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Your Personal Professional Brand

**LINKEDIN WORKBOOK**

**Use this workbook to:**

* **Think about your CV**
* **Prepare to set up / update** your LinkedIn profile
* **Apply** best practice to profile

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**SECTION 1: Your Profile**

Name (full name)

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**Profile Picture**

Use this app to perfect your profile picture

<https://pfpmaker.com/>

**Header Photo**

Do you have a landscape/horizontal photo that you can add that reflects the professional you – this can include a coastal photo, mountain or landscape where you love to walk or it could be an ‘action shot’ of you

**Headline**

This is your job title or statement of purpose e.g. Training hospitality CEOs of the future;

**SECTION 2: Your About Section**

Also known as your Executive Summary, this section should tell a story about the personal professional you. Aim for 200 words, but go further if you wish. Here are some statements for inspiration.

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| * Skilled in * Experience in * Delivering results in * Working as part of a team I am * Life-long learner * Looking for new opportunities in the following areas * Under pressure I am |

**SECTION 3: Experience**

This is the section that you add in your work experience with the most recent first

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| Job title, organisation, from XXXX to XXXX  Job title, organisation, from XXXX to XXXX  Job title, organisation, from XXXX to XXXX  Job title, organisation, from XXXX to XXXX |

**SECTION 4: Education**

In this section you include your education (2nd/3rd level or further education and training)

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**SECTION 5: Other Sections**

Include other sections here that are relevant to you.

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| * Licences and Certifications – full driving licence, other non-academic courses e.g. CPR, first aid etc. * Courses you completed * Awards you have achieved * Volunteeringexperience * Skills |

**SECTION 5: Connecting**

To connect with individual and companies first search for them. Search for

1. Individuals – connect with them with a personal message
2. Companies – follow them
3. Hashtags – follow them

Write a list of people, organisations and hashtags relevant to your interests.

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**SECTION 6: Posting**

Now it’s time to post. Think about:

* Topics that interest you
* Sharing other people’s posts
* Sharing links from websites
* Storytelling life and work and business experience
* Talk about what you know, share insights and valuable content

**You can add photos, links, PDF documents and videos on LinkedIn.**