



Worksheet for seminar 16.04.2025

LinkedIn Improvement Guide

1. 🌟 Lay the Foundation

Before editing your profile, clarify the following:

- **What do you want to be known for?**
- **How do you want people to describe you?**
- **What makes you credible and trustworthy?**
- **What values and personality should come across?**

Write two short texts first:

- **Your customer's story:** their problem, your solution, how it improves their life.
 - **Your story:** your expertise, experience, personality, and what sets you apart.
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2. 🏷️ Headline

Your headline should:

- Be **clear** about what you do.
- Be **intriguing** enough to spark interest.
- Contain **keywords** relevant to your expertise/industry.
- Optionally hint at **value offered** or **target audience**.

📌 Example:

Helping creatives transform ideas into visual stories | Graphic Designer |
Branding & Packaging | Let's build your brand

3. 🧠 About Section

Use a narrative style. Answer:

- Who are you professionally?
- What can people recommend you for?
- What services do you offer?
- How can someone work with you?

Make it:

- **Personal and authentic**
 - **Easy to read** (short paragraphs, bullet points)
 - **Shareable**: readers should be able to summarize you easily.
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4. Experience

For each position:

- Use **clear job titles**.
 - Add a **1–3 sentence summary** focusing on achievements or responsibilities relevant to your brand.
 - Include **logos** and **media samples** if possible.
 - Highlight how your roles connect to what you do now.
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5. Volunteer Experience

Treat it like your job experience:

- Explain **what you did, why it mattered**, and how it supports your professional image.
 - Keep it to 1–2 sentences.
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6. Skills & Endorsements

- Add 10–15 skills that are **strategically aligned** with your services.
 - **Pin the top 3** most relevant to your current goals.
 - Encourage your network to endorse you for those.
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7. Recommendations

- Think about the **3 types of recommendations** that would best reflect your value.
 - Reach out to colleagues or clients and **guide them** toward those themes.
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8. Do a Self-Scan or Ask for One

Try reading your profile as if you were a stranger:

- What message comes across?
 - Is your target audience obvious?
 - Can someone understand your offer in under 60 seconds?
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Bonus Tips

- Use featured media (like presentations, videos, or portfolio links) to bring your work to life.
- Regularly post or engage on topics that reflect your expertise and personality.
- Keep your profile photo professional and friendly.
- Use a banner image that reinforces your brand.



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