

# 5 EASY TIPS FOR A BETTER LINKEDIN PROFILE



Make your LinkedIn profile more effective with these five tips!

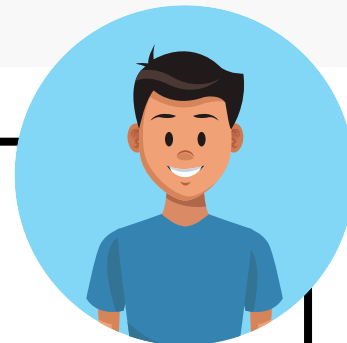
1

## GET VISUAL WITH PROFILE AND BACKGROUND PHOTOS

**A great profile photo:**

- It should be recent
- Your face should take up more than half of the photo frame
- Wear what you'd normally wear to work
- Smile with your eyes

**Your background photo should make your page stand out, engage attention, and tell more about you.**



2

## SPARK INTEREST WITH A COMPELLING HEADLINE

Use your headline to share more about why you do what you do, what makes you tick, qualities.

HI! ITS ME!

3

## TELL YOUR STORY IN YOUR SUMMARY

Talk about things like who you are, what you can do and why your skills matter and so on! Stay away from buzzwords! Everyone uses words like "leadership," "strategic," "passionate," "expert," and "creative." Plus, they're far too generic.



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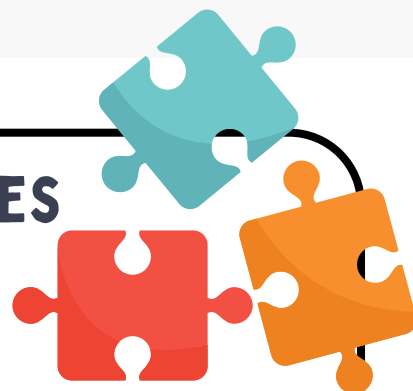


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## SHOWCASE YOUR SKILLS AND SERVICES

Browse through the list of skills and choose those that are relevant to your current and prospective work. Services is a feature that highlights the services you offer and is especially useful for consultants and freelancers.



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## ASK FOR ENDORSEMENTS AND RECOMMENDATIONS

Skills endorsements highlight your areas of expertise, give you more credibility, and back up your list of skills.

Recommendations are personal testimonials written by those you've worked with. They should describe what it was like to work with you and explain how you excel at your job.



RECOMMENDED

HOT  
TIP

## KEEP YOUR PROFILE UPDATED!

Make the most of your profile by keeping it updated. When anything changes— job, contact information, skills, certifications—don't forget to change it on LinkedIn! The more up-to-date your profile is, the more effective it will be.

Looking for more ways to use LinkedIn to boost your business? Connect with us to learn how Wild Fig can help you use LinkedIn to market your business and reach more prospects!



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