



LinkedIn, for People with Real Jobs

You have a job.

You hate LinkedIn.

But you're ready to give it a chance.

Here's how....

Who this is for

This guide is for you if:

- you are in a corporate role
- you want to start building a voice and a personal identity online, adjacent to but separate from your professional role

BUT

- ...the thought of doing it makes you want to puke and you don't know where to start.

I got you. This is for you. Just one thought for you to ponder:

What if it isn't humility that's getting in the way...but your ego?

What's getting in your way

There is a pervasive belief in the corporate world that talking about your profession and your experience online is:

- cringey
- lame
- icky
- other words that mean cringey

Well, screw that.

Trust me, the people you think are judging are really not paying attention, and if they are, I guarantee you they're thinking "damn I should be doing that too...".

Why you should care

You may already know the answer to this question.

If you don't, here are a few thoughts:

- finding a job is 100x easier when you have an online presence and have established a voice, personal to you, but consistently themed around a set of topics. One day you might be in the market again.
- Having a portfolio career is also a lot easier if you have a personal brand. It allows you to operate independently of your identity in your core role.
- Talking about what you do and what you know online establishes authority, but it also establishes pride in your achievements, and that is an attractive trait to future employers or collaboration partners.
- It takes time to build your audience. So the sooner you start the better.

How to get started

The rest of this guide covers the main areas to start with, but the TLDR is:

- get your profile right - this helps generate traction and drive engagement
- figure out your topics. Don't lock them down too tightly. You're not trying to sell anything (yet) so the stakes are low.
- start to get some content together. When you have an idea, jot it down somewhere. Build up a catalogue of content you are ready to publish so you're not trying to think of something fresh under pressure every day.
- get active - as well as your own content, engage with other creators adjacent to you and your topic areas.
- relax - don't overthink it, don't over-polish your drafts, just write in your real voice and get busy.

RULE NUMBER 1:

DON'T BE BORING

If you wouldn't read it yourself, why should anyone else?

There is plenty of dull content out there already.

You're smart enough and brave enough to post something unique and interesting.

(yes, you are)

The profile page - top section

Profile picture - good quality, clear image, with a clean background. No catfishing. Make it recent. And absolutely no AI. Gross.

Banner - if you're not selling anything, it doesn't matter what goes here, but put something. Your company might have a banner you can use. Throw up a nice photo. Just make sure it's high resolution and not too busy.

Headline - this goes under your profile photo. Keep it either relevant to your main message / content, or make it quirky / entertaining. Why? You'll see later.

External link - maybe to your company website, maybe something else. Your call.

About & Featured

About

Hi! 

I'm a founder and personal growth nerd. I'm currently building the only practice focusing on both people who love their job and want to crush it, AND people who don't love their job and want to make a change.... [...see more](#)

Top skills

Personal Development • Leadership • Coaching • Facilitation • Career Development Coaching

Featured

Post
This is so much more than a leadership program.
...



Post
The three non-negotiables for taking part in airflo, my go-deep development group for ambitious and...

Content // 2026

2026 Framework

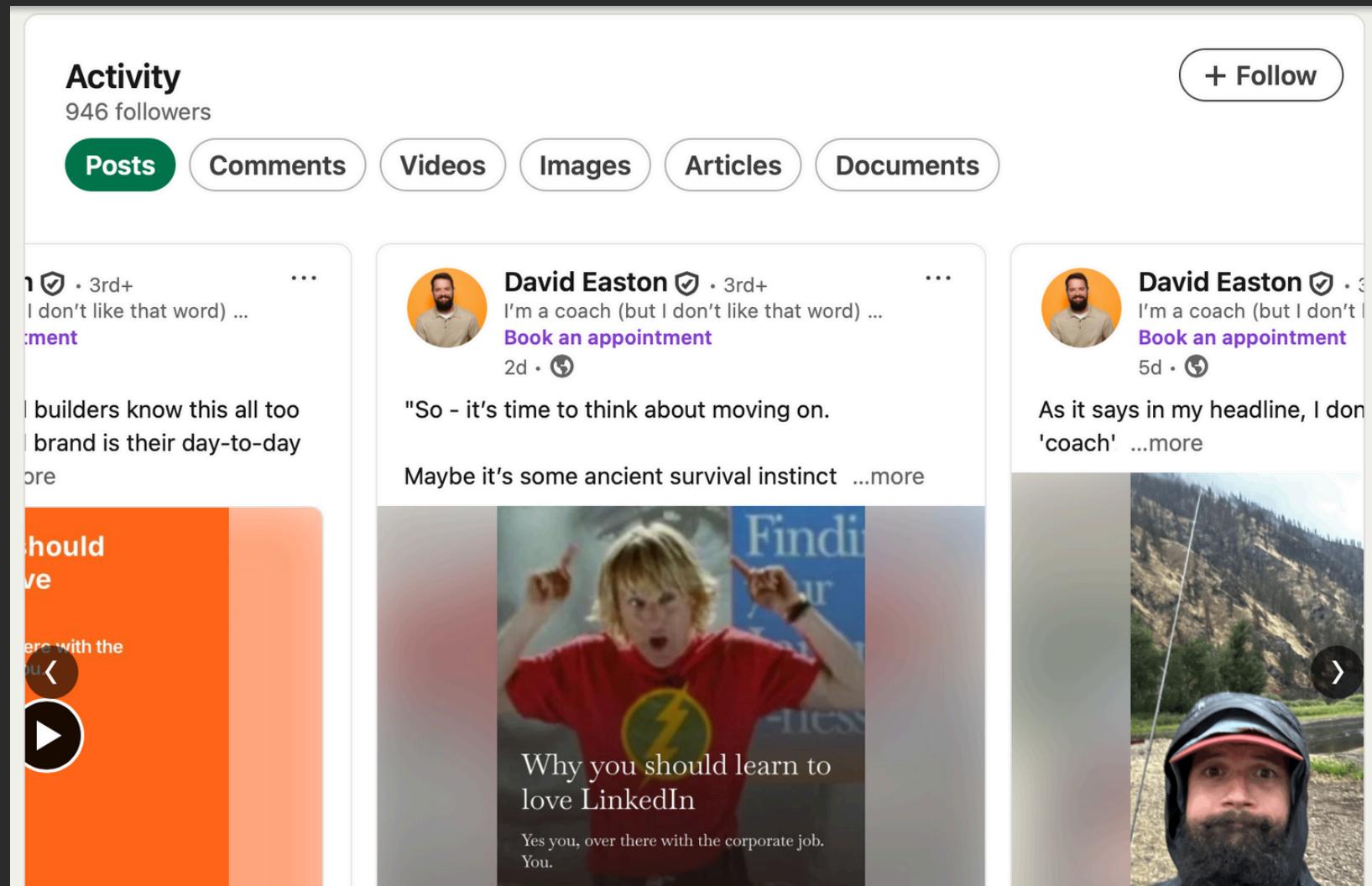
Content includes:

Monthly hot seat
Introductions & commitments
Learning to challenge ourselves

About - write something interesting and not too “corporate” that tells people a bit about who you are. Think of it this way - if the rest of your profile is your resume, this is the cover letter.

Featured - this is where you can pin some posts you are particularly proud of, are particularly relevant to your message, or which you want to keep right at the top of your profile page for some other reason.

Activity



Activity - this is where your most recent posts will show up

BUT

it's not just about posting your own content.

Any comments you make on other creators' content can also be found here.

And comments are really important for driving engagement with your profile and your content.

And THIS is why having an interesting / quirky headline counts. Because that also appears on comments you make on other users' posts. And that can drive traffic to your profile too.

Experience & Background

Enhance your own profile by adding a work experience. [Add experience](#) X

Experience



Founder
Blazing Pine · Self-employed
Nov 2024 - Present · 1 yr 3 mos
Remote

Helping talented and ambitious people redefine leadership and purpose.
...

...see more

Coaching, Facilitation and +3 skills

Experience - the “resume” bit.

No need to overly complicate this. Don’t list every project you ever did. Nobody cares.

Just write about a few highlights in relevant terms. Keep it specific to what YOU did. And try to think in terms of results (achieved an X% growth in revenue year-on-year) rather than copy / pasting your job description (“responsible for leading all operational teams”....yawn).

Bonus stuff nobody else does

Recommendations

[Received](#) [Given](#)

 **Garima Singh Bhati**
Global Talent Development Manager at Kuehne+Nagel
December 3, 2025, Garima reported directly to David

Working with David was one of the most defining leadership experiences of my career! He excelled in every role/ every project he was given, but what truly set him apart was his ability to bring out the best in his team and others. He saw potential before we saw it in ourselves and invested the time and trust to help us grow into it.

He championed his team wholeheartedly and created an environment where we felt confident to stretch and succeed. His leadership helped shape my own professional growth.

...

[...see more](#)

 **Olly Blandford**
Investment Manager at Intrinsic Capital London Limited
December 2, 2025, Olly was David's client

I wholeheartedly recommend David as a world-class coach! Working with David has been invaluable for me, and has been a massive benefit in successfully navigating my recent job transition. David doesn't rely on generic models which make the Blazing Pine course unique, making every session tailored and without fail, leaving you with genuine and incredibly valuable outcomes from each session.

[Show all 6 received →](#)

Recommendations - these are a bit like Christmas gifts. You have to give one before you can get one. But having some real recommendations from real people who know you, know what you're about, and know what you're really, really good at is a great way to establish credibility and authority.



Want more help...?



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