A profile buyers can trust.

A practical review for founders and technical leaders in media and entertainment technology. Give personal profiles and the company page distinct jobs.

01 / POSITIONING

- ☐ Headline. Connect your role and expertise to the buyers and problems you serve.
- ☐ About section. Write in first person. Explain your experience, perspective and the problems you solve.

02 / PROOF AND PRESENTATION

- ☐ Banner and photo. Use a clear, current photo and a banner consistent with your professional identity.
- ☐ Featured section. Add relevant work, useful resources and one clear next step. Check every link.
- ☐ Experience. Describe real contributions and business outcomes. Use only approved claims.

03 / A CONNECTED COMPANY PRESENCE

- ☐ Company page. Keep the description, specialties, website and contact information current.
- ☐ Two voices. Let leaders share experience and views. Let the company page explain products, use cases and business news.

04 / A REVIEW BEFORE PUBLISHING

- ☐ Voice and accuracy. Use words you would say. Check facts, permissions and the named content approver.
- ☐ Next step. Make it clear how a relevant buyer can learn more or start a conversation.

Review together: your profile should make the person credible; your company page should make the business clear.

Want a plan built around your product?

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