

# FDC

## LinkedIn Profile Checklist

Ensure your LinkedIn profile is fully optimised to attract attention, showcase your expertise, and connect you with opportunities.

## 1 Profile Photo

### Professional Headshot

Use a high-quality, professional headshot with a clear background.

#### Tip

Ensure your face takes up about 60% of the frame and you're dressed appropriately for your industry.



## 2 Headline

### Keyword-Rich Statement

Craft a compelling headline that includes keywords relevant to your industry and role.

### Format Example

"Digital Marketing Specialist | SEO Expert | Content Strategist"

## 3 Summary

### Engaging Summary

Write a summary that highlights your key skills, achievements, and career goals. Keep it conversational and focused on what you bring to the table.

### Call to Action

Include a call to action, inviting people to connect or learn more about your work.


**Renier Lombard**
🔒 · 1st

FDC FLANCE Directive Creators

One relationship can change your business & life > Let me show you how to use your LinkedIn Personal Brand to find and attract those relationships. | Building in public. Follow to watch us build our agency.

City of Cape Town, Western Cape, South Africa · [Contact info](#)

19,664 followers · [500+ connections](#)

 Jacques Lombard, Crystin Moolman, and 41 other mutual connections

[Message](#)
[Book an appointment](#)
[More](#)

## 4 Experience


### Detailed Descriptions


List all relevant job roles with detailed descriptions of your responsibilities and achievements.



### Quantify Results

Wherever possible, include numbers to demonstrate your impact (e.g., “Increased sales by 20% in the first quarter”).

**Experience**

 **FLANCE Directive Creators**  
7 yrs 7 mos

- Managing Director**  
Full-time  
Oct 2017 - Present · 7 yrs 7 mos  
Cape Town Area, South Africa  
  
PARTNERING WITH THE BEST  
...  
 Home - Flance Directive Creators  
...see more
- Helping companies develop custom systems and digital portals**  
Oct 2017 - Present · 7 yrs 7 mos  
  
Apart from specialised website design and development solutions, FLANCE can provide custom, innovative internal systems for unique business challenges. We also offer management and maintenance se ...see more

 **Co-Founder**  
The Lekker Network · Full-time  
Jun 2024 - Present · 11 mos  
City of Cape Town, Western Cape, South Africa · Remote  
  
From Mzansi to the world > We're bringing Saffas together.  
...  
 Home - The Lekker Network  
...see more

## 5 Education


### Complete Information


Ensure all educational qualifications are listed, including degrees, certifications, and relevant courses.

### Achievements

Highlight any notable achievements or honours received during your education.

**Education**

 **Google**  
Google Adwords Certified , Online Marketing  
2014 - 2018

 **LinkedIn Mastery**  
Social Selling Master Class  
2015 - 2018

Show all 6 educations →

## 6 Skills & Endorsements




### Relevant Skills




List skills that are relevant to your current role and industry.

### Endorsements

Request endorsements from colleagues or clients for key skills.

**Skills**

**Digital Marketing**  
 Endorsed by Wendy Case and 1 other who is highly skilled at this  
 Endorsed by Tanya Lombard and 1 other mutual connection  
 92 endorsements  
[Endorse](#)

**LinkedIn Training**  
 Endorsed by Jason Luboyera and 1 other mutual connection  
 Endorsed by 9 colleagues at FDC  
 51 endorsements  
[Endorse](#)

## 7 Recommendations

### Collect Recommendations


Request at least two recommendations from past employers, clients, or colleagues.

### Tip


Personalise your request when asking for a recommendation, explaining what you'd like them to focus on.

**Recommendations**[Recommend Renier](#)

**Received** **Given**

**Bilal Essop** · 2nd  
Chief Executive : EDGE Field Marketing Services  
March 24, 2025, Bilal was Renier's client  

You want to meet a super star with energy for days and someone that's it's an honour to be associated with? Renier is that person. This is not going to be a long winded recommendation. This is simply me saying that very seldom will you encounter a better quality human being. So reach out to him if you need. I personally guarantee that you will get value out of your relationship with Renier.

**Kevin Joseph** · 2nd  
Behavioural solutions for workforces of the future | Obstacle course runner | Experimenting with life  
July 6, 2024, Kevin was Renier's client  

Renier's willingness to share his entrepreneurial knowledge and the FDC Communities support helped me start my own business and find my first client.

When I met Renier, I'd already begun to have rebellious thoughts of leaving corporate to dedicate my skills towards a future of my own making, but, knew nothing about starting a business, how to market myself, find clients or even price my services. Conversations with Renier changed my mindset and helped me find the courage to take the leap. He then introduced me to Social Selling and his FDC Community. Through the community app I learned how to bring my skills to the public by utilizing the potential of LinkedIn ...see more

[Show all 29 received →](#)

## 8 Custom URL

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#### Tip

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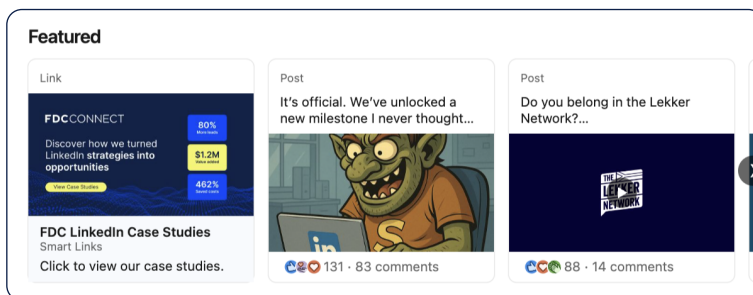
## 9 Media and Featured Content

### Add Multimedia

Include videos, presentations, articles, or links to your work in the "Featured" section.

#### Tip

Use this space to showcase your best work or highlight significant achievements.



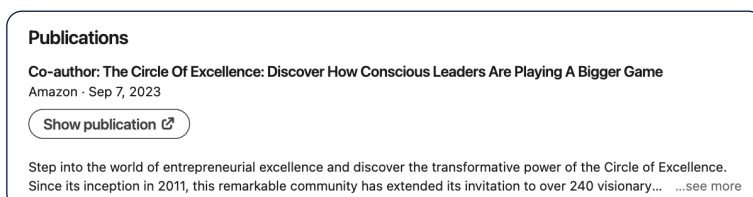
## 10 Accomplishments

### Add Certifications and Awards

List any relevant certifications, awards, or projects that demonstrate your expertise.

### Publications

If you have written articles, books, or papers, include them in this section.



## 11 Groups and Followed Hashtags

### Join Relevant Groups

Participate in LinkedIn Groups related to your industry to expand your network and engage in discussions.

### Follow Hashtags

Follow industry-related hashtags to stay informed and increase your visibility on relevant topics.

## 12 Profile Completeness

### 100% Complete

Aim to have all sections of your LinkedIn profile filled out and regularly updated to maintain a strong online presence.

**FDC**

We unlock the power of personal branding for CEOs & Founders on LinkedIn

ψ Carrick. ELIXIR DHL SAP Ocean Basket

**Renier Lombard** ✓ · 1st

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## Reach out for more information

For more information email [hello@flance.co.za](mailto:hello@flance.co.za)