

10

TIPS FOR YOUR LINKEDIN PROFILE

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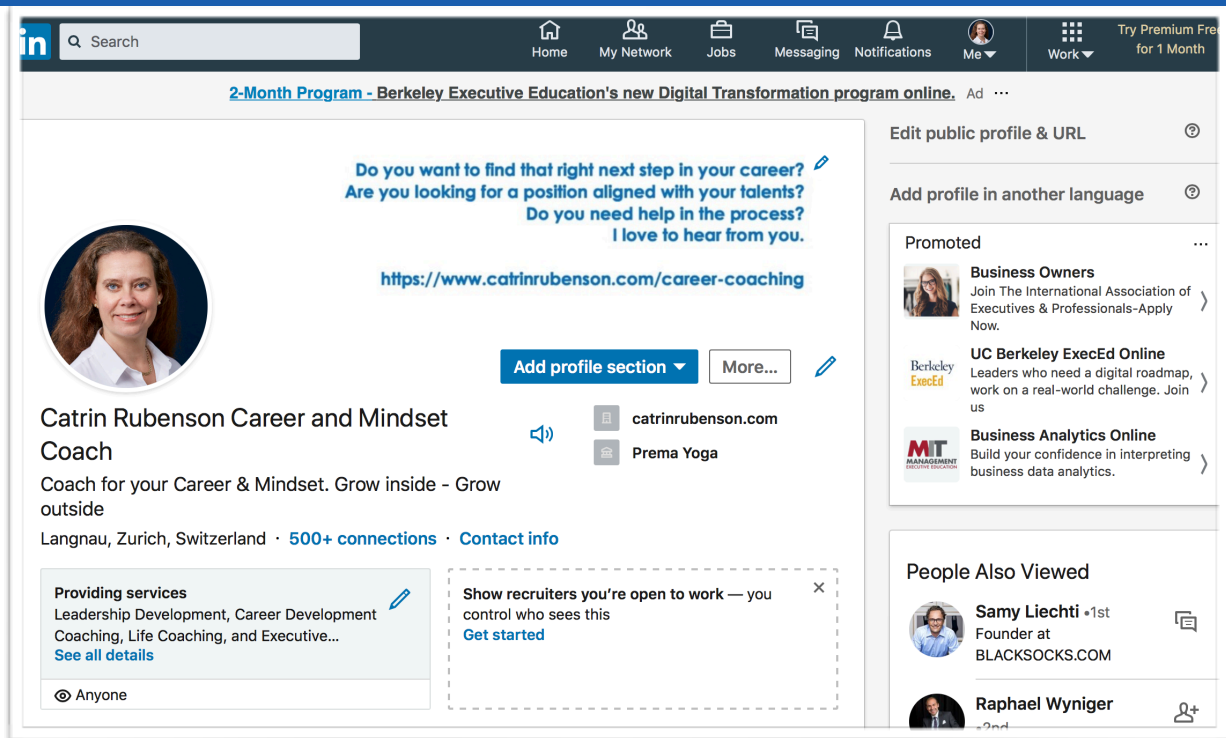


Hi, I am Catrin,
I am brought up in Sweden,
I have worked in Switzerland within Digital Media for 20 years.
I am a Career and Mindset Coach.
I love start-ups, ideas, yoga, water, dogs and balance.
I have started several companies from zero and taken them to a very profitable result.
I have 15 years of leadership experience
10 years as a CEO within Digital Media.
I am married in Sri Lanka and spend a lot of time there.
In my work as a coach, I focus on serving individuals to find the next step in their career and entrepreneurs, to help them grow their business into profits.

Please book a first 15 minutes chat with me via
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How to pimp your LinkedIn profile?



1. Use the background picture to communicate what you sell or do.
2. Pick a high quality profile picture of your self.
3. Edit public profile URL to correspond with your offer or job, not your name. Most people that don't know you, will search a "coach" or a „english teacher,, and not for your name, as an example.
4. Your sub headline should contain your offering.
5. Add to the „more info“ field a bit more details around what people will gain from working with you. Add contact details here.
6. Choose your connections carefully. You can only have up to 30'000 connections. What is your audience? Who belongs in your network?
7. Update your skills, responsibilities and endorsements to see if they are updated and in line with what you are looking for at this platform.
8. Add interesting media links to articles, interviews, podcasts or videos
9. Individualize the profile to fit your personality and offering.
10. Keep the profile updated

Do you need some more inspiration? Please book a first 15 minutes chat with me via catrin.rubenson@gmail.com

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My Blog

www.catrinrubenson.com/blog

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