



Writing a compelling professional profile

In this video we'll show you how to write a compelling professional profile

As the first section, the professional profile is THE most important.

It's your opportunity to introduce yourself.

To demonstrate relevance.

It's your first and ONLY opportunity to GRAB the reader's attention.

It's the same approach for every type of role whether you're an accountant, customer service executive or project manager.

The profile needs to be brief – no more than 4 lines

You are unique so make it ORIGINAL and MEMORABLE.

So start strongly. Choose three words that describe your outstanding qualities: You can use the action word document provided to help choose your words.

Clearly tell the reader what your job role is.

And outline the scope of your expertise

Tell the reader about your individual strengths

Think carefully about the unique qualities you bring to your role. If it helps you could ask a trusted colleague to describe your strengths as they see them

Write about the benefits you will bring your new employer. This is the main reason they will want to hire you.

See how you can vary the length of sentences to increase dramatic impact.

And there you have it, a compelling professional profile and all in less than 4 lines.