



Professional Profile Checklist

Who is Think Bespoke?

Meet the Founder



My name is Karen Hollenbach and I'm an Independent LinkedIn Specialist Trainer and the Founding Director of Think Bespoke. With over 13 years LinkedIn training and LinkedIn profile writing experience in Australia, I've helped thousands of people and hundreds of organisations use LinkedIn better to achieve their professional goals.

I offer a unique perspective for how to embrace LinkedIn at your own pace and in a way that is comfortable and genuine. I hope this checklist helps you start getting more out of LinkedIn.

About Think Bespoke

Think Bespoke is the home for individuals and organisations wanting to improve their LinkedIn presence. We help elevate the voices of quieter and more thoughtful folk so you can be heard and get found.

Some of our valued clients include:





Things do not change;
we change.



— Henry David Thoreau

Professional Profile Checklist

Profile Feature	Key Elements	Key Focus
<input type="checkbox"/> Images	<ul style="list-style-type: none">• Professional headshot photo• Background image	<ul style="list-style-type: none">• Professional and consistent with personal/company branding
<input type="checkbox"/> Pronounce Your Name	<ul style="list-style-type: none">• 10 second audio recording• Access via LinkedIn App• Record your name pronunciation and display it on your LinkedIn profile for others to listen to	<ul style="list-style-type: none">• This is an optional feature• If your name is hard for people to pronounce, use this feature
<input type="checkbox"/> Headline	<ul style="list-style-type: none">• Use the space available – 220 character limit.• Think key skills & focus	<ul style="list-style-type: none">• Connect message with featured section and About
<input type="checkbox"/> Featured Section	<ul style="list-style-type: none">• Feature LinkedIn posts, articles, external links, newsletters and images (e.g. PDF documents and photos)	<ul style="list-style-type: none">• Connect message with headline and About• Check view from mobile & desktop
<input type="checkbox"/> About	<ul style="list-style-type: none">• 2600 character limit• The first line is critical as readers need to click 'see more' to keep reading	<ul style="list-style-type: none">• Write in the first person• Write like you speak• Include a call to action at the end e.g. 'I invite you to connect'
<input type="checkbox"/> Pronouns	<ul style="list-style-type: none">• Specify your gender pronouns	<ul style="list-style-type: none">• This is an optional feature

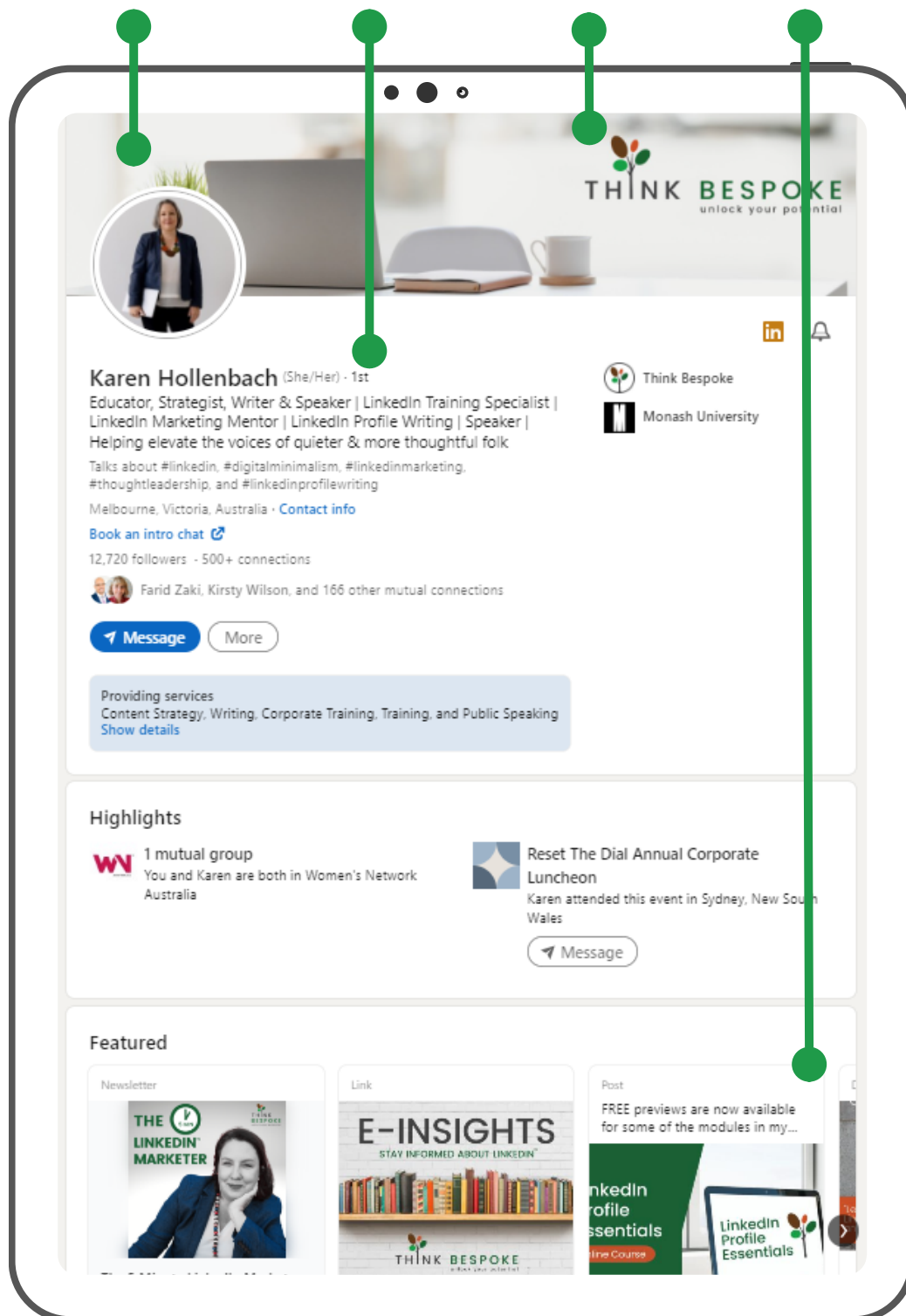
Profile Key Elements

Professional
Headshot

Headline

Background
Image

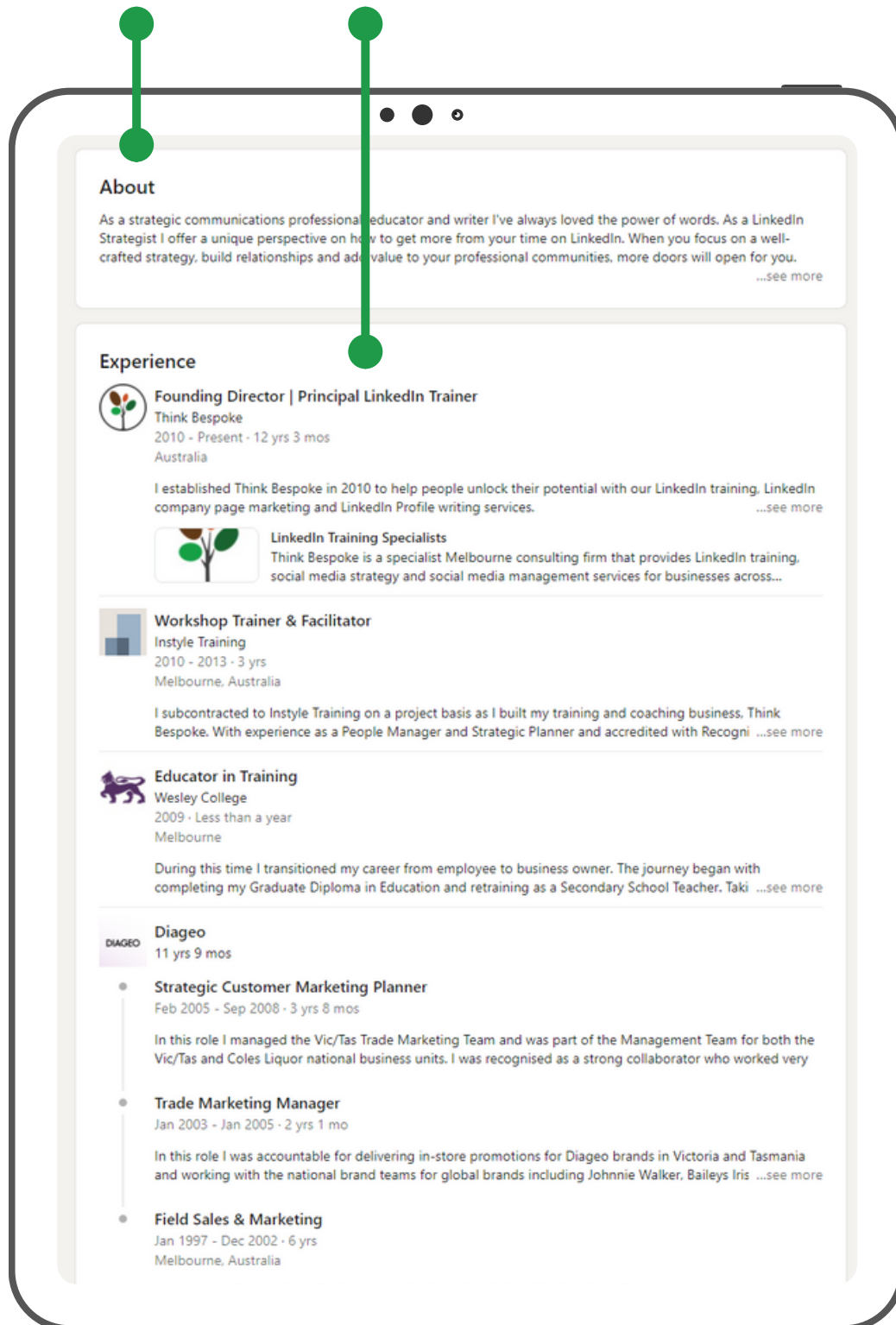
Featured
Section



Profile Key Elements

About

Experience



Profile Feature	Key Elements	Key Focus
<input type="checkbox"/> Experience	<ul style="list-style-type: none"> • Role • Company • Timing • Description 	<ul style="list-style-type: none"> • Explain the scope and breadth of your role • Describe key focus areas • List 1-3 key achievements
<input type="checkbox"/> Education	<ul style="list-style-type: none"> • Qualification • Educational Institution • Timing 	<ul style="list-style-type: none"> • Only include what is relevant to your goals for LinkedIn
<input type="checkbox"/> Volunteering	<ul style="list-style-type: none"> • Your Role • Organisation • Timing 	<ul style="list-style-type: none"> • Only include what is relevant to your goals for LinkedIn
<input type="checkbox"/> Licenses & Certifications	<ul style="list-style-type: none"> • Issuing organisation • Certification name • Issue date • Link to credential 	<ul style="list-style-type: none"> • Only include relevant and current licenses & certifications
<input type="checkbox"/> Skills	<ul style="list-style-type: none"> • Nominate top skills for top section of profile • Include up to 50 skills • Assign relevant skills to specific experience 	<ul style="list-style-type: none"> • Add at least 10 skills • List the skills as people would write them on a role profile or to search online
<input type="checkbox"/> Recommendations	<ul style="list-style-type: none"> • Provide evidence that others value your skills and contribution • They are as powerful as a client testimonial or referee 	<ul style="list-style-type: none"> • Ensure you include recent (last 12 months) recommendations • Request recommendations from people as senior as possible

Profile Key Elements

Education

Licenses & Certifications

Education



Monash University

Post Graduate Diploma of Education
2008 - 2009



RMIT University

Bachelor of Business, Marketing
1993 - 1996



Chisholm Institute

Certificate IV, Training & Assessment
2009 - 2009

Upgraded in 2011

Show all 5 education →

Licenses & certifications



Affiliate Trainer

RCSA Australia and New Zealand
Issued Jul 2022 · No Expiration Date

Show credential ↗



Alumni Mentor

Monash University
Issued Mar 2022 · No Expiration Date



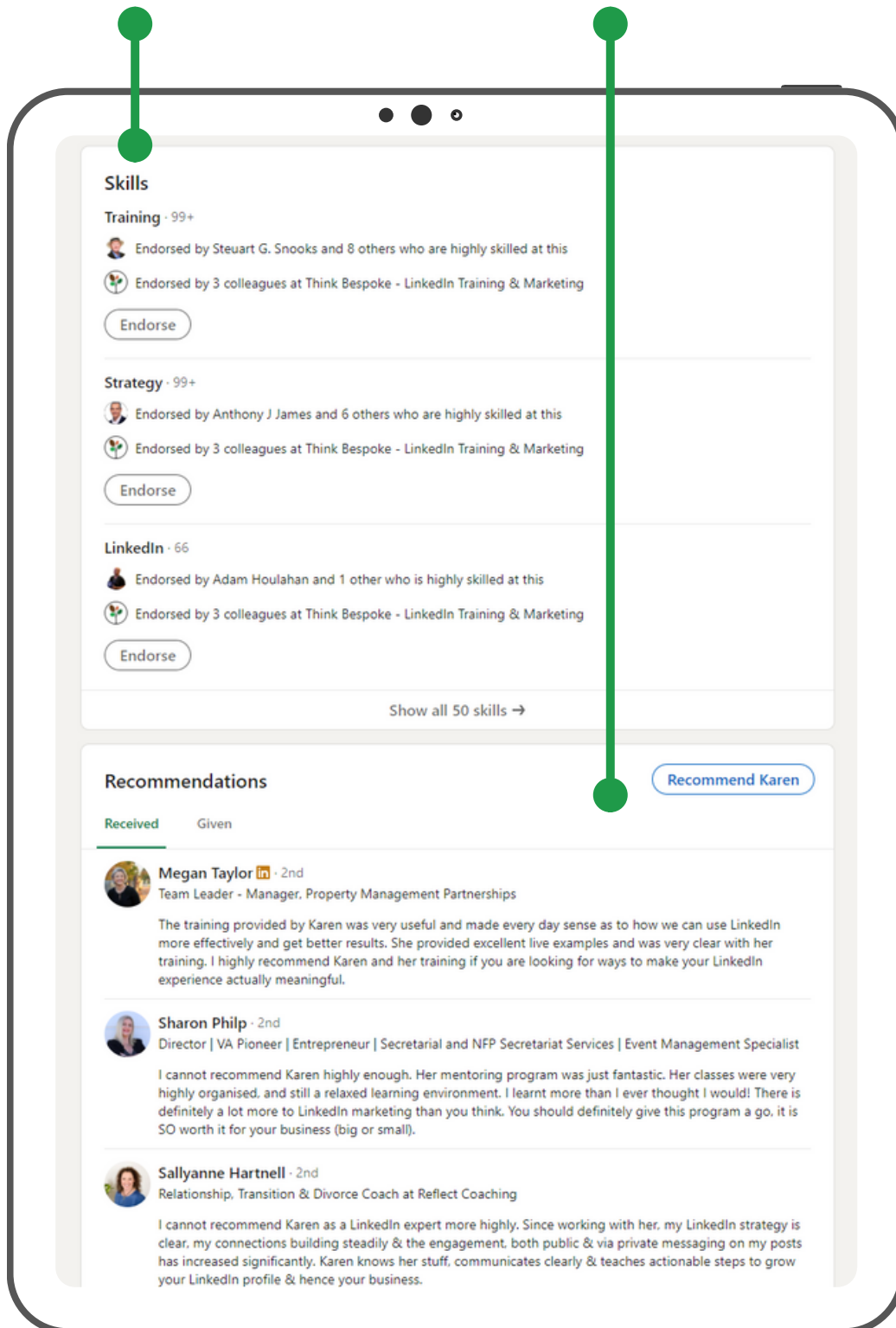
Co-Facilitator

Monash Business School
Issued Feb 2020 · No Expiration Date

Profile Key Elements

Skills

Recommendations



What Our Clients Say

I'm so thankful to Karen for her expertise, insights and patience. Her feedback and recommendations are invaluable and I definitely recommend Karen for anyone managing a LinkedIn page, or who wants to get the very most out of the platform personally. Thanks Karen!

Rachel Wald
Digital Engagement, Starlight Foundation

I would highly recommend Karen to anyone wanting to clarify and amplify their brand on LinkedIn. With her encouraging and direct style, Karen is able to cut through the noise so you can get out of your own way and move forward to build your brand.

Carolyn Marriott
Managing Director, Broadsight Advisory

Karen is a pleasure to work with. Our MBA students came away from their LinkedIn session feeling far more confident in their use of the platform and were able to immediately apply what they'd learned to create more professional profiles.

Bronwen Fallows
Graduate Development Manager, Monash Business School
Monash University

Need more assistance?

LinkedIn Profile Essentials Online Course

Learn how to present your unique story on LinkedIn.

Present the best version of your professional self on LinkedIn with the LinkedIn Profile Essentials Online Course. This is a great guide to take the guesswork out of creating or refreshing your LinkedIn Profile.

[Learn More](#)

From \$250

LinkedIn Profile Writing Services

Elevate your voice on LinkedIn.

We understand it's hard to write about yourself, so let us help you get found on LinkedIn with our professional writing services. We write your LinkedIn profile for you and update it live on LinkedIn, including the relevant profile features for your career or business goals.

[Learn More](#)

From \$950

LinkedIn Team Training

Contact us to request a quote.
hello@thinkbespoke.com.au

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