



MINIMUM LINKEDIN STANDARDS TO WORK WITH TLTD



**Every collaboration
begins with clarity.**

**These are the minimum
expectations we set for
your LinkedIn profile
before engaging with
TLTD services.**

Why This Matters?

Your **LinkedIn profile** is your digital identity.

It reflects the seriousness, readiness, and quality mindset of you.

At TLTD, we don't waste time on guesswork or gaps.

We speak the same language from Day One.

These standards help us ensure you're ready for real work, real systems, and real results.

The **7** Minimum LinkedIn Standards

1– Your Full Real Name

- **Use your actual first and last name.**
- **No nicknames, emojis, or vague initials.**

This shows you're transparent, professional, and ready for serious collaboration.

The **7** Minimum LinkedIn Standards

2- Professional Profile Photo

- **Clear, high-quality headshot**
- **Clean background, proper lighting**
- **You should look approachable and credible**

First impressions matter. Your photo builds immediate trust.

The 7 Minimum LinkedIn Standards

3– Clear, Purposeful Headline

- Your headline should show what you do, or why you're here
- Avoid generic titles like "Student" or "Looking for Opportunities"

A strong headline sets the tone for how others see your value.

The **7** Minimum LinkedIn Standards

4– A Short, Sharp ‘About’ Section

- **What do you do?**
- **What are you building?**
- **What makes you unique?**
- **Minimum 3–4 lines**

**This section tells your story briefly
and powerfully.**

The **7** Minimum LinkedIn Standards

5– Relevant Experience

- **Add any jobs, projects, internships, or roles**
- **Even short-term work counts as long as it's real and NOT fake**

Experience gives context to your skills and journey.

The **7** Minimum LinkedIn Standards

6– Skills Section

- **Minimum 3 skills related to your industry**
- **Prioritize real, marketable skills (not soft buzzwords)**

TLTD uses this section to assess your capability and coachability.

The **7** Minimum LinkedIn Standards

7– Other Sections

- **Education – Add your school, university, or courses**
- **Volunteering – Add any initiative, team, or cause you've supported**

These show commitment, effort, and values – all key for your success.

Important Note

If your profile is missing any of these 7 elements, TLTD will not proceed with services until the profile is updated.

This isn't personal – this is professional.

We apply quality assurance to every detail because we care about your long-term success.

Final Words

Your LinkedIn profile is your first system.

If you're building a career - this is step one in showing you're ready.

Let's build right.

Let's build with quality.

Let's build with TLTD.