

# LINKEDIN PROFILE AUDIT

Aligning your digital presence with your Path & Purpose

## 1. VISUAL FIRST IMPRESSIONS

---

### Profile Photo:

Is it a high-quality, professional headshot with a clean background? Does it reflect the energy of your target industry?

### Banner Image:

Avoid the default blue background. Use this space to showcase your "Path"—perhaps nature-inspired visuals, a professional workspace, or a brand-aligned graphic.

## 2. THE STRATEGIC HEADLINE

---

### Beyond the Job Title:

Don't just list your current role. Use a formula: [Job Title] | [Key Skill/Value] | [The Purpose You Serve]. (e.g., "Career Coach | AI Enablement | Helping professionals find their Path").

## 3. THE "ABOUT" NARRATIVE

---

### The Hook:

Do the first two lines grab attention? State your mission or your most significant professional impact immediately.

### Connect Past to Future:

Use this space to explain your professional evolution. Why do you do what you do? What is your Purpose?

## 4. EXPERIENCE & PROOF

---

### Results-Oriented Bullets:

Avoid task lists. Focus on measurable outcomes. Instead of "Managed workshops," use "Scaled workshop attendance from 400 to 4,500+ annually."

***Pro Tip:** LinkedIn is an algorithm, but it's read by humans. Optimize for keywords so you're found, but write for connection so you're remembered.*