

# 10 Ways to Make Your Profile Shine

## by 'The Treasury Recruitment Company'

<p><input type="checkbox"/> <b>Create a Powerful Headline</b></p> <p>Your 'Personal Brand' starts here so you must target your audience. It's a good idea to include key words to help with your SEO but don't make it too long, 10 words maximum. Get creative with it though and sell yourself.</p>	<p><input type="checkbox"/> <b>Become a Writer</b></p> <p>This is your chance to really engage with your network and to show off your expertise. Publish posts, write articles, start conversations, share industry relevant content BUT only ever write about what you know and always think about your audience.</p>
<p><input type="checkbox"/> <b>Make Your Summary Shine</b></p> <p>This is your "so what?" - the reason you are different to the next person. It allows you the chance to show the real you, not just what is defined by your career history or choices but who you are as an individual. Always write in the first person and be authentic.</p>	<p><input type="checkbox"/> <b>Be Personal When Connecting</b></p> <p>Never use the default "Hi, I'd like to connect", always add a personal touch and explain why you want to connect. You could reference a shared connection or find some other common ground. Avoid connecting from your mobile as you can't personalise the message.</p>
<p><input type="checkbox"/> <b>Customise Your URL</b></p> <p>Doing this will enable people to find you more easily. Remember you are one person in 450 million LinkedIn members Worldwide so it is often not an easy task to find the person you are looking for.</p>	<p><input type="checkbox"/> <b>Be Selective When Connecting</b></p> <p>This is not a numbers game, it should always be about the quality of your connections not the quantity. The focus should be on creating a network that is useful and effective to you.</p>
<p><input type="checkbox"/> <b>Have a Photo</b></p> <p>People are 14X's more likely to connect with someone if they have a photo and can visually see who they are connecting with. It is essentially your 'virtual handshake'.</p>	<p><input type="checkbox"/> <b>Ask for Recommendations</b></p> <p>92% of consumers trust peer reviews over advertising so do ask for recommendations. Avoid those that are too generic and ask for comments on a specific projects or skills. Target people who are able to provide the best insight.</p>
<p><input type="checkbox"/> <b>Have an Appropriate Photo</b></p> <p>Spend time getting this right, you have one chance to make a first impression, make it count! Avoid being too serious or too whacky. There needs to be a nice balance between the 'professional persona' and the 'personal you'.</p>	<p><input type="checkbox"/> <b>Be a Groupie</b></p> <p>LinkedIn Groups are where like-minded individuals will share information and experiences. By joining Groups, it shows that you are engaged in your field, will widen your network and allows you to be a part of relevant discussions.</p>

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