

The LinkedIn™ CookBook

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SIMPLE RECIPES FOR A
COMPELLING ONLINE PROFILE

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A wooden cutting board with a knife and fresh herbs. The knife has a grey handle and a white blade. Fresh green herbs, including parsley and rosemary, are scattered at the bottom of the board.

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Introduction

Welcome to the LinkedIn CookBook.

In this edition, you will learn how to craft each section of your profile to make the best possible online first impression - and we all know that first impressions last!

The truth is that most people are not utilizing LinkedIn as the powerful networking, business development and career advancement tool it's designed to be, and are not seeing much business and personal professional benefit as a result.

By using the platform more effectively, and by following the recipes in this resource, you will see long term benefits such as:

- Personal career advancement
- Building a strong personal brand and reputation within your industry
- Become an effective ambassador for your company's brand
- Build stronger relationships with the people who are relevant to your business
- Help your company attract new customers and high quality talent

It all starts by making your profile attractive and magnetic to others, and making it clear what you want to be known for - on LinkedIn and offline.

It's useful to understand that any free text field in your profile is indexed by LinkedIn's search engine - use words and phrases in these areas to help others discover your profile as they search for topics which they're interested in.

LinkedIn is the world's best networking event - open 24 hours a day, 365 days a year.

At the time of writing, LinkedIn has approximately 1.1 billion members.

1

Your profile photo

Make it clear what you look like,

Ingredients

- A photo that looks like you
- Well lit & high resolution
- In business attire
- Head-and-shoulders
- Smiling & friendly
- Looking at the camera

What to avoid

- Photos containing other people
- Wedding & graduation photos
- Photos of you that don't look like you
- Photos of you in a hat or with sunglasses

Time needed

- 15 minutes, or less

Directions

A professional headshot is money well spent, but not absolutely necessary.

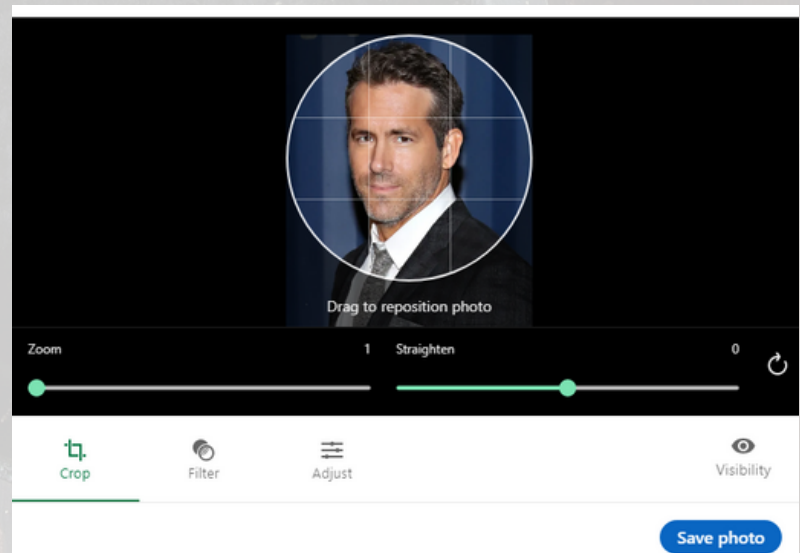
Use your smartphone to snap a selfie against a plain background, making sure there are no weird shadows.

Dress as you would to a business meeting, smile and look at the camera.

Once you have the photo on your device, edit your profile and add the new photo.

Use LinkedIn's image editing options to fine-tune the photo by cropping it appropriately and adjusting the angle.

- Leave the creative filters for Instagram.
- Set visibility to "public" so that people who are not yet connected with you can see what you look like.



2

Your banner image

An opportunity to tell your story

Ingredients

- A banner image that supports your professional brand.
- Create this in a free app like Canva.

What to avoid

- Irrelevant images that don't add to your story.
- Wasting the opportunity to make it clear what you offer.

Time needed

- 15 minutes, or less

Directions

It's an opportunity to communicate your value proposition.

Ask yourself:

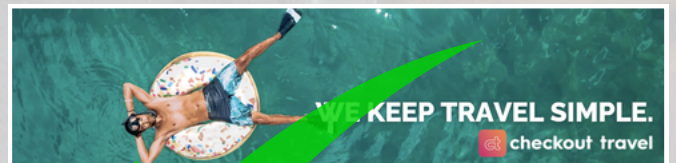
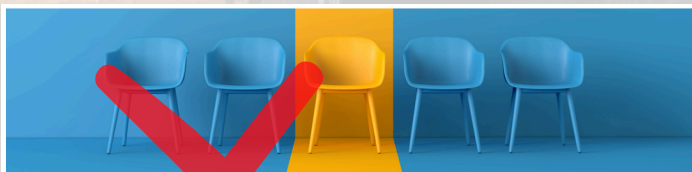
- Who do I serve?
- How do I help them?
- What disaster do I help them avoid?
- What are they working towards that I can help them achieve?

Now tie these things together.

- Your industry, company, job, skills, experience.
- Your ideal customers or clients.
- Their struggles and goals, objectives and ambitions.

Make it obvious why these people should care about you.

Get this right and as soon as they land in your LinkedIn profile, they'll know you're the go-to person for them.



Your profile headline

Your elevator-pitch
(part 1 of your professional story)

Ingredients

- A clear idea of your business super-power
- Knowing how you add value
- Knowing who you serve
- A definition of what you want to be known for

What to avoid

- "Job at Company" default headlines

Time needed

- 15 minutes, or less
- Repeat as often as required

Directions

Pretend a 12-year old asks you what you do for a living.

Your answer should be no longer than a single sentence.

It should be easy to understand and provoke a response of: "Wow, tell me more!"
(elaborate in your "About" section)

Focus on the problem you solve, who you serve and be specific, while avoiding jargon and acronyms.

Your job title and company already appear in other areas of your profile - avoid including them here.

A compelling headline will help you stand out from the crowd, help you grow your network more effectively and attract the right audience.

Example

Replace "Accountant at EZ Finance"

with: "Helping business owners save truckloads of cash on their tax returns."



3

Your contact details

Make it easy for people to reach you

Ingredients

- *Your work email address*
- *Your mobile phone number*
(optional)
- *Your office number*
(optional)
- *Your company website*

What to avoid

- *Your personal email account unless you're job-hunting.*

Time needed

- *5 minutes*

Directions

Visit your own profile and click on the blue "Contact Info" adjacent to your location.

Hit the edit icon and add in the necessary information, such as your company's website and your telephone number.

Adding a phone number is optional and is your choice, but will make it easier for clients to get in touch.

To add and edit your primary email address, navigate to your profile settings ([click here](#)).

Make sure you have at least 2 emails listed, that you have access to, to ensure you always have access to your LinkedIn account.

Set your work email address as primary, making it simple for profile visitors to send you emails which are work-related.





About

Your professional summary
(part 2 of your professional story)

Ingredients

- *Specific information about how you contribute as a professional*
- *A list of your achievements, relevant to your company and customers*

What to avoid

- *Acronyms & jargon*
- *Cliches like "demonstrated history in the XYZ industry"*
- *Writing in the 3rd person*

Time needed

- *15-30 minutes, or less*
- *Repeat and modify as often as required*

Directions

Remember the 12-year old from the previous recipe, who asked you to tell them more?

This is where you tell them more. This is about you as a working person, not about your current company.

Write in the first person.

Add in plenty of specifics but avoid jargon and acronyms.

Use this section to make your profile appear in searches - use keywords and phrases that others will be searching for, as well as relevant hashtags.

Remember, this section is not your job description.

It's about how you add value within your company as well as to the people your company works with.

Example:

"I am the golden thread connecting our clients with our sales and development teams.

Over the past 2 years I have helped our company reach it's targets by implementing 5 new processes and replacing obsolete systems in our network."



S

Featured

Highlight your best work

Ingredients

- *LinkedIn posts & articles*
- *Websites and links to online content*
- *Documents, videos and other media*

What to avoid

- *Irrelevant and outdated content*

Time needed

- *10-15 minutes initially*
- *A few minutes monthly*

Directions

Visit your profile and click "Add Profile Section"
Scroll to "recommended, and select "Featured"

Start with a link to your company website - this will "turn on" this section and make it visible in your profile.

Posts and articles you publish on LinkedIn tend to "disappear" into the feed over time.

Highlight your best ones in your featured section.

Include your best achievements, a video recording of your best keynote, an awesome blog on your website. You get the idea.

To add the featured section when editing your profile, simply click the "add section" button, click featured, and choose one of the 4 options.

Make it easy for visitors to your profile to find your best content, turn on your Featured section.

Add 3 or 4 items in your Featured section.





Experience

Your career history
(part 3 of your professional story)

Ingredients

- A valid LinkedIn company page
- Your job title
- Accurate start and end dates
- A specific description of your professional contribution

What to avoid

- Acronyms and jargon
- Irrelevant and vague information

Time needed

- 10-30 minutes

Directions

The text included in this section is indexed by the LinkedIn search engine. It's how others on LinkedIn can find you when they're searching.

To add a new position to your experience section, hit the + sign. Fill in each section with information as accurately as possible.

NB!! When choosing your employer, type in the name of the company and click on the right company page as suggested by LinkedIn.

Beware - LinkedIn may want to change your headline by default to "Job at Company". Don't let it do this.

To edit any existing or past position, simply click the pencil icon alongside each position.



Yes, you can have more than one concurrent position, but the one at the top of the list is the one highlighted in your profile's intro section.



7

Recommendations

How others experience working with you

Ingredients

- People that you've worked with who can vouch for you

What to avoid

- Giving other people recommendations without having worked with them

Time needed

- 10-15 minutes
- Once a month

Directions

Having 5-10 recommendations is a good start and provides evidence of your professional history. Begin by writing recommendations for other people you've worked with.

By giving someone else a recommendation first, they'll happily reciprocate.

Scroll to your Recommendations section in your profile and click "Ask for a recommendation". Follow the prompts - it's easy.

Once you have sent the request, monitor your messages for the other person's response.

Aim to add 1 new recommendation every month or 2 to keep them current.

Once you receive the recommendation, you can add it to your profile, request a revision or choose not to show it.



8

Drive traffic to your site

Get the right people into your "shop"

Ingredients

- Links to your website or other landing pages

What to avoid

- Long, confusing URLs that people won't recognise

Time needed

- 10-15 minutes

Directions

Gather the link(s) you'd like to highlight in your profile.

These could be your company's website home page, your contact page or even your products or services. There is no wrong answer!

1. Edit your contact info and add the link(s) as discussed in section 3.
2. Edit your current job position and add at least 1 link under "media" - ensure that the image, title and description are appropriate.

Connecting, posting & commenting creates demand for our products and services - we capture that demand when people visit our websites.



Conclusion

Your profile is your online first impression

Once your profile has been constructed with the right intent, with the reader in mind, you'll get more inbound connection requests, more messages, more followers and more visitors.

It's crucial to decide what you want to be known for on LinkedIn, and in your industry, so use that as a foundation for each section.

Keep track of the following metrics to make sure that the changes you make are in fact making a positive difference:

- The first component of your Social Selling Index score (<https://linkedin.com/sales/ssi>). This is how LinkedIn scores the development of your personal brand.
- Your number of profile views. Find this in the Analytics section of your profile, or simply under your profile photo on your LinkedIn home page. Aim to always increase the number of visitors to your LinkedIn profile.

Prevent people leaving your profile with questions in their mind - you may lose them forever. Give enough info to answer all the questions people may have about you.

I hope the information in this guide helps you make better use of LinkedIn and that you see indefinite benefits as a result. I'm looking forward to connecting with you on LinkedIn!

All the best,
Nicholas Krul

For information about LinkedIn / Social Selling / Employee Advocacy training & coaching for you and your team, please don't hesitate to get in touch!

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