FREE GUIDE FROM PROFILE PICTURES

Seven fixes for your LinkedIn profile.

Fifteen minutes, no special software, and a profile that works for you while you're busy doing your actual job.



PROFILE PICTURES
CORPORATE HEADSHOTS PHOTOGRAPHY

profilepictures.co.uk

I spent 35 years in corporate life before I picked up a camera full-time. In that time I read a lot of LinkedIn profiles, hired off the back of some of them, and quietly skipped past plenty more. Most of the ones I skipped weren't bad people with bad careers. They just had profiles that didn't do them justice.

None of these fixes take long. Do them in order, because the first one matters most.

1 Your photo

It's the first thing anyone sees, and people make up their minds fast. Researchers at Princeton found that we judge whether someone looks trustworthy and competent within a tenth of a second of seeing their face. Your photo has had its say before anyone reads a word.

- Your face fills most of the frame: head and shoulders, not a full-length shot from across the room.
- You're looking at the camera, with a genuine smile. Friendly beats stern almost every time.
- The background is plain and uncluttered. No kitchen, no car interior, no beer garden.
- It looks like you now. If people don't recognise you when you walk into a meeting, it's out of date.
- Just you. Cropped wedding photos and group shots with a mystery shoulder in them don't count.
- Good light from the front. A window in front of you beats a ceiling light above you.
- Upload it at least 400 × 400 pixels so it stays sharp.



Head and shoulders, eye contact, plain background, a relaxed smile.

Source: Willis, J. & Todorov, A. (2006). First impressions: making up your mind after a 100-ms exposure to a face. Psychological Science.

2 Your banner

That strip behind your photo is free advertising space, and most people leave it as the default blue. Use it. Your company's branding, a photo of you at work, or one clear line about what you do. The recommended size is 1584 × 396 pixels. Keep anything important away from the bottom left, because your photo sits on top of it.

3 Your headline

LinkedIn fills it with your job title unless you change it, and a job title on its own tells people very little. Say what you do and who you do it for. "Operations Manager" is fine. "Operations Manager helping logistics teams hit delivery targets" gives someone a reason to get in touch.

4 Your About section

Write it in the first person, like you're talking to someone at an event. The first couple of lines show before people have to click "see more", so put the important bit there: what you do, who you help, and what you're good at. Add one human detail, then finish with how to reach you.

5 Your web address

Your profile comes with a messy address full of numbers. Change it to linkedin.com/in/yourname under **Edit public profile & URL**. It takes thirty seconds and looks far tidier on a CV or an email signature.

6 Your Featured section

Pin two or three things you're proud of: a project, an article, a presentation, a piece of press. It's the closest thing LinkedIn has to a shop window, and it sits right near the top of your profile.

7 One photo, everywhere

Use the same headshot on LinkedIn, your email signature, your company website and Teams. When people see the same face in every place, they remember you. For a business, it's the same idea on a bigger scale: a whole team photographed in the same style looks organised and trustworthy before anyone's said hello.

Fix number one, done properly.

You can do fixes two to seven yourself this afternoon. The photo is the one most people struggle with, because nobody enjoys having their picture taken and phone selfies rarely do anyone favours.

That's where I come in. I bring the lights and backdrop to your office, spend about ten minutes with each person, and most people are surprised how painless it is. You see your shots on screen before you leave, and the edited photos arrive within a few days.

> **Just you?** The LinkedIn & Personal Brand Session gives you a proper set of headshots in one relaxed session.

> **Your whole team?** I come to you and photograph everyone in the same style, from five people to five hundred. Your staff walk out with a photo they're proud to use, and your website finally looks like one company.

Ready when you are.

Book online, or drop me a line and tell me what you need. I'll come back to you the same day.

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