



**FREE
LEVEL UP:
LINKEDIN
BRANDING
WORKBOOK**

by Art of Thriving



Welcome

LINKEDIN

Welcome to The Art of Thriving™, where we don't just talk about potential,
we build it.



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This workbook is designed to help you go from “invisible” to “irresistible” on LinkedIn.

Whether you’re a student, graduate, or early career professional, this is your personal branding playbook to thrive on the platform that recruiters, thought leaders, and opportunity-makers use every day.

**CRAFT A
PROFILE
THAT
SPEAKS
BEFORE
YOU DO**



OPTIMISE YOUR PROFILE | BUILD YOUR NETWORK | ATTRACT RECRUITERS

PROFILE OPTIMISATION

Step 1: Your Headline Should Sell You

Formula: [Role] + [Industry Keywords] + [Value or Vision]

Example:

Finance Graduate | Data Analytics & Reporting | Helping businesses make smarter decisions

Action:

Write 3 headline options below. Choose the strongest one.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Final Choice: _____

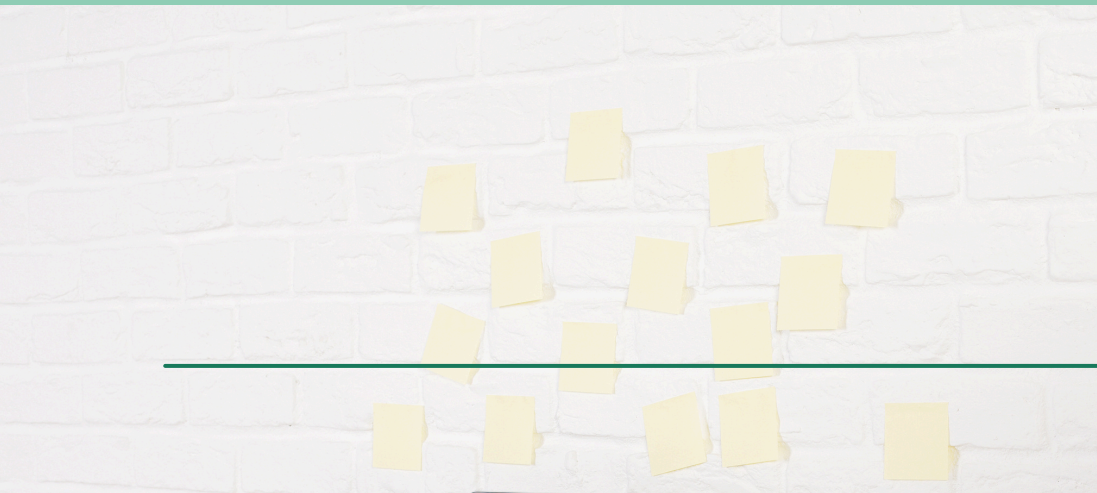
BEST SHOT EVER IS THAT IMAGE...

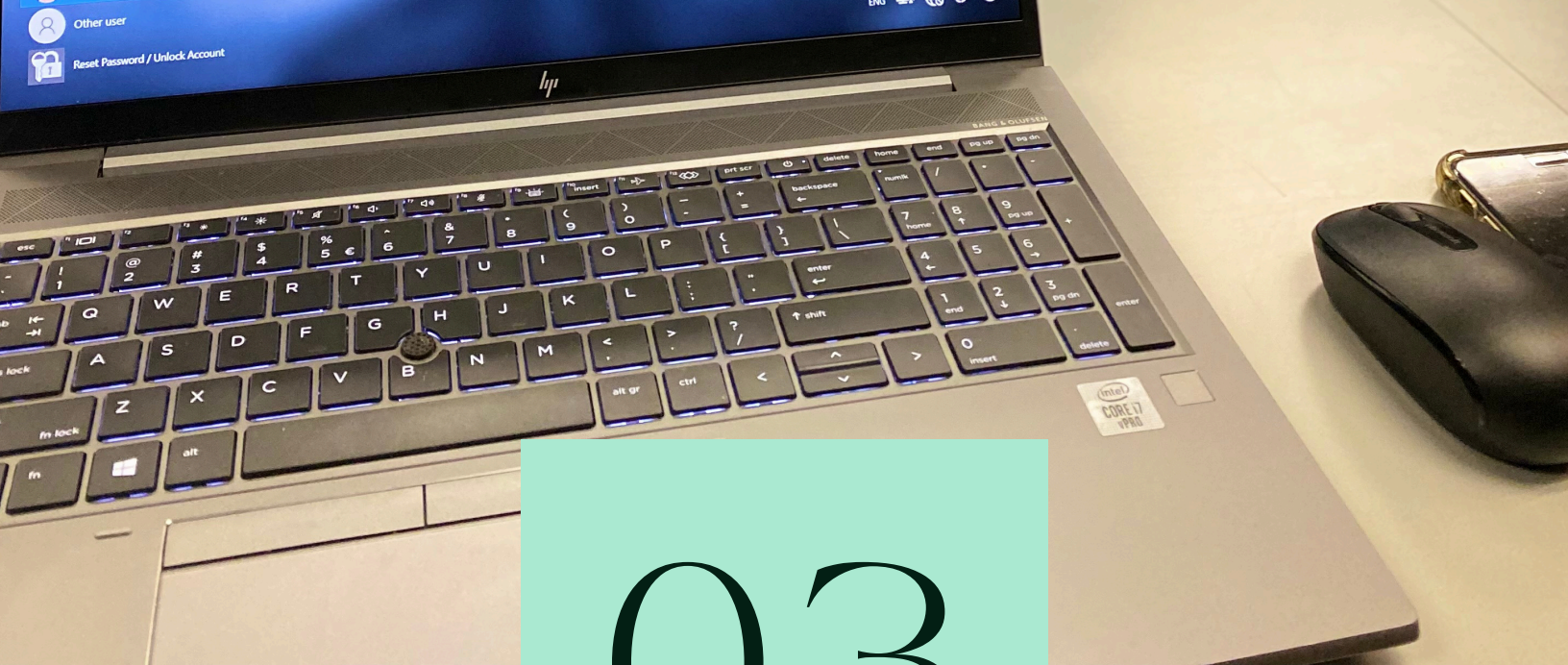
Make it count!

Your Profile Picture should be;
Professional headshot (good lighting,
friendly, no filters, clear background)

Checklist:

Bright lighting
Smile or neutral confidence
No distracting background
Wear something that fits your field or
industry of interest.





03

Find Your Next Big Break

- **Let the World Know You're Open:** connect with recruiters and features in your areas of interest or industry.
- **Job Hunt Smarter:** Use LinkedIn's job tools to discover internships, graduate programmes, or your dream role.
- **Research Like a Pro:** Follow companies you'd love to work for. Read what they post. Learn their vibe. Their offerings and spirit. Audit their Employer Brand.

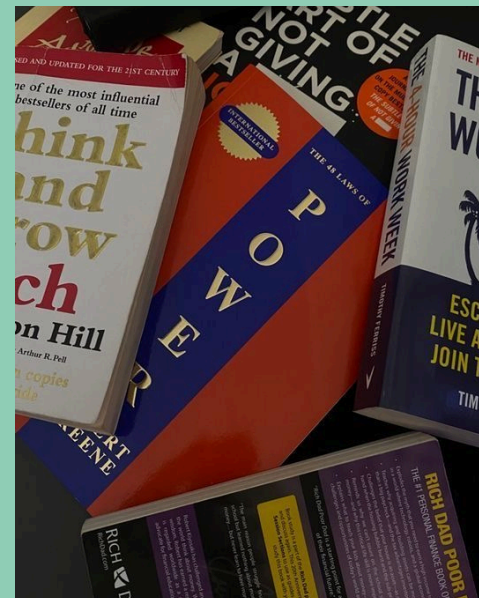
Build Your Circle, Not Just a Network

- **Connect with Intention:** Reach out to peers, mentors, lecturers, and alumni. Send messages that show you're curious, not just collecting contacts.
- **Engage Like You Mean It:** Follow brands, creators, and thought leaders you admire. Comment meaningfully.
- **Join Communities:** Groups = mini power circles. Find ones aligned to your career interests or personal brand.

Work on this HERE IT GOES

Craft a Profile That Speaks Before You Do

- **Headline That Hits:** Let your headline reflect your strengths, passions, or even your purpose.
- **Your Story (aka Summary):** **this** is the About me part. Share who you are, what you do, and where you're headed. Make it aspirational, not just informational.
- **Experience:** Add your internships, campus roles, volunteer gigs, and work experience that shaped your journey.
- **Education:** From degrees to short courses, own your learning path.



JOIN OUR MASTERCLASS



Reminder from The Art of Thriving™
Your LinkedIn isn't just a career tool, it's your digital
elevator pitch, your mirror, and your magnet.

Show up. Glow up. Thrive out loud.