

# LinkedIn Makeovers

Neal Moore

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Why?

# An “All Star” Profile

**MIT online AI program** - Register Now for MIT's 6 Week Online Program in Artificial Intelligence Ad ...

**MOORE'S LORE media**  
Helping people and organisations tell better stories for business impact at [www.moorestore.com](http://www.moorestore.com)

**Neal Moore**  
Content Strategy & Storytelling Consultant at Moore's Lore Media  
Singapore · 500+ connections · [Contact info](#)

**About**  
My 20 year career has spanned TV, publishing, advertising and film in the UK, USA and Asia where I am currently based.  
... see more

**Your Dashboard**  
Private to you

234 Who viewed your profile	507 Post views	109 Search appearances
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**Promoted**

- MIT online AI program**  
Register Now for MIT's 6 Week Online Program in Artificial Intelligence
- Columbia Business School**  
Digital Business Leadership | Jun-Dec 2020 | Fee: \$36000
- Neck Pain Relief Now**  
See a Singapore Spine Specialist at a Spine Center, Call 68354325 today.

**People Also Viewed**

- Jacinta Quah** · 2nd  
Founder - Jacinta Quah & Co | Leadership Builder | Keynote Speaker | Cultural Influencer | Tech Leader
- Dean Carroll** · 1st  
General Manager (Asia) at Mumbrella
- Avery Akkineni** · 1st  
Head of VaynerMedia Singapore
- Norliza Kassim** · 1st  
Global Head of Personal Segment Marketing & Digital Marketing at Standard Chartered Bank

**Message**

# 1. PROFILE PHOTO

# Photo No No's!



Action Man / Woman



Party Girl / Guy

# Photo No No's!



The Selfie



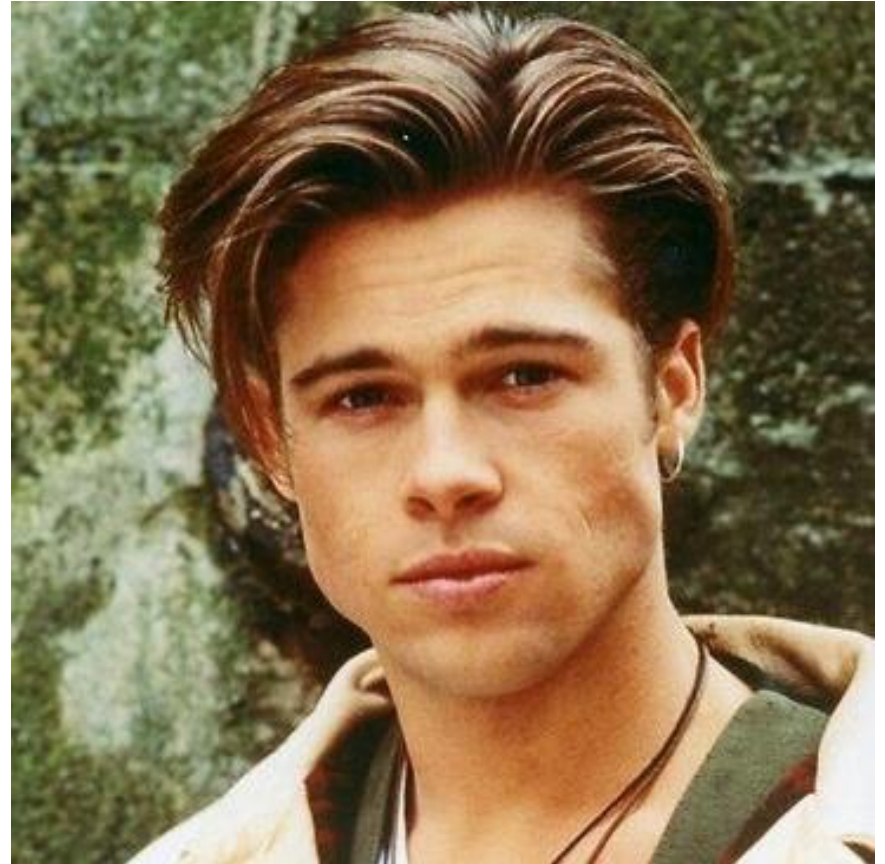
The Wefie



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.mooreslore.com](http://www.mooreslore.com).



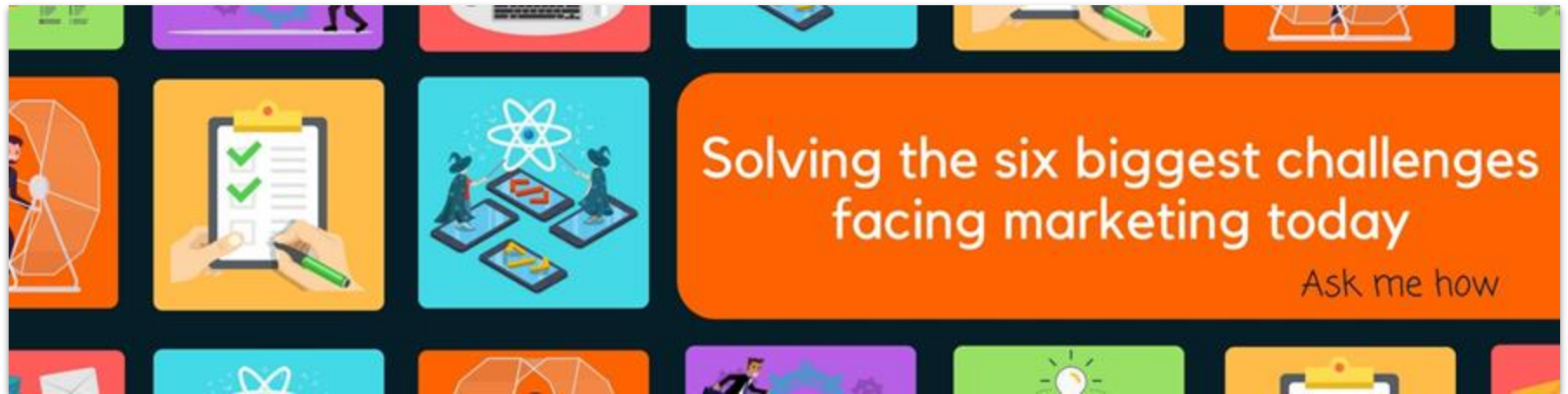
**SHOOTSTA.**

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

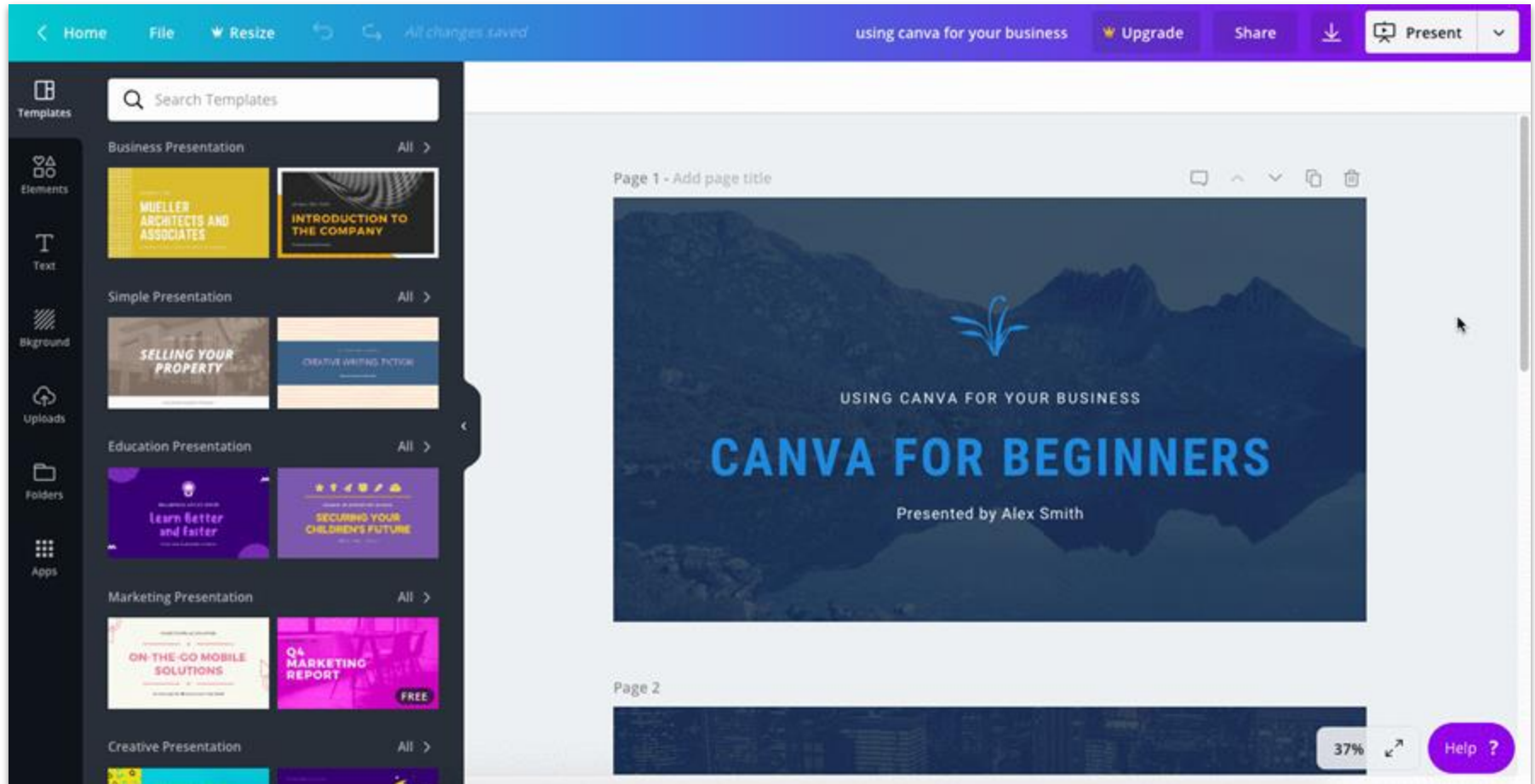
Prove



# Provoke



# D.I.Y. Hack #2



## 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



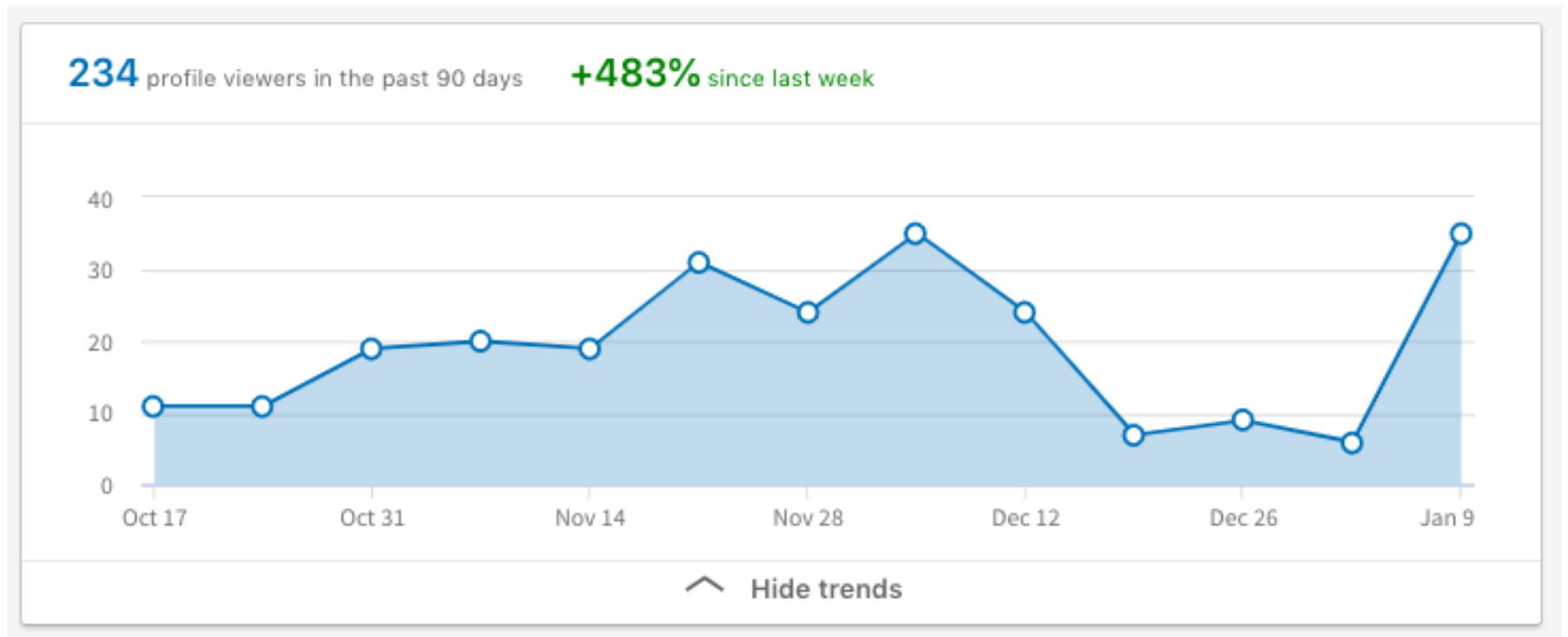
[Write an article](#) on LinkedIn

# 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).