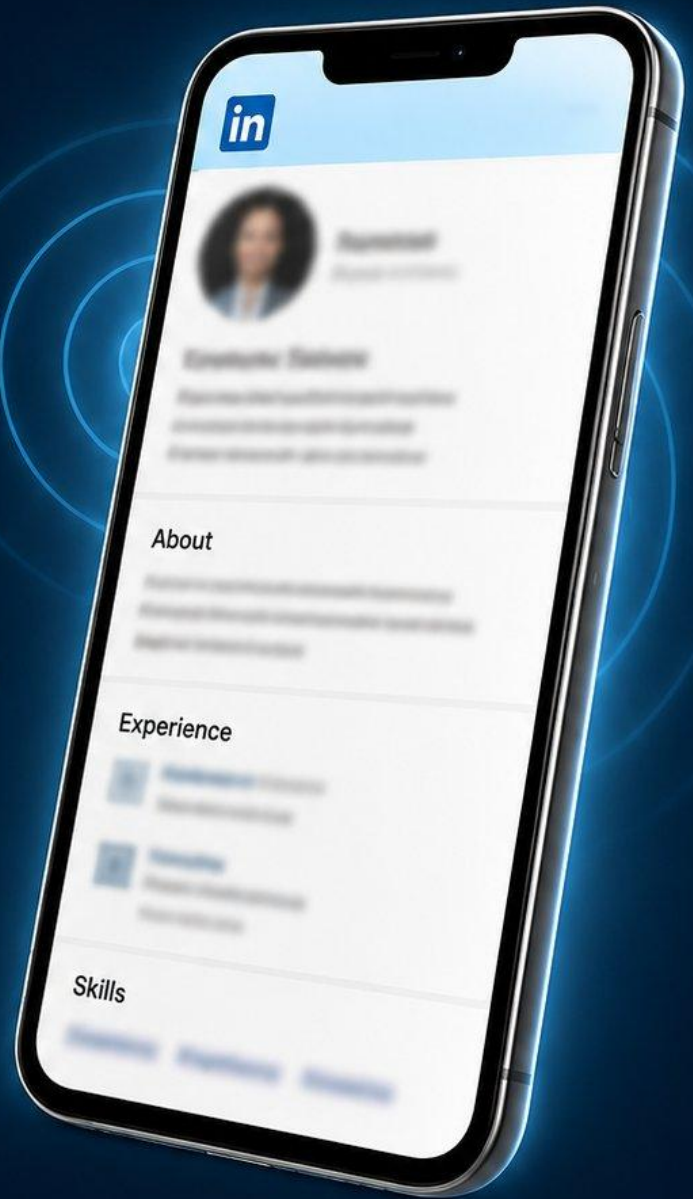


THRIVVRS

# IS YOUR PROFILE SENDING THE RIGHT SIGNAL?



CHECKLIST



# Is Your LinkedIn Profile Sending the Right Signal?

## A Self-Audit Checklist

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*Run this against your profile today. Be honest. Every item you cannot tick is an opportunity to improve your signal.*

### SECTION 1: PHOTO AND BANNER

- My profile photo is a clear, professional head-and-shoulders shot
- My background is plain or neutral, not a busy environment
- I am wearing professional attire appropriate to my industry
- My expression is calm and confident, not overly casual
- My banner image reinforces my professional context, not just a default blue background

### SECTION 2: HEADLINE

- My headline goes beyond just my current job title
- It communicates what I do, at what level, and in what context
- It does not use vague words like passionate, dynamic, or results-driven
- A stranger could read it and immediately understand what opportunity to associate me with

### SECTION 3: ABOUT SECTION

- My About section does not read like a biography or CV summary
- It communicates how I think, the problems I work on, and the impact I create
- It points toward where I am going, not just where I have been
- It is written in first person and sounds like a human, not a template
- It does not start with I am a passionate professional

### SECTION 4: EXPERIENCE

- Each role has more than just a job title and dates
- I have described the context of the role, not just tasks
- At least one entry includes a measurable outcome or result
- My most recent role is the most detailed entry
- My titles are market-recognisable, not internal jargon

### SECTION 5: SKILLS

- My top five skills directly reflect what my experience proves
- I have not listed skills I cannot demonstrate in my experience section

- My skills would appear in job descriptions for roles I am targeting

#### SECTION 6: OVERALL SIGNAL

- My headline, About section, and Experience all tell the same story
- Someone scanning for 10 seconds could place me in a relevant role
- My profile points clearly in one direction, not several

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### Your Score

Count your ticks and find your range below.

|                 |   |
|-----------------|---|
| <b>20 to 22</b> | <b>Well positioned.</b> Focus on refinement and consistency.                        |
| <b>14 to 19</b> | <b>Clear gaps exist.</b> Prioritise your headline, About section, and Experience.   |
| <b>Below 14</b> | <b>Full rethink needed.</b> Start with your headline and About section immediately. |

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For a structured, step-by-step guide to optimising every section of your LinkedIn profile with ready-to-use prompts, access [\*\*Mining Signal, Not Attention\*\*](#) here.

Ready to take the next step with Thrivvrs? [\*\*Book here\*\*](#) for a free Discovery Session.