

# LinkedIn Makeovers

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Why?

# An "All Star" Profile

The screenshot displays a LinkedIn profile for Neal Moore, a Content Strategy & Storytelling Consultant at Moore's Lore Media. The profile is marked as an "All Star" and includes several key elements highlighted by red arrows:

- Profile Picture:** A circular profile picture of Neal Moore.
- Current Position:** Content Strategy & Storytelling Consultant at Moore's Lore Media, Singapore, with 500+ connections.
- About Section:** A section titled "About" with a bio: "My 20 year career has spanned TV, publishing, advertising and film in the UK, USA and Asia where I am currently based. ... see more".
- Promoted Section:** A section titled "Promoted" featuring an advertisement for the "MIT online AI program - Register Now for MIT's 6 Week Online Program in Artificial Intelligence".
- Your Dashboard:** A section titled "Your Dashboard" (Private to you) showing statistics: 234 Who viewed your profile, 507 Post views, and 109 Search appearances.

The profile also includes a banner for "MOORE'S LORE media" with the tagline "Helping people and organisations tell better stories for business impact at www.mooreslore.com." and a list of "People Also Viewed" including Jacinta Quah, Dean Carroll, Avery Akkineni, and Norliza Kassim.

# 1. PROFILE PHOTO

# Photo No No's!



Action Man / Woman



Party Girl / Guy

# Photo No No's!



The Selfie

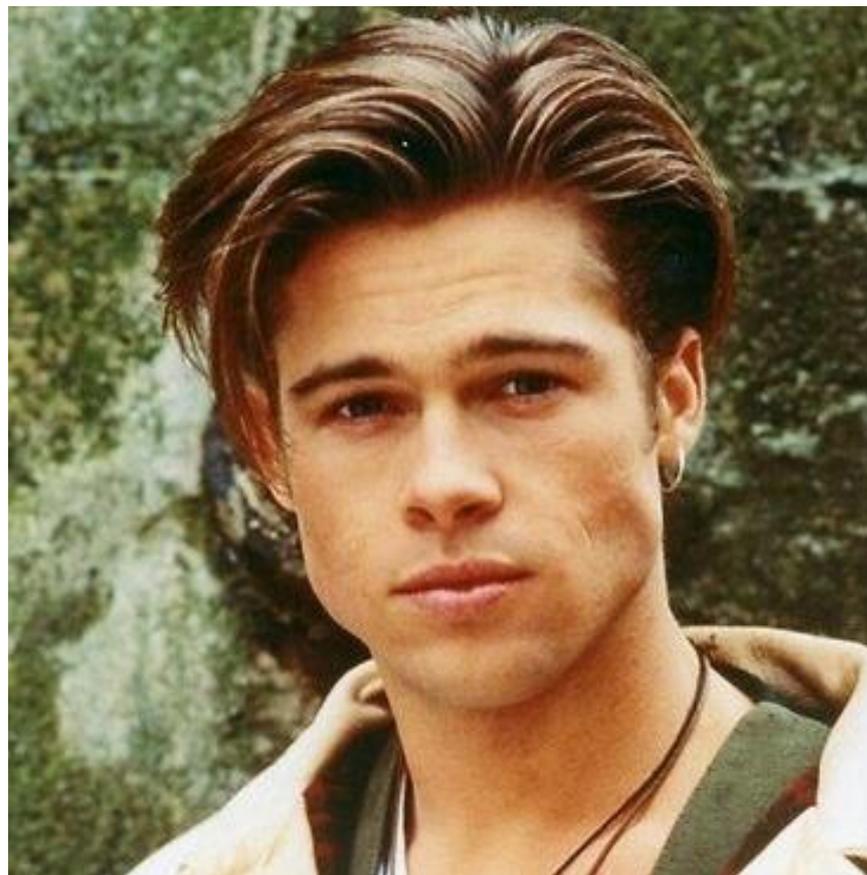


The Wefie

# Photo No No's!



The Crop



The Year Book

Photo No No to Yes Yes!



The Before 🙄



The After 😁

# D.I.Y. Hack #1



iPhone 11

+



Sunshine

+



Portrait Mode

## 2. HEADLINE

No Silly Titles!



## Your Headline Should...

1. Help people find you
2. Help them to understand what you do
3. Help them understand how you can be of service

## 3. BACKGROUND PICTURE

# Pitch



**MORE'S LORE**  
media

Helping people and organisations  
tell better stories for business impact at  
[www.moorestore.com](http://www.moorestore.com).



**SHOOTSTA.**

THE ONLY  
**SUBSCRIPTION-BASED**  
**SCALABLE VIDEO SOLUTION**  
IN THE WORLD.

Prove



# Provoke



# D.I.Y. Hack #2

The screenshot displays the Canva web interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'All changes saved'. On the right side of the top bar, it shows 'using canva for your business', an 'Upgrade' button, 'Share', a download icon, and a 'Present' button with a dropdown arrow.

On the left side, there is a sidebar with a search bar labeled 'Search Templates'. Below the search bar, the sidebar is organized into categories: 'Business Presentation', 'Simple Presentation', 'Education Presentation', 'Marketing Presentation', and 'Creative Presentation'. Each category has a grid of template thumbnails. For example, under 'Business Presentation', there are thumbnails for 'MUELLER ARCHITECTS AND ASSOCIATES' and 'INTRODUCTION TO THE COMPANY'. Under 'Marketing Presentation', there are thumbnails for 'ON-THE-GO MOBILE SOLUTIONS' and 'Q4 MARKETING REPORT FREE'.

The main workspace shows a presentation slide titled 'Page 1 - Add page title'. The slide features a dark blue background with a mountain range and a blue plant icon. The text on the slide reads: 'USING CANVA FOR YOUR BUSINESS', 'CANVA FOR BEGINNERS', and 'Presented by Alex Smith'. Below the slide, 'Page 2' is partially visible. At the bottom right of the workspace, there is a zoom level indicator set to '37%' and a 'Help ?' button.

## 4. ABOUT

Bad

“I’m a goal driven person who works well alone or as part of a team and I want to make the world a better place.”

Badder

“I’m a goal *obsessed* person who *hustles*  
*24/7* and I’m *passionate* about making  
the world a better place.”

Badder

“*Neal is a* goal *obsessed* person who *hustles 24/7* and *he is passionate* about making the world a better place.”

# Unforgiveable

My roles & responsibilities include:

- Money handling
- Client servicing
- Report writing
- Tea making
- General admin
- Proficient in Microsoft Word, Excel & PowerPoint

## D.I.Y. Hack #3

Don't tell me what you are and why, show me what you've done and how!

1. Summarise your whole experience in 1-2 sentences (years, places, industries, departments)
2. Highlight key achievements in 1-2 paragraphs (projects, awards, speeches, media)
3. Tell me how you can help me in one final, killer statement (skills, services, opportunities)

# 5. CONTENT & COMMUNITY

## Updates & Articles

LinkedIn is not just a platform to share your resumé but also your success & failures, thoughts & ideas, opinions & experience in words, pictures or video.

 Start a post



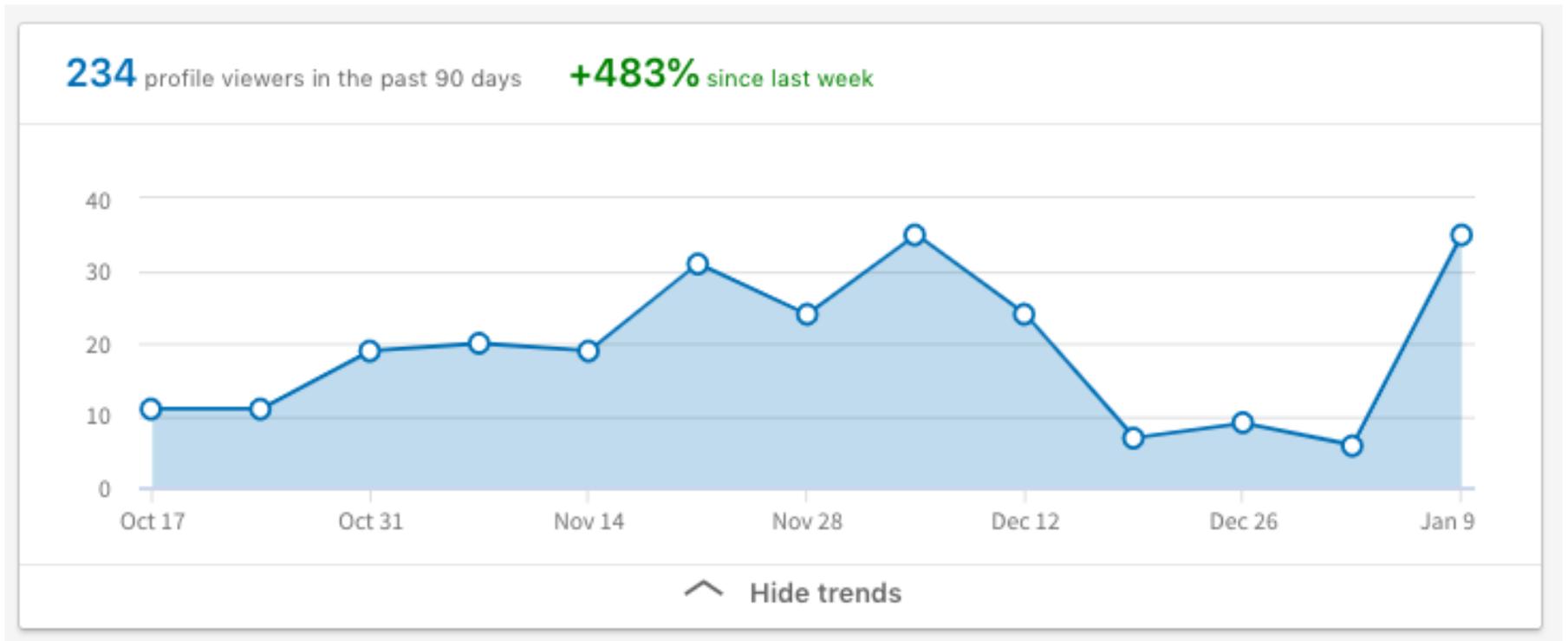
[Write an article](#) on LinkedIn

# Content Creation

- **Be Positive**
  - Positive content carries a lot further than negative content in business circles (i.e. no one wants to hear your problems!)
- **Be Useful**
  - Tips, tricks, experience and advice are the best way to contribute to the community, not just take from it
- **Be Brief**
  - LinkedIn is a scrolling platform so keep updates and articles brief (50 - 500 words), headlines snappy and images eye-catching
- **Be Generous**
  - LinkedIn is a community that will respond to you if you respond to it, so like, share and comment if you want the same in return. @People who you think could benefit from or contribute to your content.

Why?

Influence = opportunities.



Thank you

Connect with me on LinkedIn or at  
[www.mooreslore.com](http://www.mooreslore.com).