

FRESHERS / SENIOR PROFESSIONALS

LinkedIn Brand Starter

Clarify the profile signals that make your value easier to understand.

1. HEADLINE

Who do you help, what do you help them achieve, and what is your useful point of view?

2. ABOUT

Write three short paragraphs:

- The problem you care about
- The experience that shaped your thinking
- The outcomes or conversations you want to create

3. FEATURED

Add one visible proof point: a project, presentation, article, case study, recommendation or useful post.

4. FIRST POST

Share one decision you made, what you considered, and the lesson someone else can use.

Build trust first. Visibility follows.

