



# How to Create a Compelling LinkedIn Profile

13 Steps to Link · Ability



Written by  
Lynnaire Johnston

# Introduction

What do you want to achieve from LinkedIn?

- Become the company of choice in your industry.
- Achieve recognition as a leader in your field of expertise.
- Network with industry luminaries.
- Land the job of your dreams.
- Successfully bring in business.

Whatever your objective, it needs to start with a compelling and eye-catching LinkedIn profile. In this e-book, I outline the most important steps you need to take for your profile to be visible and credible, the vital ingredient to success on LinkedIn. Ready to turn your profile into one that ranks in the top five percent?

Let's begin.

**Serious about using LinkedIn  
to achieve your professional goals?**

**WE CAN HELP!**

**LinkAbility**  
A powerful strategies to maximize  
your LinkedIn success  
LYNNAIRE JOHNSTON

**BUSINESS GOLD**  
BUILD AWARENESS,  
AUTHORITY AND ADVANTAGE WITH  
LINKEDIN COMPANY PAGES  
MICHELLE J. RAYMOND  
LYNNAIRE JOHNSTON

Available on Amazon at [amzn.to/3rKu72R](https://amzn.to/3rKu72R)

# 1

## Banner

Positioned at the top of a profile where it is noticed first, your banner or cover image needs to make a powerful statement.

It needs to show what you do and spark interest in knowing more about you. Its purpose is to stop visitors in their tracks and make them look more closely at your profile.

Tips for creating an eye-catching banner:

- Include a pithy tagline
- Add a link to your website
- Display your logo
- Add an image of a trophy or award you've won
- Have a relevant background image

*Examples:*



*Pro Tip:*

Don't place anything important on the lower left end of the image where it will be obscured by your profile photo.

# 2

## Profile Photo and Profile Video

Your photo appears wherever you are on LinkedIn so make it professional and recognisable as you.

What makes a memorable profile photo?

- A close-up on your face with a nice smile
- Professional quality and wearing your usual business clothes
- Nothing distracting in the background

### Profile Video

This feature allows you to add a short video to your photo that plays automatically for three seconds when people visit your profile.

Your video should:

- Be personable and friendly
- Be up to 30-seconds long and recorded in portrait mode
- Include captions

*Example:*



*Profile Photo Pro Tip:*

Look directly into the camera instead of over the photographer's shoulder or away from the lens.

# 3

## Headline

Your headline is visible wherever you go on LinkedIn and is key to whether people will connect with you, follow you or engage with your content.

You need to make all 220 characters count!

Job titles are no longer sufficient for a compelling profile. Here is a formula for creating an attention-grabbing headline:

- Who you are
- What you do
- How you do it
- Who you do it for
- The benefits or your point of difference
- Include a call to action at the end

### Examples:

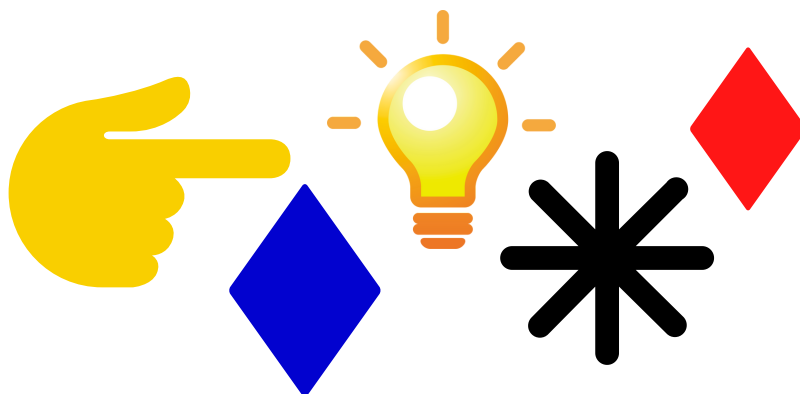
Author. Business Publisher. Book Adviser to business leaders. Share your knowledge. Increase your impact. Write, publish and successfully sell your own business book. As The Book Adviser I can show you how. Ask me now.

Unlocking the full potential of women in leadership and life, developing inclusive leaders and businesses by breaking the Gender Code that holds us all back | Author | Advocate | Coach | Speaker

Cost-effective videos for all sized businesses • Specialising in Health and Safety videos for improving workplace safety •

### Pro Tip:

Break up sections of your headline with symbols or colourful emojis.



# 4

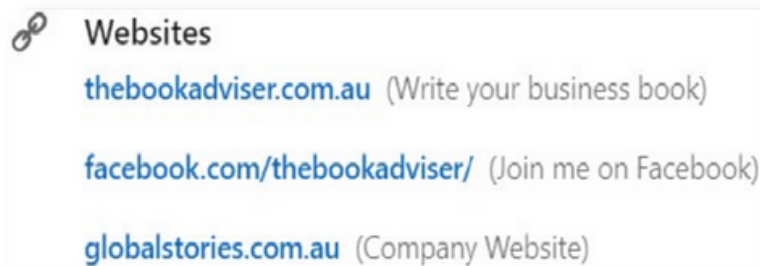
## Contact Info

Make it easy for people to find you by completing all sections of the contact information.

Use the contact section effectively by:

- Including your work phone number and email address
- Use all three available website links
- Add text to the web links to entice clicks
- Instead of an address, list your key offerings

### Examples:



**Websites**

- [thebookadviser.com.au](http://thebookadviser.com.au) (Write your business book)
- [facebook.com/thebookadviser/](https://facebook.com/thebookadviser/) (Join me on Facebook)
- [globalstories.com.au](http://globalstories.com.au) (Company Website)



**Address**

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Link-Ability, 4 powerful strategies to maximise your LinkedIn success



### Pro Tip:

Include both your Twitter handle and as many instant messenger addresses as you have. These can include Skype, ICQ, Google Hangouts, QQ and WeChat.

## Providing Services

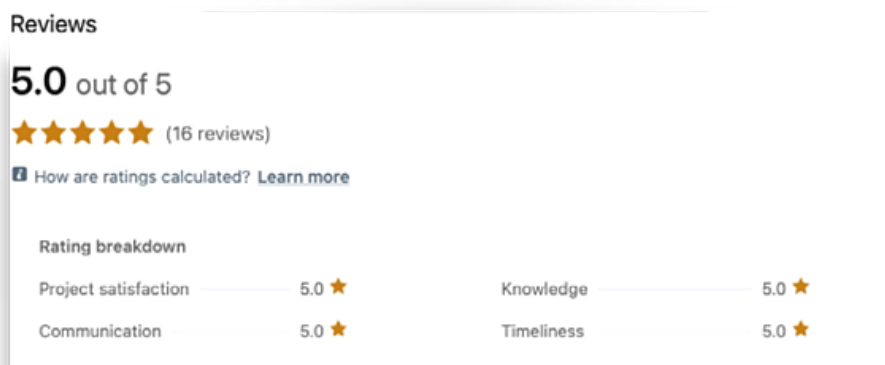
This section sits near the top of your profile and is becoming increasingly important. If you provide services, make sure to add it to your profile.

Providing Services now includes:

- A mini About section
- A list of the services you offer – although the choice is limited
- Proposal request – allows you to be contacted direct about quoting on a project
- Media – add up to 8 images, videos and links with titles and descriptions
- Affiliated company – this connects your LinkedIn company page with your profile

Providing Services is being constantly added to by LinkedIn in its bid to become the Amazon of the B2B marketplace. Your list of services is also visible on other areas of LinkedIn.

### Example:



### Pro Tip:

Gain agreement from clients that they will give you a 5-star review before sending an invite because you cannot delete it and anything less than 5 stars affects your overall total.



# 6

## About

Use the 2600-character About section to tell the story of your professional life in an interesting and engaging way.

Tips for a compelling About section:

- Break up the text with bullet point lists
- Add testimonials for 3rd party endorsement
- Give examples of successes
- Include emojis for variation and colour
- Add some personal information such as your interests or an unusual achievement

### *Examples of Excellent About Sections:*

[linkedin.com/in/lynnairejohnston](https://www.linkedin.com/in/lynnairejohnston)

[linkedin.com/in/jaquilane](https://www.linkedin.com/in/jaquilane)

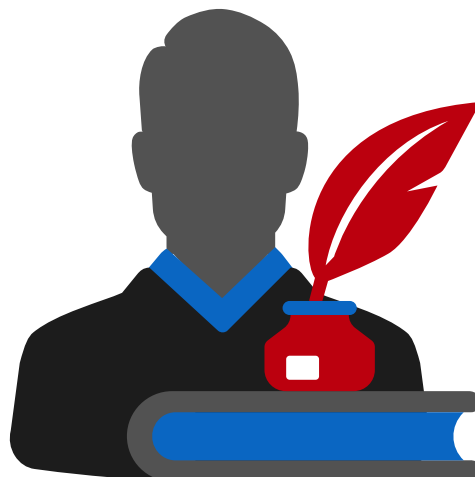
[linkedin.com/in/christel-fouche](https://www.linkedin.com/in/christel-fouche)

[linkedin.com/in/juliet-hull-nz/](https://www.linkedin.com/in/juliet-hull-nz/)

[linkedin.com/in/mike-davis-au](https://www.linkedin.com/in/mike-davis-au)

### *Pro Tip:*

Write your About summary in the first person ('I') to make it more personal and appealing.





# 7

## Featured

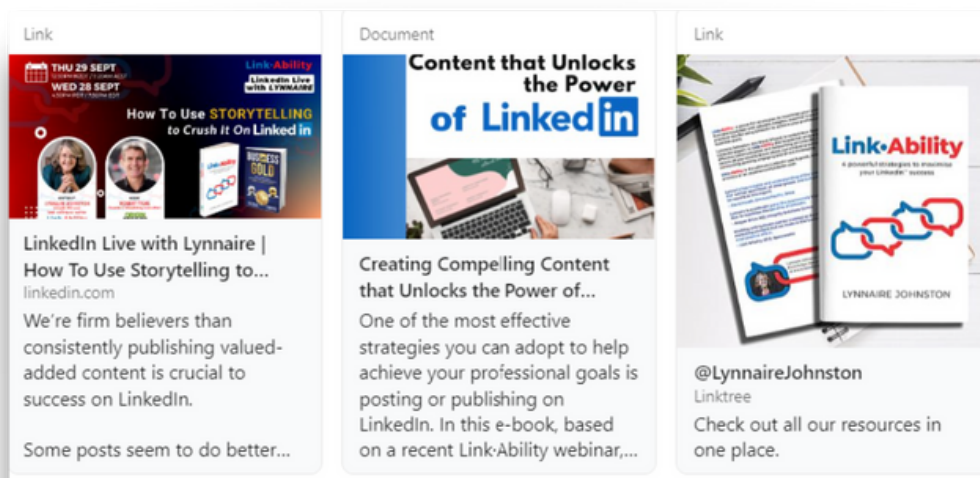
Give your profile visual punch by adding a variety of media that showcases your talent, skills and experience.

Types of media you can include:

- Videos – that you have appeared in or are relevant to your work
- Images – of you meeting famous people or receiving an award
- Presentations – slides from a speech you have given
- Posts and articles – from your LinkedIn activity
- Links – to your website or other sites appropriate to your work

Keep your Featured section updated with new and relevant content. Remove old or outdated content.

*Example:*



*Pro Tip:*

If a link doesn't display properly, remove it and replace it with a screenshot of the page you want to display. Add the link URL to your description.



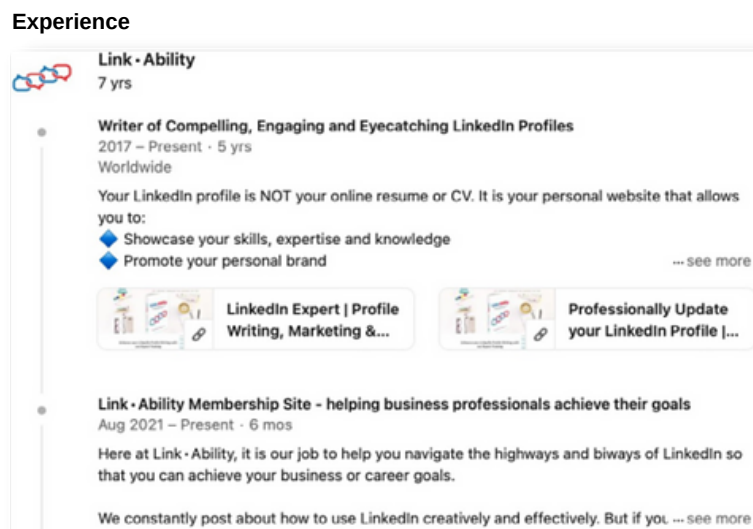
# Experience

Your LinkedIn profile is not a CV so you do not have to list every job you've ever had – choose only those that show career progression or are relevant to your current work.

Suggestions for an innovative Experience section:

- Start with a headline that encourages readers to find out more
- Add media to every job listed even if it's just the company website
- Avoid CV-like terms such as responsibilities and milestones
- Share examples of your successes
- Use emojis and lists
- Connect to the company's LinkedIn page to display its logo

## Example:



## Pro Tip:

If you have a portfolio career or multiple contracts/roles, lay this section out by your service offerings (E.g. Coaching, mentoring, consultancy, governance etc) and include the organisations you have worked for in the relevant section/s.

## Education

Pin your highest qualification to the top of your Education section and display it in the Introduction section at the top of your profile.

Tips for those without an Ivy League education:

- If you have no tertiary qualifications, don't draw attention to it by listing your high school.
- List your high school only if it is exemplary in some way or you are still involved, such as being on the board of governors.
- If you have no degree or diploma, list any relevant courses you have completed as part of your work.
- If your university or tertiary education provider has a LinkedIn page, link it so the logo displays.
- Add media such as diplomas, videos or presentations to your Education sections.

### Example:

**Education**



UNIVERSITY OF  
CAMBRIDGE

**University of Cambridge**  
Organizational Leadership  
2017 – 2018

Selected as one of 60 Leaders under 30 years of age for the 12-month "Leading Change" Programme. This was a residential and distant programme designed by the University of Cambridge to help leaders "develop their leadership skills and improve life across the Commonwealth."

The Leading Change course was established by The Queen Elizabeth Diamond Jubilee Trust – in partnership with Comic Relief, the Royal Commonwealth Society and the University of Cambridge. Thanks to The Queen Elizabeth Diamond Jubilee Trust my place in the programme was fully funded.

### Pro Tip:

Use the description field to include details of what you learned and how it has helped in your work.



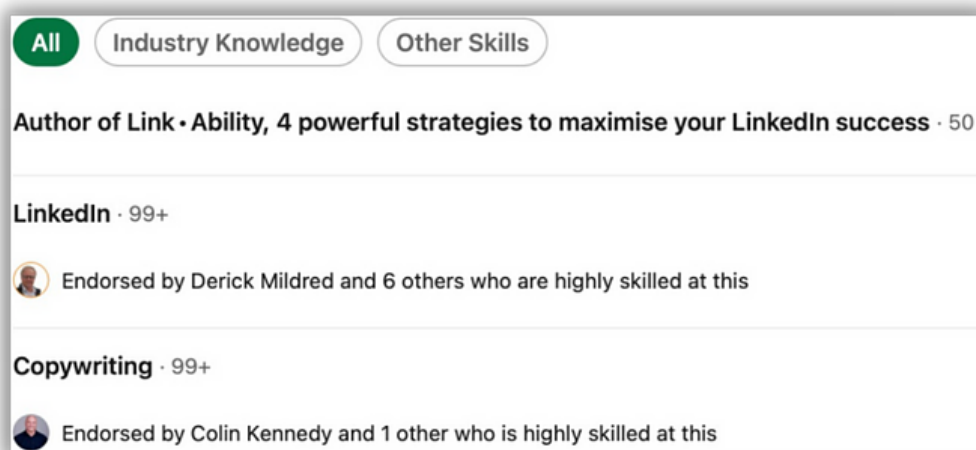
## Skills and Endorsements

Tidy up your Skills section and keep only those that are relevant to your current work. Remove those that have very few endorsements or ask specific people to endorse you for them.

To make good use of Skills and Endorsements:

- Pin your three most important skills to the top and actively work to increase your endorsement numbers.
- Add relevant skills to each role in your Experience section.
- Reorder your skills so the important ones are higher up the list.
- Remove variations of the same skill so you receive higher endorsement numbers on one.
- You can list up to 50 skills but doing so can dilute the endorsement numbers per skill so strike a balance.

*Example:*



### *Pro Tip:*

Remember to turn on your endorsements so visitors to your profile are invited to endorse you.

# Recommendations

Take every opportunity to ask for a recommendation. You can never have too many, and most of us have too few.

The three most recent display on your profile, as well as the number you have received.

## How to ask for a recommendation:

- Add a personal message to your request to increase the chances of it being acted on.
- Be specific about what you would like to be recommended for.
- If it is appropriate, write a recommendation for the person first to subtly invite reciprocation.
- Recommendations sit at the end of your profile while Reviews are at the top. Both are imperative to demonstrate social proof.

### Example:

The screenshot shows a LinkedIn profile section for 'Received' recommendations. It features three entries:

- Gillian Whitney** · 1st: Easy Peasy Video Marketing Coach, Specialty is LinkedIn Video, Google Goddess. January 3, 2022, Gillian worked with Lynnaire but they were at different companies. Her recommendation text describes how Lynnaire's book 'LinkAbility' resonated with her and how Lynnaire's content helps with LinkedIn success.
- Jaqui Lane** · 1st: Author, Business Publisher, Book Adviser to business leaders. September 15, 2021, Lynnaire was Jaqui's client. Her recommendation text praises Lynnaire's knowledge, helpfulness, and generosity, and mentions that she has recommended Lynnaire to her clients.
- Jeff Young** · 1st: #TheLinkedInGuru (Teacher), Professional Networker, Volunteering - getting paid in 3 "Cs", Coffee, Conversation, and occasionally Chocolate! September 2, 2021, Jeff worked with Lynnaire but on different teams. His recommendation text is partially visible.

### Pro Tip:

Be generous with the recommendations you write others. This demonstrates you are a good LinkedIn citizen.



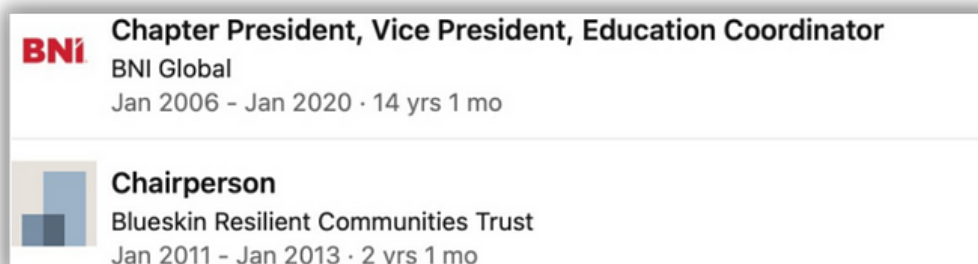
## Volunteering

If you are so passionate about a cause that you volunteer your time, share it. This section shows how you give back to your community and will draw viewers with similar social concerns to you.

You can add:

- The organisation's name
- Your role or what you do to help
- The type of cause
- The dates of your involvement
- A 2000-character description which is plenty of space to talk passionately about why you care and to promote the organisation involved.

### Example:



### Pro Tip:

While you are not able to add media to these sections, you can include the organisation's logo if it has a LinkedIn company page.



## Additional Sections

There are eight additional sections to which you can add plenty of detail including tagging others you've worked with on projects or publications. There is also a 2000-character description section.

The sections you can add titles, descriptions, links and dates for are:

- Courses
- Honours and Awards
- Publications
- Projects
- Patents
- Test scores
- Languages
- Organisations

### Example:



### Pro Tip:

There is no option to add media in any of these sections so work around this by adding links to relevant online content.



## Bonus Tip


# Content Creator



If you are a regular contributor to the LinkedIn newsfeed you may want to take advantage of Creator mode. This allows you to display your posts more prominently on your profile.

Turning Creator on:

- Changes your Connect button to Follow
- Shows your follower number in the Introduction section at the top of your profile
- Displays up to 5 hashtags nominated by you
- Displays the first few lines of your 4 most recent posts in the Activity section.

*Example:*

**Lynnaire Johnston** 


International LinkedIn authority and bestselling author creating compelling LinkedIn profiles and LinkedIn marketing, training and coaching  BOOKS: Link-Ability and Business Gold  Link-Ability Members Site


Talks about #linkedin, #marketing, #digitalmarketing, and #advertisingandmarketing

Auckland, Auckland, New Zealand · [Contact info](#)

12,460 followers · 500+ connections

[+ Follow](#) [Message](#) [More](#)

 Business Gold - Book

 Ask about my affordable 1-2-1 LinkedIn coaching

*Pro Tip:*

Creator is said to positively impact viewer numbers but there are downsides and it is not recommended for those with small networks and/or who don't post regularly.



## About the Author

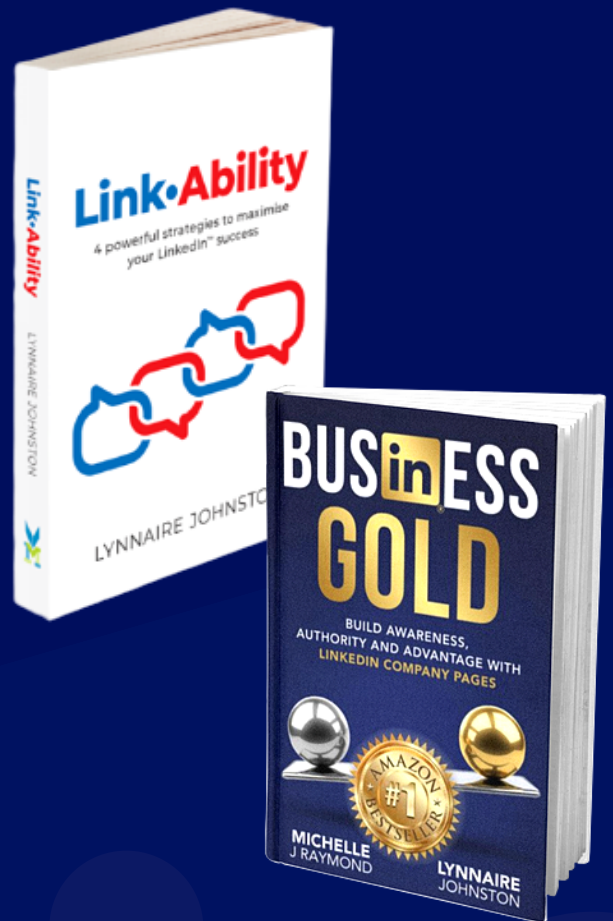
Lynnaire Johnston is an internationally recognised LinkedIn strategist and trainer based in New Zealand. She is a former broadcaster and editor, and author of *Link·Ability, 4 powerful strategies to maximise your LinkedIn success*. She is also the co-author of *Business Gold – Building Awareness, Authority and Advantage with LinkedIn Company Pages*.

Lynnaire works with individuals and businesses internationally to help them achieve their professional goals using LinkedIn. She does this through done-for-you profile makeovers, training and coaching of teams and individuals, and creating LinkedIn strategies for businesses, coaches, consultants, founders and other professionals.

Her Link·Ability members site provides a wealth of information for those who are serious about LinkedIn. She is a popular podcast guest and hosts free monthly LinkedIn Live webinars that attract hundreds of attendees.

On LinkedIn she consistently publishes posts, articles and newsletters that help her connections and followers to crack the LinkedIn code.

Connect with Lynnaire at <https://www.linkedin.com/in/lynnajohnston/>



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Read *Business Gold – Building Awareness, Authority and Advantage with LinkedIn Company Pages*. Available at [Amazon](#)

And if you are serious about LinkedIn, join our [Link•Ability members site](#) for content, community and coaching. Your first week is **free**.

