

# NETWORKING 101

BECAUSE WORKING IN SALES HAS ACTUALLY  
TAUGHT ME SOME SHIT

A FREE GUIDE TO IMPROVING  
YOUR LINKEDIN PROFILE

# WHOAMI?!

It would be super rude of me not to introduce myself before you start reading. I've always wanted to do one of these 'words from the author' things anyway and now I have an e-book, like a million other people, I can finally write one.

No fucking clue what I'm supposed to write here but here goes...

I'm Amy. I've worked in cyber since 2019 and since then, I've been making life interesting for loads of people. That includes Shaun, my lovely other half. Together we run a company called Capture the Talent, which offers a whole host of services around offensive security training, awesome CTFs, and some other cool shit, which I won't bore you with here, but please do check out [our website](#) when you get a hot minute.



Working in sales since I was 25, I've learnt loads about how building up a network and getting your face out there is actually a massive help for your career, and I've noticed that there's a load of crossover between the skills required to be successful in a sales job, and the skills needed when looking for a new role...

...the only thing that's different really is what you're selling.

Hopefully this guide helps you spruce up your profile a bit. It's a good start for making yourself stand out and look a bit shinier. And for the love of pizza, if you only take one SLICE of advice from this whole thing, please let it be that you get someone to do a spelling / grammar / punctuation check on your profile at some point.

Now... get cracking. And hit me up on socials for some feedback on this. Always happy to get some constructive criticism.

Big love.  
Amy

**NB: I WAS GOING TO CALL THIS THE 'FREEMIUM' VERSION, BUT THE WORD MAKES MY SKIN CRAWL, SO WE'RE STICKING WITH 'THIS IS THE FREE VERSION'. AND WHEN I'VE FINISHED WRITING THE NON-FREE VERSION, I'LL BE SURE TO LET YOU ALL KNOW ABOUT IT.**

# MAKE YOURSELF FAMOUS

## AKA THE BOOK THAT CHANGED MY LIFE

A while back, I worked at a company and I was, essentially, doing a shit job. The job itself wasn't shit. The job itself was sales. A standard sales role. Get some customers. Make them buy stuff. Cool. But /was shit. I wasn't hitting my sales target. I wasn't talking to enough people. The majority of our leads came through Microsoft and I wasn't well known enough within their business to make sure I had a steady stream of leads coming in.

My channel sales game was shit. My direct sales game was even worse. I'd sold fuck all for nine months. Not a penny. Nada. Zero.

At the point I thought I was literally going to be fired, my friend, Kate (the one with the hokey cokey mindset) invited me to a conference. A women in tech conference. Reframe. It's a northern meet up aimed at women who maybe don't always have the opportunity to get to conferences down south. You know that single motherhood, divorce, becoming a widow can happen to literally ANYONE, this conference took that into account.

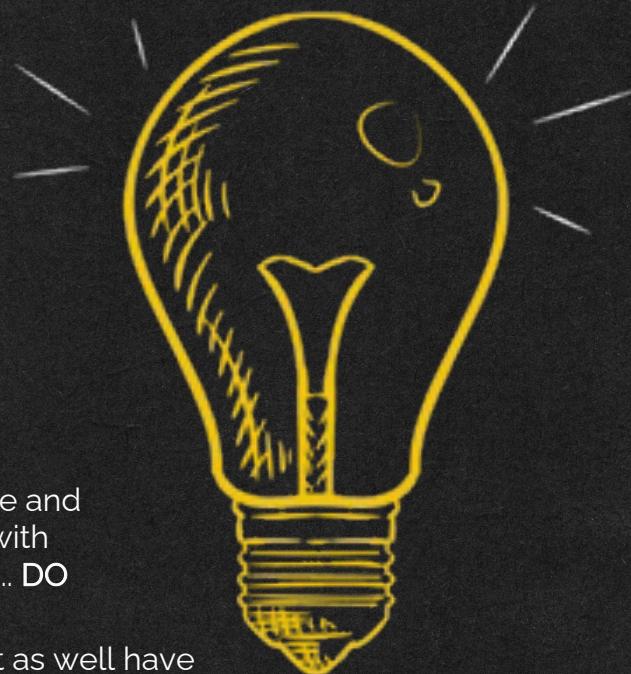
When the hell was the last time you went to a conference and they had FREE CHILDCARE?! I am in no way associated with Reframe, but hot damn... ladies if you get a chance to go... DO IT!

I figured if I was going to do naff all sales anyway, I might as well have a nice day out and try and meet some people who might buy some stuff off me. As it happened, I met zero clients that day, but I did go to a talk by Penny Haslam. You know, the one off the tele. She did the business news on BBC Breakfast for a bit. And it changed my entire outlook on work.

If you've ever met me before, you'll know I'm not really much of a wallflower. Never one to shy away from the limelight, or keep quiet. But believe it or not, I never really used to shout about what I did at work. I'd tell my boss how fantastic I was when it came to appraisal time but I didn't really use social media to let people know what I did.

Penny's talk explained why talking about what you do, and making yourself a little bit famous, would help you to take your career to the next level. I now recommend her book to everyone I mentor, actively encouraging people to put themselves out there and share their passion and knowledge with the world.

And you can see from my social media presence that I definitely do not shy away from telling people about what I do for a living now...



# MAKE YOURSELF FAMOUS

## AKA THE BOOK THAT CHANGED MY LIFE

Without giving away too much of what the book says, one of the bits that really stuck out for me was the concept of PIE. No, not that kind of pie...



Penny talks about work being made up of three areas: Performance, Image and Exposure.

**Performance** is your actual ability. It's about having the right skills to do your role.

**Image** is how others see you and how you see yourself.

**Exposure** is the important one. It's about getting your name out there. Getting the recognition for your fantastic abilities and showing off your amazing image. This is the area we should be concentrating on if we want to move up the career ladder.

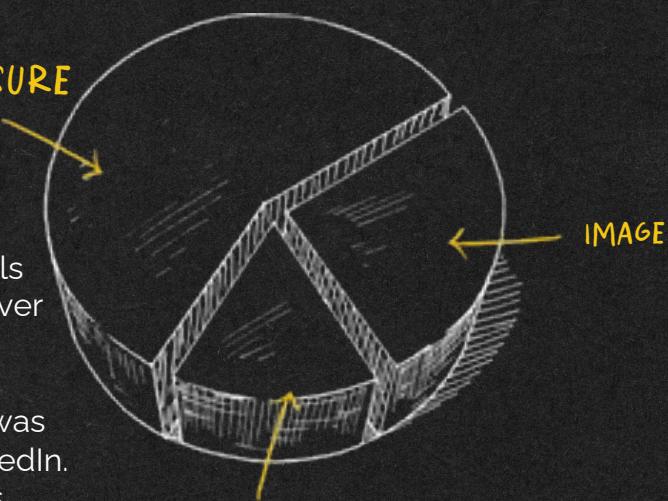
Listening to the talk and then reading the book afterwards made me realise that people aren't going to know how great I am unless I tell them about myself.

And spending all your time working on your skills and perfecting your image is pointless if you never actually get yourself out there.

The first thing I did when I left that conference was take Penny's advice and posted a video on LinkedIn. Prior to that day, I would never in a million years have had the confidence to do that. I'd have sat perfecting what I wanted to say, writing a script, ~~doing and over~~ again, criticising myself, and putting it off until it never happened. I learnt that just getting on and doing something is a much better strategy.

The video I posted was crap. I know it was crap. I say 'erm' about 100 times in 2 minutes. I forgot my point half-way through. It is absolutely rubbish. But you know what? I posted it. People watched it. And I didn't die. In fact, it kicked off conversations with people about having the confidence to post a video. It got me chatting to people I wouldn't ordinarily have spoken to. It started me on a journey of putting my thoughts and ideas out into the world, to make myself a little bit 'famous'. And this guide is here to help you take those first steps on that journey too!

EXPOSURE



PERFORMANCE

# YOUR PROFILE

## MAKING A GOOD FIRST IMPRESSION

LinkedIn is so much more than just a summary of your career history... it's a living breathing resume where you can share your knowledge, expand your network and really get yourself noticed.

Before we start though, please... for the love of God... if you're crap at spelling and grammar, get someone to check over your profile before you go out building huge networks of people. Written communication is a key skill in cyber security and your profile is a great opportunity to show off those skills... if you have them. Get your profile checked if you're unsure!

The first thing we need to do is upgrade our LinkedIn profiles to make sure they're super shiny, super sexy, and super sleek so we can show off how super we are... super!

Let's identify the bits of your LinkedIn profile that you can customise, then we'll go through what we recommend! Starting at the top we have...

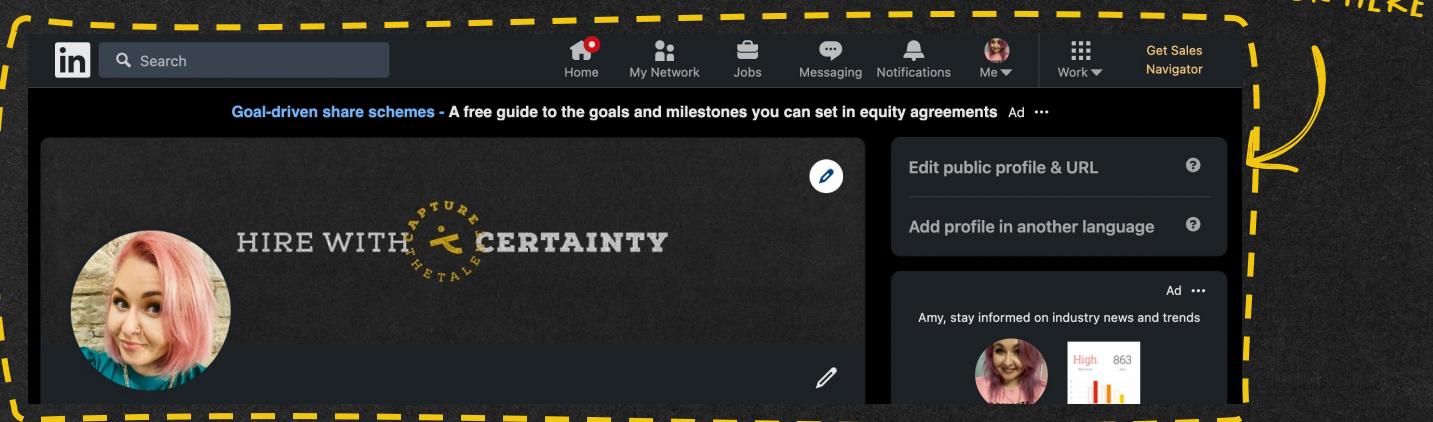


# YOUR PROFILE

## MAKING A GOOD FIRST IMPRESSION

### URL

- Make sure you have customised your LinkedIn URL to be personal to you – this makes it easily searchable when sending CVs to people and looks more professional
- To change your URL, head to your profile and at the top right, click 'Edit Public Profile & URL'.



### PRONUNCIATION AUDIO

- You can use the pronunciation audio feature to give people a ten-second intro to who you are and what you do
- You can inject personality here too... don't be afraid of doing that across your profile. As long as you're not a dickhead, it'll make you look more human!

### PROFILE PICTURE

- Your profile picture should look like you... so make sure we can see your face! Smiling usually makes your profile look more inviting, so people will likely be more willing to connect.
- Make sure your profile picture is set to 'Public' view instead of 'All Members', as this means **everyone** can see your profile picture and you'll be more likely to make better connections

### COVER IMAGE

- Make sure you have a cover image uploaded. Without one, your profile looks unfinished.
- You could use a generic 'cyber' style picture or other relevant image, even creating your own banner using Canva, or something like the 'Respect in Security' one would be appropriate.

# HEADLINE

## MAKING A GOOD FIRST IMPRESSION

### HEADLINE

Your LinkedIn Headline is one of the most important parts of your profile because it summarises exactly what you do or who you are in a few short words. If you're looking for a role in cyber security and you've not mentioned it in your headline, now would be the time to go and change that.

There is no harm in using emojis here. Afterall, a picture paints a thousand words, and we want to convey as much relevant information as possible in this part of our profile. I'd suggest avoiding just using your job title. It doesn't really tell us much about you.

If you're looking to make a jump into cyber, maybe try something along the lines of...

ASPIRING CYBER SECURITY PROFESSIONAL | CURIOUS ABOUT  
SECURITY TESTING | WORKING TOWARDS EJPY | TOP  
3% TRY HACK ME | BLOG WRITER EXTRAORDINAIRE

Where you are in your career might determine some of the things included in your headline. As will the role that you work in. As a salesperson, I avoid using...

HELPING PEOPLE IMPROVE THEIR CYBER SECURITY

... as it's become such a bloody cliché amongst salespeople. Seriously... take a look round LinkedIn at some account managers and check it out. Every damn one starts with 'helping' and I know they're 100% the kinda people who automate their messages, ambulance chase and put profits over people but that's a whole other story.

# ABOUT ME

## IT'S ALL ABOUT YOU

Your 'About Me' section is a critical part of your profile because it's where you get to really talk about yourself, how fantastic you are, what drives you and push for why you're a wonderful human being.

A lot of people make the mistake with their 'About Me' section of making it about their job. Don't. Your LinkedIn profile belongs to YOU. So, make your 'About Me' section all about YOU.

My 'About Me' doesn't reference my job title, the fact I sell anything, or where I work at all...

A WISE WOMAN ONCE TOLD ME THAT LIFE IS VERY MUCH LIKE THE HOKEY COKEY AND THAT IN ORDER TO GET YOUR "WHOLE SELF" OUT OF SOMETHING, YOU HAVE TO THROW YOUR WHOLE SELF IN TO IT. IT'S A CONCEPT I FELL IN LOVE WITH... OF COURSE, IT HELPS THAT THE CYBER SECURITY COMMUNITY IS SO WELCOMING. IT'S HARD NOT TO THROW YOUR WHOLE SELF IN WHEN THE PEOPLE ARE SO BLOODY LOVELY.

OFTEN REFERRED TO AS A "FORCE OF NATURE", I DEFINITELY BRING THE ENERGY TO ANY TEAM OR PROJECT I WORK ON. NATURALLY EXTROVERTED AND UNAPOLOGETICALLY MYSELF, I HAVE A KNACK FOR BUILDING LASTING RELATIONSHIPS AT ALL LEVELS WITHIN AN ORGANISATION.

I LOVE A GOOD COMMUNITY PROJECT AND I'M ALWAYS KEEN TO HELP PEOPLE OUT. FROM HEADING UP THE MENTORING PROGRAMME HELPING CYBER RESKILLERS WITH THE TEAM AT CAPSLOCK TO CO-FOUNDING THE ARTIFICIALLY UNINTELLIGENT AWARDS, I LIKE TO SHAKE THINGS UP AND DO THINGS DIFFERENTLY.

GOOD THINGS IN LIFE COME TO THOSE WHO PUT THE EFFORT IN

Writing a good 'About Me' section takes time. Don't be afraid to make some changes to it, and tweak it as you get more comfortable in the industry and on LinkedIn in general.

People don't want to read an essay... but at the same time, you need the chance to show your personality. Anywhere from 3-5 paragraphs should be enough, and make sure you highlight some key words that recruiters might be looking for.

Including industry-related key words, as well as mentioning what you bring to the table is key here, so you show up in searches across the platform. Make sure you include insights about what makes YOU unique, showcasing your values and personality traits, and why you're an asset to the cyber security community.

# EXPERIENCE

## EVEN WHEN YOU DON'T HAVE ANY IN CYBER...

The next section of your LinkedIn profile is 'Work Experience', where you can showcase your career history and how you made positive impacts in your previous roles. Here's where you'll realise how important transferable skills are.

On my CV, I always split each job into 'achievements' and 'responsibilities'. Do the same on LinkedIn. This helps to get across the purpose behind each role and how you succeeded, went above and beyond, and excelled in that role.

*REAL EXAMPLE FROM MY PROFILE*

**Summer Intern**  
Eurogroup Vacances · Internship  
Jul 2010 - Sep 2010 · 3 mos

**Achievements:**  
Successfully worked for 3 months in a foreign country without crying or needing a dictionary every three words  
Improved customer satisfaction through expediting checkout process by pre-filling checkout paperwork and made changes to staff rota ensuring coverage for longer periods of day  
Developed communication and interpersonal skills. Improved French language, both orally and written.  
Developed customer service skills, especially when handling customer complaints.

**Role:**  
Required to work in clerical and administrative roles, mainly to improve French language skills.  
Customer facing role. Tasks included answering telephone, taking booking reservations, handling credit card information, welcoming guests and dealing with customer complaints.

**NB: IT ALSO WORKS WITH EDUCATION. YOU CAN SHOWCASE NOT ONLY THE CERTIFICATIONS YOU GOT BUT ALSO THE SKILLS YOU LEARNT DURING YOUR TIME STUDYING. SELF-STUDY REQUIRES A FUCK TON OF MOTIVATION AND DEDICATION. MAKE SURE YOU TALK ABOUT THAT.**

Do make sure that you link your role to the right organisation on LinkedIn, as this ensures that your profile looks trustworthy. Believe it or not, Eurogroup actually doesn't have a profile pic on their business page, hence mine looking dodgy as fuck.

This is the area of LinkedIn that replicates your CV, so make sure it is up to date, has proper spelling and grammar throughout, and is kept clear and concise. Don't be afraid to use bullet points to get information across more quickly. And keep things factual, please. I see you sales guy wanting to say you hit 2500% target in Q3.

And, don't forget, when you do get into a role in cybersecurity (or if you're in one already) make sure you're thinking about what you'll write on your LinkedIn profile. How are you contributing to the company above and beyond your job description? This is where the magic happens!

# EDUCATION

## AKA ALL YOUR CERTS, SELF-STUDYING, COURSES, ETC

You can use this area of your profile to really highlight your commitment to learning new skills and your personal development. In cyber security, you're on a continuous learning curve, so you should be able to fill this section with lots of exciting things.

If you're doing self-study, make sure to add that in here too! Self-study requires a lot of skills that are in-demand in cyber, including things like taking initiative, commitment, drive, determination, etc.

Also remember, with any non-cyber qualifications or courses you might have done, you can always write about the skills you've acquired which are transferrable across industries.

As an example, I did a degree in English and French, so I always highlight the fact I learnt a lot about communicating with different people, great analysis skills, written and oral communications, time management, workload management, etc. These are key requirements in many roles, and by writing them in your profile, you're not only showing a level of self-awareness about the skills you've acquired but also reminding anyone looking at your profile that you possess these capabilities too.



**University of Liverpool**  
BA Hons, English and French  
2008 - 2012

Grade: 2:1

Degree covered a range of history, language and literature modules. Projects have included dissertation on linguistic techniques of the New Journalism, creative writing, translation, oral presentation and a range of independent and group assignments.

Acquired skills:

- Excellent written and oral communication
- Time management
- Working to tight deadlines
- Workload management

# YOU'RE FABULOUS

NOW GET SOME OTHER PEOPLE TO TELL YOU THAT TOO...

## SKILLS & ENDORSEMENTS

This section lets you add in your list of skills and allows other LinkedIn members to endorse you for them. Skills are split into: industry knowledge, tools & technologies, interpersonal skills, languages, and other.

Anyone can endorse you for a skill, and you'll often find that connections may randomly endorse you for a specific skill. No one knows why. It's a weird as fuck feature. So don't be precious about whether you've been endorsed or not – it can be hit and miss.

What they DO do is feed into the LinkedIn algorithm to highlight your profile to other people so they can be useful! Although, always remember you can add 'Beer' as a skill to your profile so, don't take them too seriously either!

Industry Knowledge	
<b>Account Management</b> · 17	<b>Resource Management</b> · 10
<b>Business Analysis</b> · 9	<b>Business Intelligence</b> · 8
<b>Customer Relationship Management (CRM)</b> · 10	<b>Risk Management</b> · 6
<b>Business Development</b> · 7	<b>Sales</b> · 9
<b>ITIL</b> · 5	<b>Telecommunications</b> · 3
<b>Solution Selling</b> · 5	<b>Business Transformation</b> · 4
<b>Project Delivery</b> · 3	<b>B2B</b> · 2
<b>Business Process Improvement</b> · 2	<b>Service Delivery</b> · 3
<b>Cloud Computing</b> · 4	<b>Program Management</b> · 1
<b>Change Management</b> · 2	<b>Scrum</b> · 1
<b>IT Management</b> · 2	<b>Managed Services</b> · 2
<b>Consulting</b> · 2	<b>New Business Development</b> · 1
<b>Cybersecurity</b> · 3 <input checked="" type="checkbox"/>	<b>EMS</b>
<b>Beer</b>	

BEER →

## RECOMMENDATIONS

These are the juicy bits, like having a Trip Advisor review but for your amazing skills, whether that's from a colleague, manager, mentor, teacher, or even a customer.

Don't be afraid to ask people you've worked with to write about how great you are. And it's always good to give a recommendation for other people you've worked with too!

# THANK YOU

IF YOU HAVE ANY QUERIES, PLEASE REACH  
OUT TO AMY ON SOCIAL MEDIA OR VIA DISCORD!

