

Basic Profile	Premium Profile
<ul style="list-style-type: none"> <li>• Summary section (up to 2000 characters)</li> <li>• 20 minute profile consultation</li> <li>• 3 x detailed role experience</li> <li>• Profile photo advice</li> <li>• Background option</li> <li>• Headline options</li> <li>• We upload your content</li>   <li>• Cost: \$250 + GST</li> </ul>	<ul style="list-style-type: none"> <li>• Summary section (up to 2000 characters)</li> <li>• 60 minute profile consultation</li> <li>• 5 x detailed role experience</li> <li>• Profile photo advice</li> <li>• Background options x 2</li> <li>• Headline options</li> <li>• Key Skills</li> <li>• Volunteer experience</li> <li>• Personal URL</li> <li>• We upload your content</li>   <li>Cost: \$450 + GST</li> </ul>

**LinkedIn – quick tips as at 2019:**

Characters include spaces and *all* characters (letters, numbers, symbols)

**PROFILE - BASIC INFO:**

First Name: 20

Last Name: 40

Professional Headline: 120

Personal URL: 29

Address: 1000

Website Anchor Text: 30

Website URL: 256

Phone number: 25

Summary: 2,000