

LinkedIn is now 20 years old and is a trusted source for both employers and recruiters.



# How to Create a Great LinkedIn Profile *And Stand out From the Crowd...*

Did you know that over 8 people per minute are hired worldwide through LinkedIn.

# How to Create a Great LinkedIn Profile: STEP 1


## Step 1: Getting started

Having a LinkedIn profile is almost as important as a resume when it comes to applying for a job.

LinkedIn has increasingly been used as a professional resume online. In fact, LinkedIn has its own resume creation function (more on that later.) Now in its 20th year LinkedIn has more than 900 million users worldwide in more than 200 countries. In Australia alone, more than 14 million people have a LinkedIn profile: that's almost 75% of the working-age population. In short – you need one!

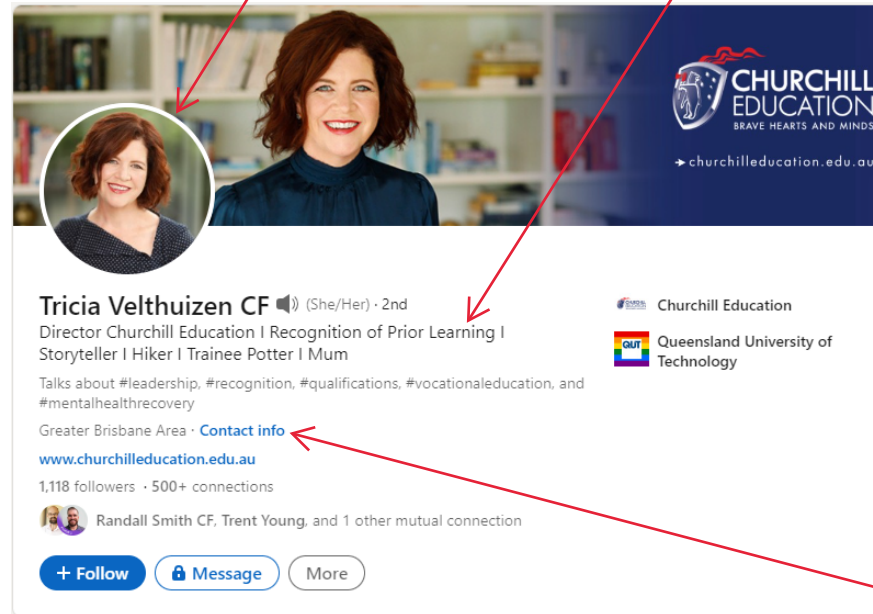
Nearly every industry uses LinkedIn to find and vet job candidates with over 70% of recruiters using the site, but more importantly, 67% of recruiters say that LinkedIn-hired Professionals are of a higher quality.

In this guide, we will walk you through the elements you need to include to create a LinkedIn profile that presents you in the best possible light to future employees. We will use the profile of Tricia Velthuisen, Churchill Education's co-founder as an example.

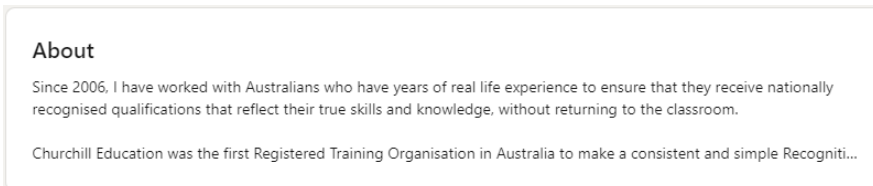
LinkedIn is designed to be easily editable so keep your eye out for the edit logo  which is a pencil in a circle. Clicking on this allows you to edit each section and will also give you other drop-down options.

*Professionals with a photo on their profile are 21 times more likely to be viewed in general*

*Your headline is prime real estate. Instead of just a job title, stand out by incorporating major skills*



The screenshot shows a LinkedIn profile for Tricia Velthuisen CF. The profile picture is a circular image of a woman with short brown hair. The headline reads: "Director Churchill Education | Recognition of Prior Learning | Storyteller | Hiker | Trainee Potter | Mum". The background banner features the Churchill Education logo and the text "CHURCHILL EDUCATION BRAVE HEARTS AND MINDS" and "churchilleducation.edu.au". The profile is for Churchill Education, a company with 1,118 followers and 500+ connections. The contact information includes the website "www.churchilleducation.edu.au".



The 'About' section of the profile contains the following text: "Since 2006, I have worked with Australians who have years of real life experience to ensure that they receive nationally recognised qualifications that reflect their true skills and knowledge, without returning to the classroom." and "Churchill Education was the first Registered Training Organisation in Australia to make a consistent and simple Recogniti...".


## Step 1.1 - Photo

Adding a photo will make you 21 times more likely to get noticed. Photo tips -

- Smile!
- Professional presentation
- Proper setting and lighting
- Quality image not blurry
- Engaging photo if possible
- No sunglasses


## Step 1.2 - Headline

This is what appears directly under your name and is the most important real estate on your profile. Ensure that this is about your skills not just your job title or industry specific initials. Use keywords that potential employers may be searching for.

If you have a difficult name to pronounce there is now even a voice tag that you can record  the correct pronunciation in your own voice.

## Step 1.3 - Contact details

Make sure you include contact details so that recruiters know how to get in touch – email, mobile or website if you have one.

Also, LinkedIn now has a  feature. This allows you to openly share that you are looking for work or just share with Recruiters.

# How to Create a Great LinkedIn Profile: STEP 2

## Step 2: About

The first four lines of your About section is the second most important piece of real estate on your profile. This is the visible section before someone has to click the 'see more' button.

**Your summary is integral to your professional brand. It's where you can present the whole you – not just your work experience or education.**

- Always write in the first person.
- Outline clearly what you have to offer to your potential audience.
- Ensure it aligns with your purpose (e.g. new job, promotion, transition, building a network of new connections)
- Use keywords (specific words that will show up in searches)
- Keep paragraphs short to increase readability.
- Share some personal insights into who you are and the type of person that you would bring to a new employer.
- Think of this section as your personal 'sales pitch' to potential employers. The more authentic the better.

**Tricia Velthuizen CF** (She/Her) · 2nd  
Director Churchill Education | Recognition of Prior Learning | Storyteller | Hiker | Trainee Potter | Mum

Talks about #leadership, #recognition, #qualifications, #vocationaleducation, and #mentalhealthrecovery

Greater Brisbane Area · [Contact info](#)  
[www.churchilleducation.edu.au](http://www.churchilleducation.edu.au)  
1,118 followers · 500+ connections

Randall Smith CF, Trent Young, and 1 other mutual connection

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

### About

Since 2006, I have worked with Australians who have years of real life experience to ensure that they receive nationally recognised qualifications that reflect their true skills and knowledge, without returning to the classroom.

Churchill Education was the first Registered Training Organisation in Australia to make a consistent and simple Recognition of Prior Learning (RPL) process available to people looking to convert their experience into qualifications.

Our commitment to making Recognition of Prior Learning available to everyone comes from the personal experience of my husband, Randall Smith's transition from being a serving member of the Police force to a medical retirement with post traumatic stress disorder.

We exist to help other people, who also find themselves wondering "what am I really worth?" And who need a helping hand to get to the next stage of their career with the qualification that attests to the depth of their skills they bring with them.

Over time, the strategies I developed to grow innovative teams and create a learning culture have been recognised in a range of national awards.

I continue to share stories of learning and leadership around the country.

*Clearly state what you do.*

*Ensure your summary aligns with your purpose: Tricia's purpose is to promote Churchill Education.*

*Use keywords relevant to your industry / profession.*

*Outline what you have to offer.*

# How to Create a Great LinkedIn Profile: STEP 3

## Step 3: Experience & Education

### Step 3.1: Experience

- Provide full details for your last 10 years of experience.
- Use the Company name autofill section to ensure that you get the correct company/division. This will make sure that the logo of the business is included. (Make sure to turn off the Notify Network option when you are editing this section.)
- Ensure that you not only mention your roles but break down what you did and how this would apply to a potential employer.
- Where possible, include some images or achievements from each of these roles. Look for some good examples or projects.
- Make sure to add any relevant skills in the editing section.
- Remember to fill in as many of the edit sections as possible to ensure that you are giving a complete picture of your experience and skills.
- Take your time to fill out all sections. You may want to revisit/revise them a few times before you feel that its complete and a true representation of who you are.

### Step 3.2: Education

- List your qualifications in reverse chronological order.
- Ensure that you provide details about each course but also how you have used that in your field. This is where qualifications gained through Recognition of Prior Learning (RPL) are extremely helpful as they provide evidence of real-world usage of your skills.
- Make sure that you have selected the correct provider from the School\* autofill section. (\*School on LinkedIn means any formal educator from university through to Registered Training Organizations)
- We recommend adding your top 5 skills for each one. This is in the edit section when you are adding the School.

The screenshot shows the 'Experience' section of a LinkedIn profile. It lists three roles at Churchill Education: Director (Jan 2006 - Present), Chief Experience Officer (CXO) (Mar 2018 - Present), and Chief Executive Officer (Sep 2015 - Nov 2018). Each role includes a description of responsibilities and a 'see more' link. There are also several images and video thumbnails associated with the roles, such as a 'RANDALL THICKS STORY' video and a 'PAY RISE AROUND CORNER' video. The 'Crown Prosecutor' role is also listed below.

**“Members with at least one past position listed on their profile are 12 times more likely to be viewed for potential opportunities through LinkedIn.”**

*Include information on the company and your role*

*Include links to work samples that demonstrate your expertise and experience.*

The screenshot shows the 'Education' section of a LinkedIn profile. It lists three qualifications: Graduate Diploma of Legal Practice, Law (1996 - 1996) from QUT (Queensland University of Technology), Bachelor of Law, Law (1990 - 1996) from QUT (Queensland University of Technology), and Graduate Diploma of Strategic Leadership from Churchill Education. Each qualification includes a description of the program and a 'see more' link.

**“People with at least one education listed are seven times more likely to be viewed in general.”**

*Ensure your qualifications are relevant to the role you are seeking*

# How to Create a Great LinkedIn Profile: STEP 4

## Step 4.1: Build your resume

LinkedIn is all about helping people connect professionally and to build careers. That's why this function is so important if you are trying to stand out in your career progression or transition.

Click the **More** button then click 'Save to PDF' or 'Build a resume' in the drop-down menu.

Here's what makes this such a great feature on LinkedIn. 'Save to PDF' will create and download a basic overview of you and your profile.

If you click 'Build a resume' then click 'Create from profile' this will use the detailed information in your profile (experience & education etc) to generate a PDF version of your resume.

That's why it's important to provide as much information as possible when filling out these sections. The better you are at your descriptions, the better your resume will look to potential employers.

You also have the option of uploading your own resume into your profile if you have already made one.

## Step 4.2: Continue to build your profile

There are so many sections to complete that it is important to remember to not get overwhelmed trying to do it all. Make it a regular process to keep adding to your profile.

Complete the following sections where possible.

- Licenses & certifications
- Volunteering
- Skills
- Recommendations
- Courses
- Honors & awards
- Languages
- Organizations
- Causes
- Interests

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Greater Brisbane Area · [Contact info](#)  
[www.churchilleducation.edu.au](http://www.churchilleducation.edu.au)  
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**Skills**

**Training**

- Endorsed by Andrew Anderson and 15 others who are highly skilled at this
- Endorsed by Randall Smith CF (mutual connection)
- 99+ endorsements

**Staff Development**

- Endorsed by Michelle Bowden CSP who is highly skilled at this
- Endorsed by Randall Smith CF (mutual connection)
- 71 endorsements

**Leadership**

- Endorsed by Steven Dixon and 1 other who is highly skilled at this
- Endorsed by 17 colleagues at Churchill Education
- 71 endorsements

Show all 40 skills →

**Recommendations**

Received Given

**Elena Rowland** · 2nd  
Boeing Defence | Veteran | Author | Mental Health Advocate | Humanitarian  
May 7, 2022, Elena worked with Tricia but they were at different companies

Tricia is truly one of my biggest inspirations. First of all, she believed in me and my dreams. Then she supported and collaborated with me and helped fund a project to help homeless veterans. she speaks with such wisdom and talks with actions not just words. I couldn't recommend a better human. I'm very grateful to have worked with her and learnt from her. Thanks Tricia.

**Tarran Deane** - **Engaging Change Leadership** · 2nd  
Leading Change- Engaging People. Connecting Values, Strategy, People & Purpose. Tarran is a Published Leadership Author, Speaker, Executive Coach & Course Creator. We love to help leaders lead...

"Listing 5 or more skills will get you 17 times more views."

*Build your own resume here*



## LinkedIn Profile Reviews

If you are a client of Churchill Education, you qualify for a free LinkedIn profile review.

This is open to 5 people per month. If you'd like to be one of the lucky ones, send an email to:  
[hello@churchilleducation.edu.au](mailto:hello@churchilleducation.edu.au).

Include a link to your LinkedIn profile, and tell us your career goal.

Not a client yet? But interested to take a fresh look at what qualifications you might be eligible for through RPL?

Call us on 1300 793 002 or email [hello@churchilleducation.edu.au](mailto:hello@churchilleducation.edu.au).