Your professional profile, *read seriously.*

EN edition
Free · 2026

Twelve decisions that matter. The rest is noise.

Your profile is not read by people who know you. *It is read by people who have not decided yet whether you are worth knowing.*

TWELVE DECISIONS

NO GENERIC CHECKLIST

It is not about completing everything. *It is about deciding well.*

Most professional-profile checklists are buckets of obvious advice. Thirty bullets where five would do, the same lesson restated in different words, and a blind spot for the only thing that matters: your profile is an eight-second interview that happens without you in the room.

This guide is not exhaustive. It is selective. Twelve decisions that move the needle, grouped into four movements: what people see first, what you prove, your footprint in search, and how you build presence over time.

> PRINCIPLE
> If a stranger lands on your profile with no prior context, in eight seconds they should be able to answer: who you are, what problem you solve, and why they should care. If not, there is work to do.

Eight seconds. *Three questions.*

Open your profile in a private window. Read for eight seconds. If you cannot answer the three questions, you know where the work is.

01

Who are you?

Without the job title. Without the company. A professional identity a stranger can describe to another stranger. If your profile needs explanation, it is already too late.

02

What problem do you solve?

Concrete, not generic. "I help companies grow" is not a problem; it is a placeholder. "I cut remote onboarding time from three weeks to three days" is.

03

Why should they care?

For this specific person, in this specific moment, what changes if they keep reading? If the answer is generic, your profile talks to everyone and connects with no one.

Twelve decisions, *four movements.*

Each with a reason and a common mistake. If you fail one today, you know what to fix tomorrow.

I · WHAT THEY SEE FIRST

01 The headline sells, it does not describe.

WHY	It is the one line that surfaces in every search, every notification, every quote. It works for you even when you are not present.
COMMON MISTAKE	Using only your job title. The title describes what you do; the headline should explain why people choose you.

02 A photo that meets the eye.

WHY	The face is half of trust. Recent, direct gaze, neutral context. It is the fastest emotional shortcut you have.
COMMON MISTAKE	A cropped group photo, a five-year-old selfie, or the company logo where your face should be.

03 The bio tells a story, it does not summarize a CV.

WHY	It is the only narrative space in the profile. First person, problem you solve, how to reach you. Nothing more.
COMMON MISTAKE	Third person ("Carmen is a professional..."), a list of responsibilities, no clear point of contact.

04 Consistency across platforms.

WHY — Same photo, same handle, same core message. Every inconsistency is a crack in the trust you are building.

COMMON MISTAKE — Each platform looks like a different person. The visitor hesitates and leaves.

II · WHAT YOU PROVE

05 A domain of your own.

WHY — You own your URL before you need it. When a platform changes the rules, your house remains your house.

COMMON MISTAKE — Depending exclusively on networks that control the algorithm, the rules, and access to your audience.

06 Portfolio with context, not a gallery.

WHY — Each project should explain: situation, your role, concrete result. Without those three, they are pretty pictures, not proof.

COMMON MISTAKE — Listing work without saying what changed because of you. "I worked on X" is not proof; it is attendance.

07 Claim your name on key platforms.

WHY — Even if you do not use them, they are yours. A defense against impersonators and a reserve for when you need them.

COMMON MISTAKE — Leaving handles open. Someone else takes @yourname and from then on your digital identity has a hostage.

III · YOUR FOOTPRINT IN SEARCH

08 Google yourself every quarter.

WHY
What you do not audit, someone else does: the client, the recruiter, the investor. Their doubts form on the first page of results, and increasingly in whatever an AI assistant summarizes when they ask about you.

COMMON MISTAKE
Never searching. Discovering what shows up about you by accident, when it is already too late to fix it.

09 Set alerts for your name.

WHY
You learn when something new appears about you, without having to look. Passive surveillance, free, useful.

COMMON MISTAKE
Finding out from someone forwarding it to you. If it arrived through a third party, it has already circulated.

IV · HOW YOU BUILD OVER TIME

10 Three content pillars.

WHY
Focus beats variety. Three topics you repeat with discipline build a recognizable identity.

COMMON MISTAKE
Posting whatever feels relevant that day. The audience cannot predict, and ends up not expecting anything.

11 Comment before you publish.

WHY
Visibility is built through conversation. Five thoughtful comments a week do more than three mediocre posts.

COMMON MISTAKE
Broadcasting only, never responding. Your profile looks like a TV channel, not a person.

12 A lightweight CRM of your relationships.

WHY
Name, context, last contact, next step. Compounded relationships outvalue any algorithm.

COMMON MISTAKE
Trusting memory. You lose the thread after three months and the relationship goes cold without your noticing.

CLOSING RULE

Five decisions taken well weigh more than thirty half-checked. Choose which ones are yours this week.

FOR THIS WEEK

Three concrete *moves.*

01 **Run the eight-second test today.** Open your profile in a private window. Read for eight seconds. Write down what is missing to answer the three questions.

02 **Rewrite your headline this week.** Not your title: your proposition. From description to pitch in one line. Test it on two people before publishing.

03 **Audit one decision per day.** Twelve decisions, twelve days. One per day. Mark where you fail today, fix the next one tomorrow.