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TIPS FOR CREATING A WINNING EXPERT PROFILE



1

BE VISUAL

YOUR HEADSHOT CREATES A HUMAN CONNECION

Profiles with photos get 14x more views (according to research from LinkedIn). A good head shot humanizes your profile and helps establish trust. Make sure to invest in some professional headshots. Avoid busy backgrounds and lose the props unless they are relevant.



2

BE SEARCHABLE

CHOOSE TOPICS TO HELP YOU GET DISCOVERED

Pay very close attention to which topics you list on your profile as they help determine search results. Find the right balance between general and specialized terms. For example "tax inversion" is a specialized accounting term. But "offshore tax," "tax havens"; and "corporate tax planning" or geographic tags related to specific tax havens such as "Bermuda" are more likely search terms used by various audiences looking for a tax expert.



3

BE APPROACHABLE

CREATE A TAGLINE THAT DRAWS PEOPLE IN

Your professional headline (tagline) and biography must create and sustain attention. Don't misuse this prime real estate to simply restate your current job title. Focus on your value proposition to advertise what you're trained in and summarize the experience you have. Keep it concise using relevant keywords. Here's an example of a powerful headline for an accomplished expert: "15 Years Experience in Commercial Real Estate | Author | Adjunct Business Professor | Keynote Speaker | TV & Radio Guest | Architectural Enthusiast."



4

BE DESCRIPTIVE

FOCUS YOUR BIOGRAPHY ON ACCOMPLISHMENTS

Keep your biography clear, descriptive and up to date. Describe your responsibilities in concise statements led by strong verbs. Incorporate industry specific keywords and topics. Whenever possible, quantify your accomplishments and responsibilities with numbers or percentages. Don't forget to mention international experience and any special awards or recognition you received. Remember it's not your life story or a chronology of all your work experience. Leave that for your resume.



5

BE ENGAGING

MULTIMEDIA HELPS PROVE YOUR EXPERTISE

Journalists and conference organizers will often avoid profiles that don't have multimedia as they need to see how well you present your ideas in front of an audience. Videos, photos and audio of podcasts or interviews provide quick validation of your ability to communicate your ideas. If you're an author upload a thumbnail of your book. Upload clips of your speaking sessions. Did you appear on TV? License a copy of the interview or upload a screenshot of the broadcast.



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