

# LI PROFILE INSTRUCTIONS



## INTRODUCTION

Once your cover email is prepared, you are almost ready to contact headhunters and prospect employers. Almost, because all you have to do is to make sure that your LinkedIn Profile is professional and coherent with your application files. Before we give you tips on how to professionally fill in your profile, three 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.
- **Before** adding any changes, **switch off** visibility of changes!

**USE THE CHECKLIST AT THE END OF THE DOCUMENT PRIOR TO SHOWING THE PROFILE TO YOUR CAREER ANGEL**

## LINKEDIN PROFILE STRUCTURE

The image shows a screenshot of a LinkedIn profile for Sandra Bichl, with six red arrows and labels pointing to specific parts of the profile:

- 1. picture**: Points to the profile picture of Sandra Bichl.
- 2. connections**: Points to the 'See connections (500+)' section on the right-hand side.
- 3. professional summary**: Points to the summary text below the name and location.
- 4. personalised link**: Points to the 'Your Profile' link in the 'Contact and Personal Info' section.
- 5. recent posts & activities**: Points to the 'Your Posts & Activity' section.
- 6. contact information**: Points to the 'Phone' and 'Email' fields in the 'Contact and Personal Info' section.

**Experience** +

**Troach** ✎

Troaching Institute  
Sep 2007 – Present • 9 yrs 6 mos • Warsaw Area, Poland

The combination of three methods – consulting, training and coaching – is essential to reach the best possible material retention and to absorb knowledge which leads to new habits and consequently measurable, desired results. We (co-)own the following entities:

CareerAngels.eu: an international career consulting boutique that has been providing career advice & support for executives around the world since 2010. For the first time, you can outsource your entire job hunting or parts of it.

ManagerialPlacement.eu: better than Traditional Outplacement. As the word OUTplacement itself suggests, it's to get employees "out" the current firm and not so much "in" to another one. Managerial Placement focuses on the latter. Allow us to be instrumental to your managers' successful transition!

Discretia.pl: a boutique consultancy in Personal Data Protection. Personal Data is today's currency. Protect it well. Ensure you are in line with current legal local & EU requirements; ideally: implement industry best practices.

[See less](#) ^

**Consultant / Legal Recruitment in Poland**

Hudson  
Nov 2005 – Sep 2007 • 1 yr 11 mos

[See description](#) v

**Sales Manager & Trainer**

American e-commerce firm  
Sep 2003 – Sep 2005 • 2 yrs 1 mo

[See description](#) v

Add new profile section ▾

[Show less](#) ^

**People Also Viewed**

- Zsuzsanna Fáy** • 1st  
Business & Life Coach
- katarzyna tomczak** • 2nd  
Head of HR Poland at Roche Pharmaceuticals
- Valeria Lebedieva** • 1st  
Troach
- Karolina Kazmierska** • 1st  
Business Assistant at Troaching Institute
- Anna Zadrozna** • 1st  
Recruitment Expert at PZU
- Saleh Ahmed** • 3rd  
President/CEO
- Agnieszka Snarska** • 2nd  
Consultant at Russell Reynolds Associates
- Anna Zadrozna** • 1st  
Troach, HR Expert
- Thomas Nitsche** • 2nd  
Branch Manager Otis gesmbh Austria

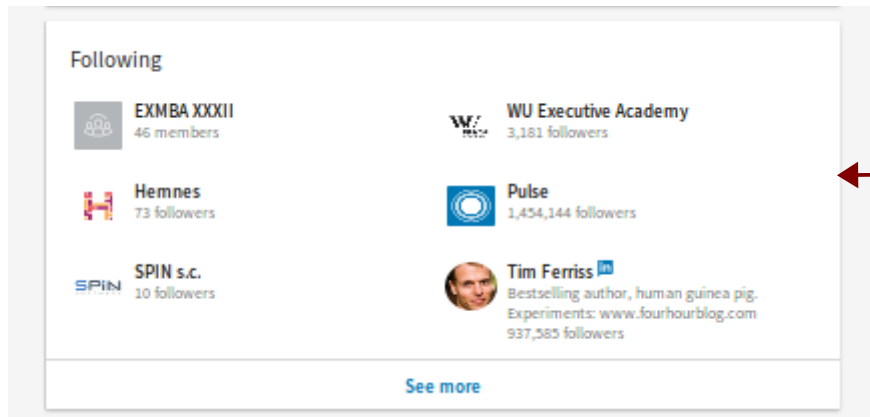
7. professional experience

The screenshot shows two sections of a LinkedIn profile. The 'Recommendations' section is at the top, with a sub-section for 'Received (24)' and 'Given (17)'. It lists two recommendations from Mariusz Kapusta and Daniel Skowroński. Below this is a link to 'View 22 more recommendations'. The 'Accomplishments' section is below, with a plus sign to add more. It shows '6 Languages' (English) and '3 Publications' (Job Hunting Director). Red arrows point from external text to specific elements in these sections.

improve your Internet presence and networking by giving & asking for recommendations

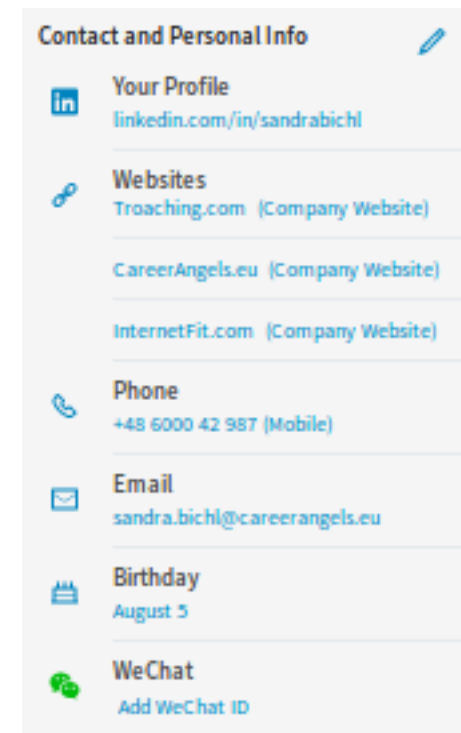
add your languages with actual level of knowledge, try to be objective

add your publications



delete or hide all unnecessary groups and pages you follow, leave only those you are an active member of (3-5)

give only those details you are comfortable with and cannot be a ground for discrimination or do not give them at all



## PROFILE EVALUATION – CHECKLIST

Once you have filled out all the information, but **before you ask your Career Angel to check your profile**, imagine the following:

You are a headhunter or potential employer that has come across your profile. Answer the following questions from the other person's perspective:

- What is the target group of the profile? (the answer should ideally be: decision makers from xxx industry)
- What does the owner of the profile want to emphasize? What competencies and skills do they want to highlight?
- Are interests, languages, courses and groups congruent with the entire profile?
- Is the tag line appropriate?
- Is the professional summary relevant & unique?
- Is the picture:
  - suitable for the person on such a position?
  - representing a professional?
  - of good quality?

**Irrespectively, check:**

**Is the content of the profile:**

- **well formatted?**
  - no double spaces
  - uniform bullet style
  - uniform ending & beginning of sentences
  - ...
- **grammatically correct?**
  - consistent verb forms
  - correct sentence or phrase structure
  - consistent punctuation
  - ...
- **linguistically correct?**
  - no typos
  - no tautologies
  - not verbose
  - ...

**Other elements to double-check:**

- is the profile in line with, but shorter than your CV:
  - describe your last 10 years OR 3 work places
  - do not include your achievements
  - describe your responsibilities briefer than in your CV
- is the profile relevant to the reader?
- is any information duplicated?
- is the link personalized? (see page 1)
- have you used the correct quotation marks?
- are all currencies uniform?
- have you hidden / deleted non-relevant groups?
- is there anything else that should or should not be on the profile?

**NOW you are ready to show your profile for triple-checking to your Career Angel!**