varies. However, there are some key elements almost all of them have in common and these are the ones we will walk you through.

The information you will need to provide is:

The screenshot shows a LinkedIn profile for Sandra Bichl. Annotations include:

- picture**: points to the profile picture of Sandra Bichl.
- tag line**: points to the text "International Sales & Marketing Troach" and "Warsaw Area, Poland | Education Management".
- career history**: points to the "Past" section of the experience list.
- educational background**: points to the "Education" section.

The profile summary section below the screenshot reads:

← **profile summary**

### Summary

Over 10 years of international experience in Latin America & Europe. Currently "Head Troach" @ Troaching.com

Troaching = Consulting + Training + Coaching

#### Training

- \$ Sales Trainer in Latin America (Ecuador & Mexico)
- \$ Trainer in Poland since 2007: Sales & Marketing, Networking, Presentation Skills
- \$ Trainer @ InternetFit.com

#### Consulting

- \$ HR: Legal Recruitment for Hudson in Hungary & Poland for CEE
- \$ Business Consulting for SMEs

#### Coaching

- \$ Career Coach @ CareerAngels.eu
- \$ Freelance Business Coach

Proficient English, German, Spanish and Polish

#### Specialties

Sandra helps her clients have more clients!





### Two basic rules

Before we give you tips on how to professionally fill in your profile, two **general rules to keep in mind**:

- No language mistakes allowed.  
Check and double-check your spelling, punctuation, sentence structure & grammar – if unsure, ask a friend for help.
- Reach out to your target markets.  
Ask yourself who is going to look at your profile, what information they are looking for and how you want them to perceive you through what they see and read.

### The picture

You will find instructions on *How (not) to take your profile picture* on our website under the free materials section. You also hire one of our professional **InternetFit™ Photographers** via our website. Though, in short, your picture should be: authentic, professional and inviting. Here are brief “good” and “bad” examples:

#### Good



Sandra Bichl (YOU)

International Sales & Marketing Troach

Warsaw Area, Poland | Education Management



Sandra Bichl (YOU)

International Sales & Marketing Troach

Warsaw Area, Poland | Education Management

#### Bad



Sandra Bichl (YOU)

International Sales & Marketing Troach

Warsaw Area, Poland | Education Management



Sandra Bichl (YOU)

International Sales & Marketing Troach

Warsaw Area, Poland | Education Management



Sandra Bichl (YOU)

International Sales & Marketing Troach

Warsaw Area, Poland | Education Management





## The tagline

It is most often automatically filled in with your current position.

Our hints:

- Do not write 'Looking for a job' or 'Unemployed'  
Firstly, it makes you look desperate. Secondly, it disables headhunters or potential employers to find you.
- Do not use quotes or lines of poems  
You are probably the only person who fully understands the message. Plus, it makes you look unprofessional.
- Be specific  
Include your specialization and field of expertise. Here are two examples:

Situation 1: You are a lawyer specializing in labour law and your position is 'Managing Associate':

Not recommended	Recommended
Managing Associate or Lawyer	Head of Labour Law or Labour Law Expert

Situation 2: You are a student of English at a university and do some tutoring as a part-time job:

Not recommended	Recommended
Student at Warsaw University	Freelance English Teacher

- Double-check relevance  
Is your tag line in line with your target group?





## Profile summary

It gives the reader the quintessence of who you are professionally. Furthermore, it gives them a reason to continue reading the rest of your profile. Next to the picture, it is the **second most important** element.

Our hints:

- Find your strengths  
Answer the following – Which qualities are **relevant** in my situation? What is the reader interested in? What do they want to know? Use your answers from the questionnaire.
- Write to the point  
Give the quintessence but get them interested with the relevant information you write.
- Write in the 3<sup>rd</sup> person  
It reads more professionally. Unless you truly are a one-man show & it is part of your strategy.
- Communicate effectively  
Think about what you want to convey and then ask yourself “Would I want to know more about him/her?”
- If you are not good with words, ask for help!

You most probably have many questions because **everyone’s situation is unique**. You will find more useful information on our website. Check for dates of our workshops (soon to be made available online!). You can also arrange a 1to1 session with one of our **Internet Fitness Consultants!**

## Career history & educational background

**Do not confuse** your online profile with a CV. Disclose *relevant information that invites people to contact you*. Write only the 2 or 3 most important things.

Our hints:

- One company = one entry  
If you were promoted within a company, do not list them as a couple of different entries.

Senior Career Angel  
 CareerAngels.eu  
 Marketing and Advertising industry  
 March 2007 – September 2009 (2 years 7 months)  
 advising Clients in their career path, re-writing CVs, preparing motivation letters, conducting interview simulations.

Junior Career Angel  
 CareerAngels.eu  
 Marketing and Advertising industry  
 February 2006 – March 2007 (1 year 2 months)  
 research, assistance to Senior Career Angel, proofreading, translating, preparing materials for Clients

Career Angel  
 CareerAngels.eu  
 Marketing and Advertising industry  
 February 2006 – September 2009 (3 years 8 months)  
 Senior Career Angel (March 2007 – September 2009)  
 advising client in their career path, re-writing CVs, preparing motivation letters, conducting interview simulations.

Junior Career Angel (February 2006 – March 2007)  
 research, assistance to Senior Career Angel, proofreading, translating, preparing materials for Clients





- Avoid being the 'jumper'  
If, for whatever reason, you end up changing jobs too frequently, do not include all your positions. Include only the current one, as someone might label you as 'unstable'.
- Regroup  
Even if you are proud of all your internships, consider having one entry that reads e.g. 2008 – 2010 Internships, with a suitable list below.

### Student Board Member

#### Management Department, Warsaw University

Marketing and Advertising industry  
October 2009 – August 2010 (11 months)

### Project Coordinator

#### SIFE Warsaw University

Marketing and Advertising industry  
October 2008 – August 2010 (1 year 11 months)  
"CSR Adventure" Project Coordinator

### Organizing Committee Member

#### AIESEC Warsaw University

Marketing and Advertising industry  
May 2009 – July 2010 (1 year 3 months)  
- "IT Modern Solutions" Team Member  
- MultiTO 2010 Conference Co-organizer

### 2008 - 2009 Internships

#### Student Associations

Education Management industry  
October 2008 – August 2010 (1 year 11 months)  
AIESEC Warsaw University (05.2009 - 07.2010)  
- "IT Modern Solutions" Team Member  
- MultiTo2010 Conference Co-organizer

SIFE Warsaw University (10.2008 - 07.2010)  
- "CSR Adventure" Project Coordinator

Management Department, Warsaw University (10.2009 - 07.2010)  
- Student Board Member

- For Freelancers:  
Being a freelancer usually means that you work for different contractors at different times. In order not to be perceived as a jumper we highly discourage you from having an entry for every project, but summarizing them under one entry.

### English Teacher

#### Klub Gimnazjalisty

Education Management industry  
March 2010 – December 2010 (10 months)

### English Teacher

#### Freelance

Marketing and Advertising industry  
July 2001 – December 2010 (9 years 6 months)

### English Teacher

#### Bokano School of English

Marketing and Advertising industry  
October 2007 – September 2009 (2 years)

### English Teacher

#### Warsaw Intercultural Occupational Adaptation Center

Marketing and Advertising industry  
August 2007 – September 2007 (2 months)

### English Teacher

#### Freelance

Education Management industry  
July 2001 – December 2010 (9 years 6 months)  
Klub gimnazjalisty  
March 2009 – December 2010

### Freelance

July 2001 – December 2010

Bokano School of English  
October 2007 – September 2009

Warsaw Intercultural Occupational Adaptation Center  
August 2007 – September 2007





### Personal details

Do not write too much (all possible telephone numbers and email addresses, children's names and birthdays, essays about your personality), nor too little (nothing).

Our hints:

- Personalize  
A little personal touch is never bad, include a hobby or passion you might have. It will help strangers bond with you.
- Enable contact  
Include your business contact information. After all, you are doing all this so that people want, and do, get in touch with you! If you start getting too many emails or phone calls, you can always hide it and will be only reachable via the website.

## Summary

Make sure that:

- You are represented by a **professional picture**.  
(refer to *How (not) to take your profile picture* and contact your **InternetFit™ Photographer** for professional help)
- You have a **relevant tag line**.
- Your **profile summary** grabs people's **positive attention**.
- You display your **career history** in the most **up to date and professional** manner.

**Your profile is your info the way you want it, so that they like it.**

By the time you have finished reading this guide, a potential client might have gone to your competitors due to your or your employee's unprofessional reputation online. Make sure it does not take place again by getting your perfect online profile! It's only 90 minutes that can make a huge difference!

Let us help you create  
**Your Second Chance for A First Impression!**





### Internet Fitness Workshop

During the Internet Fitness Workshop you will work in small groups directly on your laptop **crafting your perfect online profile** with the help of your Internet Fitness Trainer. You will write your profile summary, **clear all doubts** you have and ensure it is 100% flawless!

Thanks to the group dynamics you receive **instant feedback** "from the market" and get an objective assessment!

### Internet Fitness 1to1 Session

The 1to1 sessions are conducted by our Internet Fitness Consultants and are targeted at individuals who appreciate **expert advice** and furthermore require a **strategic approach** to their online presence.

Your Internet Fitness Consultant will choose the right words for you so that you truly **communicate the quintessence of your professional being** to the market.

In both cases, photo sessions are optional. We also run in-house workshops to bring your employees up to speed so that they proudly represent your company online.

To hire us or sign up, please visit:

[www.InternetFit.com](http://www.InternetFit.com)

