

LinkedIn Profile Writing Guidelines

Summary Section

- The summary section should be strong on brand and rapport; it should have a good vibe
- We recommend using a strong value proposition plus professional experience. If possible include Fortune 500 company names in your experience/client list to build credibility
- This section is your opportunity to brand yourself and develop rapport with potential clients

Photo

- Transpose your picture so that you are looking towards the text
- The photo should be in color
- You should be wearing business attire
- Make sure that the background is neutral/clean
- Your photo should be in high resolution and in focus
- We recommend that you have your profile photo professionally taken

Experience

- Make sure that each company listed under your experience is correctly connected to show the company sites / logos on your profile
 - ◆ Logos are not only a nice visual break in the text, but ensure you have made accurate links to recognized and established organizations across the LinkedIn site which validates and grounds your profile.
 - ◆ These should appear for each position under Experience.
 - ◆ You will want to adjust these (search various spelling, word order, etc., options on LinkedIn to find the way each company lists itself on their business page) so each company is accurately grounded and your profile looks established.
 - ◆ If you are running your own coaching practice, you may create a LinkedIn business page and upload your own logo if you meet the requirements:
https://help.linkedin.com/app/answers/detail/a_id/710/~/-/adding-a-company-page
- Add achievements for each position under Experience and testimonials when possible
 - ◆ Through LinkedIn send personal requests for recommendations from clients who maybe already sent you a testimonial previously, just not on LinkedIn. Ask them to post their testimonial directly on LinkedIn – give instructions on how to correctly connect the recommendation to the respective company
- Follow the instructions below to ensure that your LinkedIn profile has you as a certified Global Leadership Coach or Global Team Coach. You will then appear on the Global

Coach Group LinkedIn page as one of our coaches. Don't miss out on this opportunity to take advantage of our marketing of LinkedIn pages.

- ◆ In the 'Edit Profile' view, under 'Experience' please select 'Add a position' to include **Global Leadership Coach** or **Global Team Coach** in your profile
- ◆ Under title please put Certified Coach
- ◆ Under company name please type out **Global Coach Group**. Our logo should automatically appear as you type in the name. If it doesn't, please check the wording, as it needs to be exact.
- ◆ Under 'Time period' please select 'from' your certification date 'until' present and check 'I currently work here'

Certifications

- We recommend adding this section to Education; in 'Edit your Profile' mode, there is an up-and-down arrow at the top of each section header allowing you to drag them up or down for placement.
- Also, please list each Certification as a separate entry using the 'Add another' feature while in 'Edit your profile' mode.
- Don't forget to include your Global Coach Group certification here (Global Leadership Coaching / Global Team Coaching). By typing the name in exactly as it appears, our logo should pop up as well.
- The logos for other certifying agencies should also appear linking them to their business/official page within the LinkedIn site.

Additional Categories

Make use of the many additional categories available on LinkedIn

- Publications: You can attach these directly to LinkedIn
- Courses: List courses or trainings that you offer
- Languages (don't forget to include English, we see many coaches who only include 2nd and 3rd languages!)
- Skills
- Honors & Awards

A few other points

- Contact info - If you want people who are not connected with you to see your email change your settings on LinkedIn to allow
- To ensure that your profile looks professional, pay attention to formatting, spelling etc.