



## Creating and Updating Your LinkedIn Profile

*A Reference Guide for Independent Consultants*

### Setting up your LinkedIn presence for maximum results

Having a strong profile with the right targeting strategy is the first step in reaping the benefits from LinkedIn. This guide includes tips on:

- Crafting your message, headline, and key profile elements
- Making your profile stand out from the competition
- Increasing your LinkedIn visibility
- Dealing with endorsements and recommendations
- Utilizing rich media on LinkedIn effectively

Whenever someone in business meets you, they are likely to look you up on LinkedIn or do a Google search. If they do a Google search, your LinkedIn profile is likely to be the first search result. Therefore, your LinkedIn profile is your store front window. What should people see there to understand you professionally?

As a self-employed professional, think of your LinkedIn profile more like a biography than an online résumé. It should describe what differentiates you and why people want to work with you. What are your areas of expertise? What type of clients do you work with? What types of problems do you solve? What results do you create? The goal is to have the viewer know enough about you that they want to meet you in person, and ideally hire you to solve their problem.

### Increasing your visibility by 40 times <sup>1</sup>

- Populate everything in the top box, including a photo
- List at least two job experiences
- Show at least five recommendations

Having all these things triggers the LinkedIn algorithm to give you higher visibility when someone does a search. For example, if someone searches on “Performance Management” and this is one of your key skills and it is also a keyword/phrase you have used in your headline as well as your summary, your profile will appear higher in the list of search results than if you didn’t have the three things listed above in your profile.

### Before you start updating or editing your profile

Two tips. First, decide whether you want any new entries or changes to be shared with your network. New entries are shared by choice. Edits to existing entries cannot be proactively shared.

When adding a new entry to a section of your profile, the following switch displays at the bottom of the window. Make sure the setting reflects your preference for this entry. (The default setting is specified in your privacy settings.) Toggle the switch for a particular entry by clicking on it.



**Yes, update my network**

Your connections may see this change in their feed or email.



**No, don't update my network**

Your connections will not see this change in their feed or email.

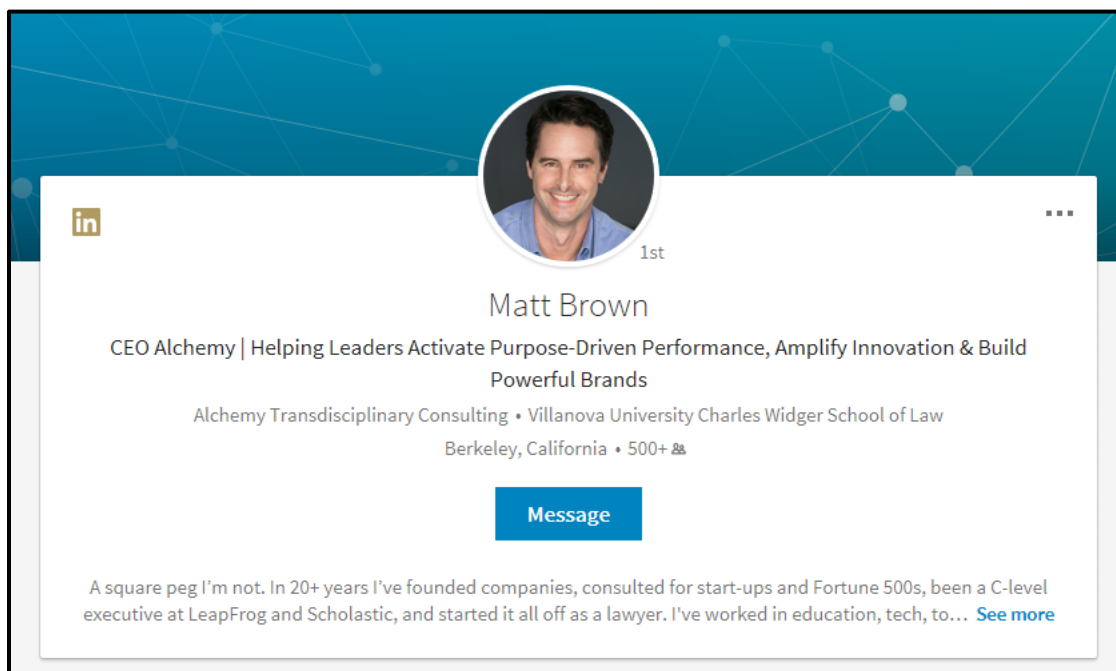
<sup>1</sup> LINKEDINSIGHTS.com - <http://bit.ly/2nrOhLh>

Be judicious about what you share. You may not want an update going out every time you add something if you are making a lot of updates at once or making updates belatedly.

Second, write all text in a word document so that it is easier to see, edit, spellcheck and proofread. Then copy/paste the content into the appropriate fields on LinkedIn. This will help avoid mistakes.

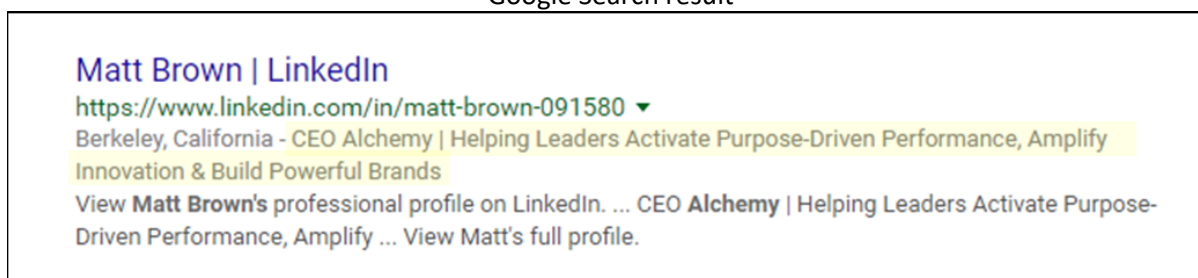
## The “top box” – your profile summary

This is the most important section!



Most of the info here is what shows up in a LinkedIn search (for example, if someone were to search LinkedIn for “digital marketing” or “talent management”). It is also what appears in a Google search (minus the photo).

### Google Search result



This is why a descriptive headline is so important.

## Your headline (sometimes called a “tag line”)

Your headline is the text that appears right below your name. It's also what drives search engine optimization and what shows up on Google search results so it's important to put some thought into it.

Your headline has the same function as the headline of an advertisement; its primary purpose is to get the target audience to want to find out more. It needs to be succinct, informative and unique.

Sadly, most LinkedIn members think “headline = job title.” The problem with this approach is that most job titles are likely to be too generic to distinguish you from everyone else with your skill set. For example, “Management Consultant” or “Founder of Jane Smith Consulting” is too vague to be useful.

To have your headline work for you, it should say what you do and entice people to learn more about you.

**Especially if you are an independent consultant, your headline needs to be client-facing and describe how what you do helps your clients.** Create a headline that summarizes who you are, who you serve, the problems you solve and/or the value you bring.

Longer headlines are better because you can be more descriptive and use keywords that recruiters and potential clients may use in their searches. Put yourself in your clients’ shoes – if they were going to find you via keyword search, what terms would they use? Include descriptors relevant to your expertise (e.g., “process reengineering”, “organizational design”, “merger integration”) in order to boost search engine optimization.

Although you are limited to 120 characters, most people only use a fraction that limit. Push yourself to use all 120.

Here are some good examples that use keywords and summarize client results:

- *Helping leaders activate purpose-driven performance, amplify innovation & build powerful brands.* (99 characters and spaces)
- *Supply chain solutions and business process reengineering resulting in breakthrough cross-functional performance.* (112 characters and spaces)

It doesn’t have to be just one phrase. Use vertical bars to separate ideas. Example:

- *Reinventing Work & Reigniting Leaders | Consultant | Coach. Developing targeted solutions to increase performance.*

Include at least one action “-ing” word to summarize the results you create for clients. Some examples:

- *Building high performing sales teams that...*
- *Creating highly functioning leadership teams that inspire...*
- *Optimizing processes for maximum throughput resulting in...*
- *Increasing sales conversion through...*
- *Harnessing the power of workforce analytics to minimize turnover and increase engagement...*

Increasing, Maximizing, Raising, Leveraging, Mobilizing, Utilizing, Channeling, Expanding, Growing, Augmenting, Boosting, Reducing – all of these words lead to results of some sort so to try to work one (or two) into your headline.

Also, include words that explain the result of your work. Use phrases like “so that...” or “enabling...” or “leading to...”

For more samples of a variety of excellent headlines, see "[How to Turn Your LinkedIn Headline from Blah to Memorable](#)" by Ana Hoffman.<sup>2</sup>

There’s no need to include your job title or the name of your company; that info will already be lower in your profile at the top of the “Experience” section.

Take advantage of the space! Not using it is like having a corner retail store but only putting merchandise in one of the two windows. Create your headline in a Word document and then go to Review > Word Count to see how many spaces you’ve used. If it’s less than 100 characters, you’re not done. Add more keywords or results.

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<sup>2</sup> How to Turn Your LinkedIn Headline from Blah to Memorable by Ana Hoffman: <http://bit.ly/2mU5rVA>

Remember, when a potential client looks at your profile, they first want to know whether or not you can help them, and they next want to know if you are someone they might want to work with. Your headline can help with the first item, the photo and the rest of your profile will help with the second.

## Your photo

**You must have one!** Having no photo at all makes you seem mysterious, untrustworthy and definitely unprofessional.

- If you don't have a photo, the viewer is likely to assume that you are really unattractive or too stupid to upload a photo.
- People who include a photo receive up to 21 times more profile views and up to 36 times more messages, according to [statistics from LinkedIn](#).<sup>3</sup>
- "Like a house that's on sale, the assumption is that if there's no photo, something's wrong," says LinkedIn career expert Nicole Williams.<sup>4</sup>

**Make sure it is a professional looking photo!** You'll benefit from investing in yourself with either a professionally created headshot, or a photo taken in front of a plain background. All you'll need are professional clothes, a camera-bearing friend (even a newer-model iPhone will work), and a confident smile to boost your opportunities on LinkedIn. *Do not* use a photo from an event where you have cropped out your date or partner; this will definitively detract from your professional image. Do dress in what you would wear to a client. Don't wear distracting jewelry or have your sunglasses on your head. Remember, if you want potential clients to hire you for thousands of dollars you need to look the part.



**The headshot you choose is an important part of your personal brand.** Potential clients will form an opinion based on the message sent by your photo before they even read your summary box. Don't discourage them by presenting your private, non-work persona. A professional headshot is worth every penny. If you are camera-shy, spend the extra money for a professional photographer who can bring out the best in you. This doesn't have to cost a fortune; [JC Penny Portraits](#) does them for as little as \$49.99. (Note that the cost of a professional photo is a tax-deductible expense. :-)

When you upload the photo, zoom in and crop it so that your face uses about 80% of the space. LinkedIn will use this image all over the platform in various sizes so you want an easy-to-see face next to your posts, comments and messages.

Make sure your photo can be seen by everyone, not just your connections. (See the last page of this guide for instructions on this.)

If you are unsure about your photo, or you need help deciding which one to use, try getting them reviewed for business purposes at [PhotoFeeler.com](#). It's free if you give your own opinion (votes) on other people's photos, or you can buy credits instead of voting.

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<sup>3</sup> 5 Steps to Improve your LinkedIn Profile in Minutes by Catherine Fisher: <http://bit.ly/2nFiNni>

<sup>4</sup> The 5 Most Important LinkedIn Features You Aren't Using Correctly: <http://bit.ly/2ogCwLv>

## Use keywords

Use them in your “top box” summary and throughout your profile. Think of what a potential employer or client might search for and/or what you are particularly skilled at. If you don’t know, look at the endorsements section of your profile for ideas. However, don’t just list key words all over the place. Make it seem natural. For example (key words emphasized here in italics):

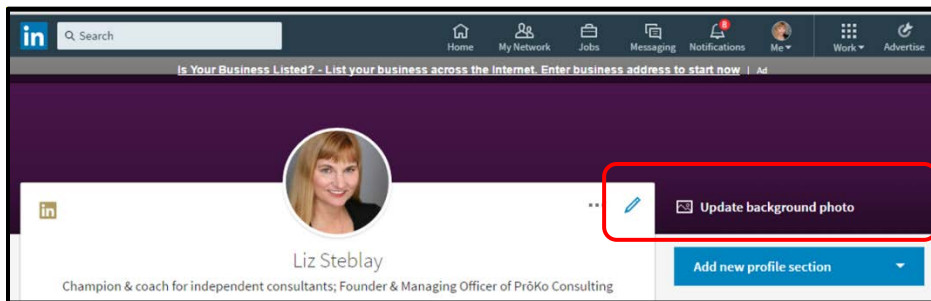
I have more than 12 years of extensive experience in *Digital Marketing* and *Social Media*.

- or -

My strengths include:

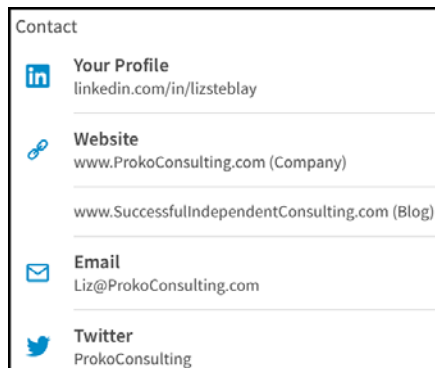
- *Marketing strategy*
- Marketing planning and execution
- *Product messaging* and positioning
- Sales and partner enablement
- Boiling technical speak into customer language
- Product launches

## Your profile header background



Putting a custom color or image behind your profile is another way to make your profile unique and make you more memorable. Taking the time to add this element shows that you are serious about your career and profession. Background images need to be able to fit 1536 x 768 pixels. They also need to be a file type JPG, GIF or PNG and less than 4MB. For more information, see the [LinkedIn help page](#) on background images.<sup>5</sup>

## Your Contact Info

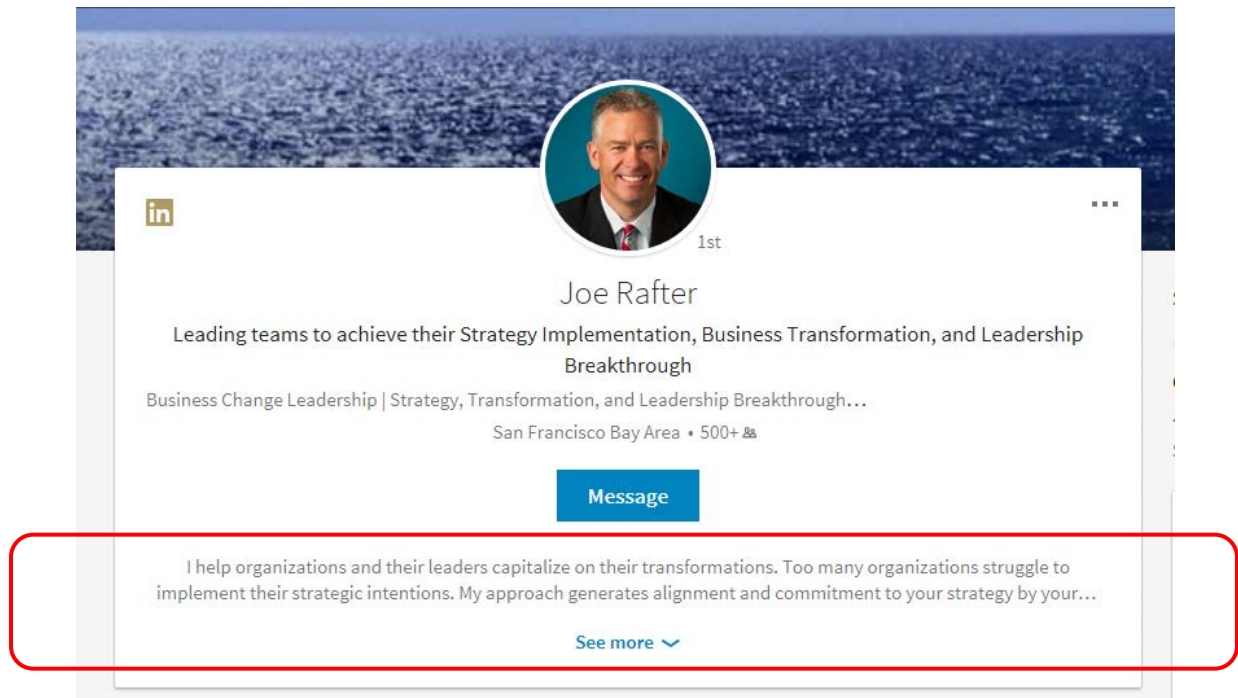


With the new look and feel of LinkedIn (as of spring 2017) your contact info is now easily visible in the sidebar of your profile. Make sure this is as complete as possible. When you are self-employed, you want to make it easy for people to find out more and to contact you. I also recommend that you create a custom URL for your LinkedIn profile, for example [www.linkedin.com/in/lizsteblay](http://www.linkedin.com/in/lizsteblay) (last name) or [www.linkedin.com/in/strategyimplementation](http://www.linkedin.com/in/strategyimplementation) (area of expertise). To do this go to your profile and look for the section just below the square ad in the sidebar.

<sup>5</sup> Adjusting Your Profile Background: <http://bit.ly/2oEw50Y>

## Your summary

This part of your profile isn't called out or clearly labeled; it's the section of text that appears under your header information. This is where you need to explain what makes you different and what you do best. It's the place to tell your story (sometimes literally), summarize what makes you exceptional at what you do, and explain why someone should hire you. It's one of the most important sections of your profile because *it's personal*.



In this section expand on your headline and remember to use keywords and emphasize results. Mention key accomplishments and/or include mini case studies as examples of your work. **Explain what you do from your prospective client's point of view—what problems do you solve or what pain points do you address?** This section is also the place to **explain why you do what you do to help prospective clients and colleagues better understand you.** (But try to avoid using “passionate”; it's over-used and better suited for personal pursuits.)

Note that only the first two lines of text appear “above the scroll.” That's about 220 characters on a computer and roughly 92 on a mobile device, so start this section with your most compelling information. That said, aim to use as much of the 2,000-character limit as possible. In the example above, the summary starts by saying, “I help organizations...”, then explains the pain point or difficulty that he helps to alleviate. He gets right to the point “above the scroll”.

In the Summary section list your areas of expertise so the viewer can see at a glance what you are good at. This is an excellent way to get more keywords into your profile, terms that someone would search on like “supply chain optimization”. Besides, lists break up blocks of text and will make your summary easier to skim.

Do not just copy the Summary section of your résumé:

- It's likely dry and boring.
- It's probably filled with incomplete sentences.
- It will probably only fill a fraction of the available space so you will under-market yourself.
- It's probably not written from the client's frame of reference.

Your résumé probably says, “I’m an expert at” or “I’m this” or “I’m that.” **Your Summary, like your headline, needs to describe what you do from the client’s frame of reference. In other words, how can you help them and what problems can you alleviate?**

If you struggle with writing the Summary section, imagine explaining what you do to your mom. If you tell her, “I am a management consultant that helps businesses solve problems”, what questions will she ask?

*What kind of problems?*

*Why do they hire you? Is there something in your prior experience that makes you particularly good at this work?*

*How do you do it, solve their problems?*

*How do you know when you are done or the problem is solved?*

*Are your clients happy with your work? How can you tell?*

The important thing to remember is to **be authentic**. Show your personality and what motivates you. If you get excited about something, clarify why. If certain business issues drive you nuts, explain why you’re so determined to fix them. Summaries are compelling when the reader gets a glimpse into what makes you tick and how you work.

Should you write it in first person or third person? Experts are split, but as an independent consultant you want to come across as approachable, so first person is best. Besides sounding overly formal, writing in the third person can seem like you simply copied your résumé. It can also make the reader think of the [Seinfeld episode](#)<sup>6</sup> where Jimmy talks about himself in the third person.

Remember, think of your LinkedIn profile more like a three-dimensional biography, a way to market your whole self, not just your work experience and skills. Do this by including results, interests, and what motivates you in your career. For example, “I’m fascinated by...”, “I’ve always been a student of...”. It’s not only OK to be human in this section, it’s encouraged. Clients want to hire someone they’ll enjoy working with, not a robot.

End this section with a call to action, whether it’s to network, explore opportunities, or inquire about something.

“Reach out if you want to talk about digital transformation or college football...”

“Contact me if your company is struggling with...”

“Send me an InMail if you want to learn more about...”

**To make your profile more interesting and three-dimensional, use rich media.** You can link to a video and add a brochure, a PowerPoint presentation via SlideShare, a white paper, a client case study... whatever you think will help a prospective client better understand what you do and how you do it. Embedding images and video into your profile will help boost you from an ordinary person to a professional brand. (Related article: ["Personal Branding Is Vital for Independent Consultants"](#).<sup>7</sup>)

Personal branding expert, William Arruda, writes in his Forbes.com article, [“The 5 Most Important LinkedIn Features You Aren't Using Correctly”](#)<sup>8</sup>:

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<sup>6</sup> <https://youtu.be/Apa0nG1OfUc>

<sup>7</sup> <http://bit.ly/2lb5MhT>

<sup>8</sup> <http://bit.ly/2ogCwLv>

*LinkedIn allows you to integrate images and video directly into your profile, yet most profiles don't contain any multi-media content. Thanks to technology, a picture really is worth a thousand words. With this new feature, you can add tens of thousands of words without turning your profile into a huge, boring whitepaper on the brand called you. And, because most people aren't using this feature, it helps your profile stand out.*

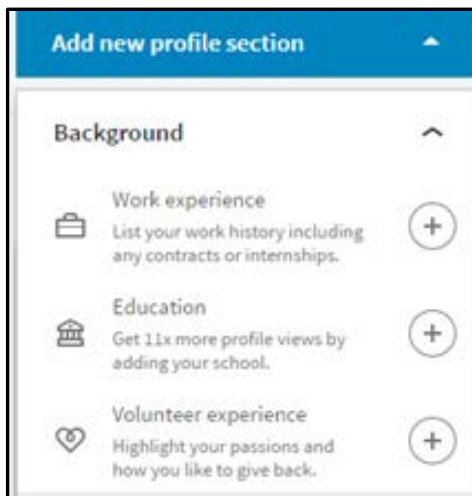
You can add rich media to your main summary or to a specific job or position in the experience section. If it's only one or two things, add them to the Summary because they are more likely to be seen there. On the other hand, if you have a case study or other media for several of your projects, list the projects and add the media in the Experience section of your profile.

The Summary section has a limit (2,000 characters) so adding rich media is a terrific way to add more information without exceeding the limit, and while avoiding a large block of text.

Adding media is easy. Click on the little pencil icon in the top right corner of your profile, then scroll to the bottom of the section and use the *Upload* and *Link to Media* buttons.



## Background: Your work experience



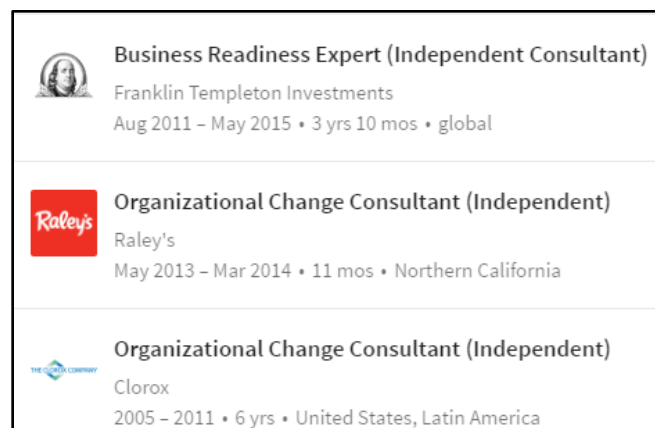
The three sections related to work experience, education, and volunteering are added and edited from the same part of the profile menu in the right column called "Background."

Work Experience is straightforward so just a couple of tips.

1. You can have more than one job at a time. For example, you are the founder of Rockstar Consulting and you are also working as a consultant at Arista Records. Just be sure to list your primary role first since that is what will appear in the top box summary.

Do not create two separate profiles if you have two simultaneous jobs; this is confusing for the viewer. Which profile is the real you?

2. If you have an impressive client list, it's a good idea to list your projects here in the Experience section rather than lower in your profile under Projects so your potential clients are more likely to see it. List the project with your role followed by "consultant" or "independent" in parentheses so the reader can easily understand your role and employment relationship. It's also a good idea to add a sentence summarizing how you made a difference. (Results, results, results! You want the reader to imagine you doing those terrific things for them.)





Caveat: With the new LinkedIn format, only the title and dates will show; the reader has to click on “See description” to see any detail and most won’t bother. Consequently, be sure to list key roles and results in your Summary section as well.

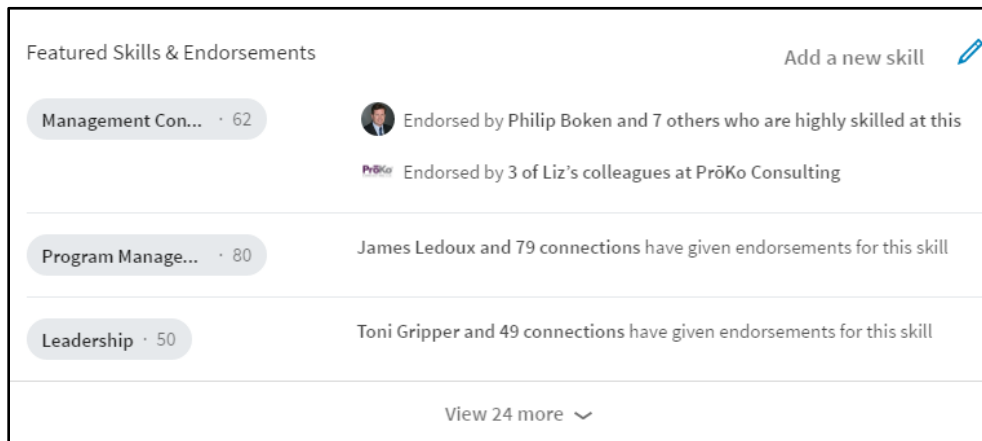
## Background: Education and Volunteering

In the Education section, omit dates to avoid any unconscious bias related to your age. Do not include your high school.

Do include volunteer experience, even if it’s older, such as Little League coach 2014, or if it’s periodic like something you do once a year. Listing volunteer activities gives the viewer a glimpse into the “real you” beyond your professional persona. Don’t be flat and boring. Be three-dimensional instead. Be human.

Note: Certifications cannot be listed in this section for whatever reason, but they can—and should—be added lower in your profile in the Accomplishments section.

## Skills and Endorsements

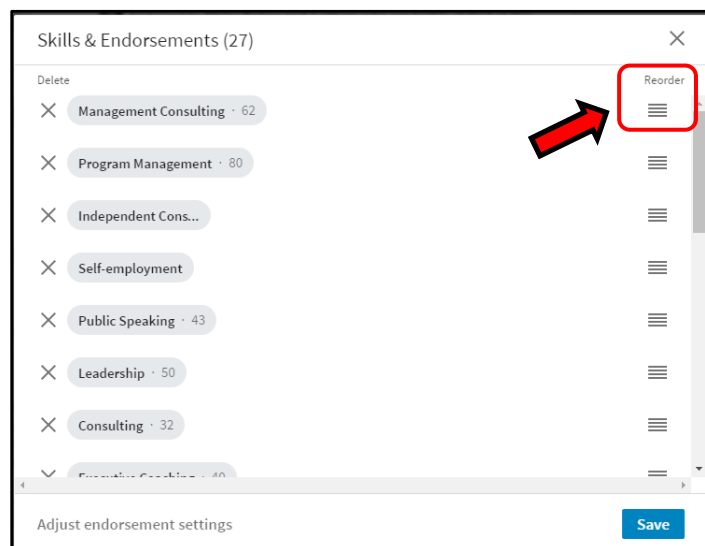


This section is an opportunity to flesh out your personal brand – emphasize the skills that are related to your sweet spot and delete the skills that aren’t. The three keys to making the most of this section work are prioritization and curation.

With only three skills showing on the screen without clicking “view more” (image above), it’s important to show the right ones. These may not be the ones with the highest number of endorsements, especially if you are making a career shift. **Make sure the three skills that support your go-to-market positioning are at the top of this list.** This is what you want potential clients to see.

1. Click on the blue pencil icon in the top right corner of the section. (See image above.) A new window like this one will pop up.
2. Click on the three lines on the right and drag the skill up or down to where you want it.
3. Remember to click “Save”.

Tip: Do not get distracted by clicking on an individual skill or on the “Adjust settings” at the bottom; the system will not remember your new skill order and you’ll have to do it over again.

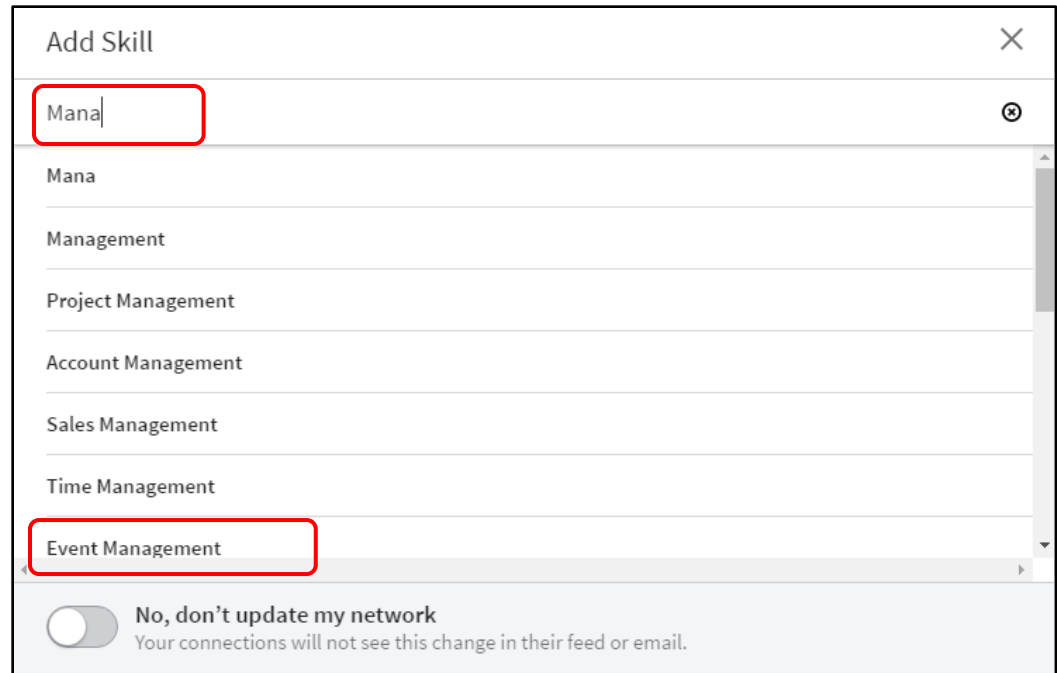


While you are re-ordering your skills, delete the skills that do not reinforce your personal brand by clicking on the X to the left of the skill.

What if one of your most important skills isn't on the list or doesn't have any (or many) endorsements?

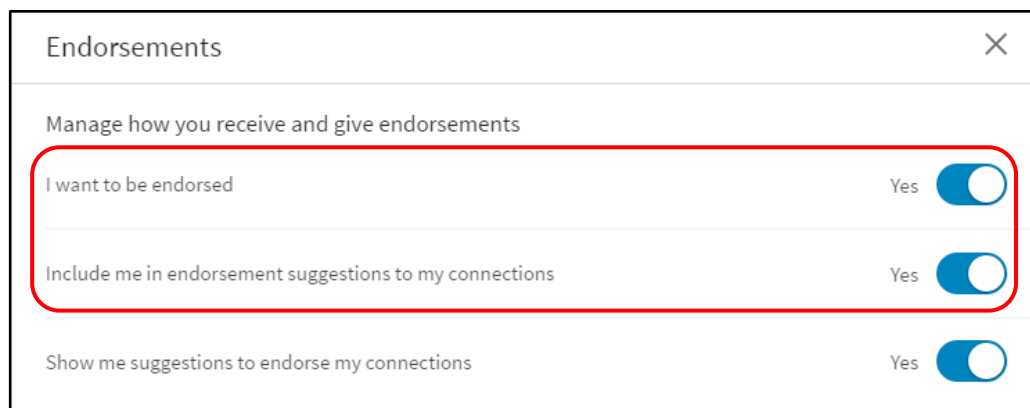
Adding a new skill is easy. On your profile page, instead of clicking on the blue pencil icon in this section click on "Add new skills". Try to list skills that are suggested by LinkedIn because they are also keywords. Simply start typing the skill and select one that LinkedIn suggests based on its massive database of 322 million

profiles.<sup>9</sup> For example, if you want to add a skill related to managing events, instead of creating the skill called "Managing Events," start typing "Managing...", then select "Event Management" from the list of suggestions. This will link the skill in your profile to LinkedIn's massive database and help your profile come up in keyword searches.



**Do endorsements matter? Yes.** For better or worse, people make judgments based on what they see on this list. They may not admit it, but viewers take in what they see and add it to their perception of you. Here are two tips for getting endorsements.

**Set your settings properly for endorsements.** In the Skills & Endorsements section, click on the blue pencil icon and scroll to the bottom of the pop-up screen. Then click on "Adjust endorsement settings". Make sure the first two choices are set to Yes.



<sup>9</sup> Source: "By the Numbers: 100+ Amazing LinkedIn Statistics" (updated January 2015) <http://bit.ly/2nTaAg3>

Getting endorsements for an existing skill or a new skill does not have to be left to chance. **Ask people to endorse you for specific skills.** Although it seems a bit like gaming the system, there's no rule against it. It's especially helpful if you're making a career shift. There are two methods for this: *quid pro quo* and *friends & family*.

**Quid Pro Quo Method:** Send a message via LinkedIn to people you know fairly well, especially fellow independent consultants or people making a job change, saying you'll endorse them if they endorse you. Here is some sample text:

*Hi,*

*I recently read that skill endorsements on LinkedIn really make a difference in how others perceive you, particularly recruiters and potential clients. What skills would you like to rank high on your list? I'm happy to endorse you for the skills you'd like to emphasize.*

*In return, when you have a couple of minutes, I'd appreciate it if you'd endorse me for these three skills. (Just these three; I'm trying to get them ranked higher on my list.)*

- *Business Transformation*
- *Culture Change*
- *Organizational Effectiveness*

*Thank you. Be sure to let me know your top three.*

*Liz*

If you take this approach it's best to personalize each message ("Hi Joe,") so you come across as sincere rather than "spammy". Also, be sure you keep your word and endorse the other person in return.

**Friends & Family Method:** Send an email to your inner circle explaining what you're trying to do and why, then ask them to help.

*Hi,*

*Now that I'm self-employed I'm paying more attention to my "go to market" strategy and how people perceive me online. I recently read that skill endorsements on my LinkedIn profile influence people's perceptions, especially those of potential clients, so I'm trying to boost the rankings of certain skills. I'd appreciate it if you'd take two minutes and endorse me for these three skills. (Just these three; I'm trying to get them ranked higher on my list.)*

- *Business Transformation*
- *Culture Change*
- *Organizational Effectiveness*

*Here's how to help me out.*

1. Go to my profile: <https://www.linkedin.com/yourURLhere>
2. Scroll down to the section "Featured Skills and Endorsements" and click at the bottom where it says "View More".
3. Find the three I have listed above and click on the + symbol next to the skill. Once you click it the symbol will change to a check mark.

*That's it! Thank you for your help. Let me know how I can return the favor.*

*Liz*

*PS: You may need to reload the page in order for my list of skills to refresh.*

Some notes on asking for endorsements.

- a) You may want to reorder your skills so that the three you are targeting are already at the top of the list before you ask for the endorsements.
- b) Even though you add the skill to your list per the instructions above, for some reason it still may not show up in your list when other people look at it. Hopefully with the new LinkedIn interface (Spring 2017) this has been fixed but you may want to reach out to just one person first to see if the new skill appears in their list. If it doesn't, you may need to get them to endorse you for that skill first, then you'll get an email asking you if you want to "add skill" to your profile. After that it should appear on your list.
- c) Profile update alert messages are not sent to your connections when you delete or reorder skills.

## Recommendations

The difference between an Endorsement and a Recommendation is quality. An endorsement is like a "thumbs up" or "Like" on Facebook; a recommendation carries a lot more weight because the person had to take the time to actually go into LinkedIn and write something about you. Recommendations may be more important for people looking for "a real job" but they matter for consultants too. It says a lot to a potential client if they see that other clients have taken the time to write a testimonial.

Suggestions for getting client recommendations:

- Timing – Ask for a recommendation right after you have delivered the work, when they are seeing the results. In other words, right when you most deserve it.
- Context – When you ask for the recommendation, provide the person with some text or bullet points so it is easy for them to edit. (Writing a recommendation from scratch is a chore.) This way they can edit the text or simply copy, paste and publish. Make it simple for them to take action; it's so much easier to edit something than it is to write something from scratch.

Here are some additional tips from [The Undercover Recruiter.com](http://theundercoverrecruiter.com) <sup>10</sup>:

- What is your key strength? (include example)
- What did they enjoy the most about working with you? (suggest some text)
- What word would they use to describe you and why? (suggest some text, even if it's for them to fill in the blank. For example, "If I had to give one word to describe Joe, I'd say \_\_\_\_\_. He always seems to \_\_\_\_\_.")
- One problem that they had, which you helped them overcome and how? (include example, their feelings and your action points)

For more information on Recommendations including how to request one through the system (making it even easier for the person you are asking) and how to hide one you don't like, click [here](#).<sup>11</sup>

## Accomplishments

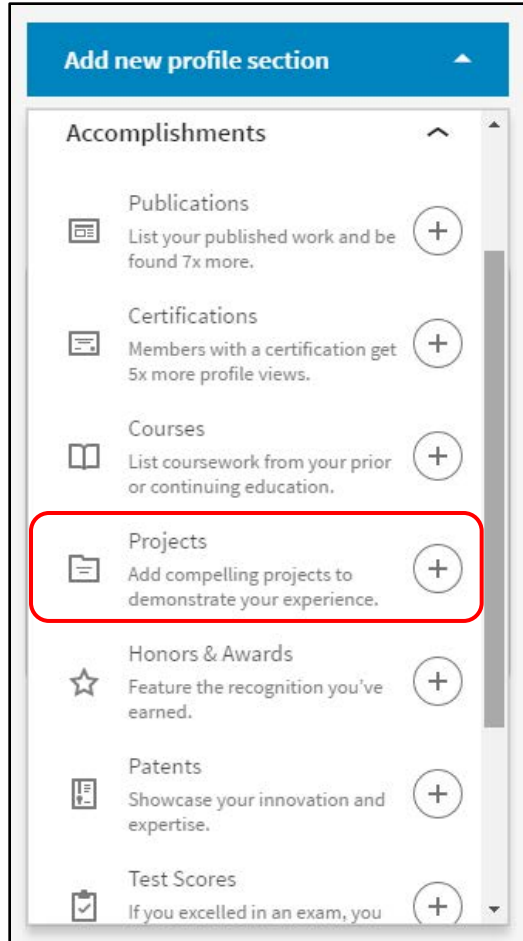
Think of this section of your profile as another storefront window where you can display your wares. Use this section to reinforce your capability and credibility, as well as to differentiate yourself from all the other consultants in your field. In some ways, this section was designed for independent consultants so take advantage of it!

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<sup>10</sup> <http://theundercoverrecruiter.com/linkedin-recommendations/>

<sup>11</sup> <http://bit.ly/2okKklb>

## Projects



List your key projects with a short summary and your role. *Be sure to include the results of your work!* (For help, see [“How to Add Accomplishments to Your Résumé and LinkedIn Profile”](#) by Julia Erickson.)<sup>12</sup> Your objective: By the time a potential client skims this section they have a good idea of the type of work you do and how you make a difference. You get bonus points if they can imagine you doing this for their company.

List only those projects that reinforce your go-to-market strategy and brand positioning. It’s OK to list projects you did as an employee; you don’t have to mention the company name. Instead you can use generic phrasing like “...for a Fortune 500 global retailer” or “...with a multinational tech company”. Listing the project dates and key people you worked with are optional.

### **As a self-employed consultant, do not skip this section!**

Without it your profile may convey that you are just between real jobs and not really a professional consultant. Remember, you need to convey capability, confidence and “humanness” to inspire potential clients to find out more.

Obviously, consulting is a people business. Clients want to hire consultants they like. By completing the additional parts of the Accomplishments section, you will appear more human, different from other consultants, and possibly facilitate a common connection between you and the client by listing schools and organizations.

**Test scores** – Don’t list them. Emphasizing your book smarts often comes across as overcompensating for some other skill you lack, like confidence.

**Certifications** – Definitely list them, all of them. Clients often use certifications as a way to winnow candidates and to search for candidates.

Unlike mutual funds, when it comes to consulting, past performance is indeed a good indicator of future results. Make sure your LinkedIn profile reflects your results and success. Outline how you help clients in the summary section, then use the Accomplishments section to seal the deal.

<sup>12</sup> <http://bit.ly/2nrDsZA>

## Privacy settings

Although having a kick-ass profile is critical when you are self-employed, it's still a good idea to adjust your privacy settings including:

- How your profile appears in search engines
- Who can see your photo (make sure it can be seen by everyone, not just connections)
- Who can see your list of connections
- Whether your network is notified about profile changes
- Whether you are visible (traceable) when you look at other people's profiles versus viewing in private mode
- Whether to notify connections when you're in the news
- Who can follow you and see your public updates

To access your privacy settings, click on the "Me" dropdown menu located in the top menu bar and select Settings and Privacy. Then click the Privacy tab.



Account Privacy Communications

Profile privacy

Blocking and hiding

Data privacy and advertising

Security

**Edit your public profile** ← Adjust who can see your photo here. Change

Choose how your profile appears in search engines

**Who can see your connections** Change

Choose who can see your list of connections Connections

**Viewers of this profile also viewed** Change

Choose whether or not this feature appears when people view your profile No

**Sharing profile edits** Change

Choose whether your network is notified about profile changes No

## One last tip: Have only one LinkedIn profile!

Avoid having multiple personalities and make sure you have only one profile. (To double check, simply do a LinkedIn search on your own name.) Having more than one profile raises questions, implies a lack of transparency, and impacts your trustworthiness. Plus, it's easy for someone to find both profiles. A search on "Sue Smith" previously employed by PwC and living in New York will bring up both profiles if more than one exists.

Why would someone have two profiles?

- a) Someone has a real full-time job but has started an independent consulting practice on the side
- b) Someone works part-time for a boutique consulting firm but also does independent consulting

LinkedIn allows you to have more than one current position so use that feature instead.

**BE AUTHENTIC. BE YOU. BE YOUR BEST!**

## About the Author



*Liz Steblay is the founder and Managing Officer of [PrōKo Consulting](#), a modern talent model that brings together top-tier independent consultants and client corporations, and author of “[Successful Independent Consulting](#)”, a blog to help self-employed professionals be their best. New content is published about every 10 days. If you found this guide useful, sign up to receive other helpful tips via email at [www.successfulindependentconsulting.com](mailto:info@successfulindependentconsulting.com).*