

YOUR GUIDE TO CREATING A WINNING MENTOR PROFILE

Getting your profile right gives participants the information they need to make their matching decision, and helps the Help to Grow: Management Course team suggest matches that are more relevant for you and your expertise.

Every part of your profile matters.

Watch our step-by-step guide on how to polish your mentor profile



TEN TIPS TO OPTIMISE YOUR PROFILE

Your mentor profile is your way of telling participants who you are and what you have to offer. It needs to capture the facts of your history in business, and also needs to connect on a human level.

Be specific – Talk about the specific industries you have worked in and the challenges that you have faced growing those business interests.

Be unique – Get your own unique experience and personality across in your profile. Present yourself to mentees boldly.

Be mentee-focussed – Answer the questions: Who can I help?, How can I help?, and what challenges might their business be facing as they try to grow? Fill in all the available fields – this will help mentees find you.

Select a professional profile picture – People connect with people; a profile picture is the first thing mentees see. What will they conclude looking at yours?

Showcase your skills – Tell mentees the skills that make you stand out. Do you have specialist skills in software, workplace safety or social media? Tell us about it. Include your qualifications and professional memberships.

Sell yourself – Identify where you can add value to somebody else. What is it that you bring to the conversation? Why is your perspective important?

Make it snappy – Cut the waffle. Be clear and concise.

Brag (in moderation) but be authentic – What's the point of writing a personal bio if you can't brag a little? Establishing credibility is vital if you are to stand out from other mentors. Own your achievements.

Be human – All business challenges are human challenges. Good mentors offer encouragement, a shoulder to lean on and critical-kindness to share uncomfortable truths. Share your personality and demonstrate supportiveness.

Call to action – What do you want participants to do as a result of reading your profile? Tell them! 'Please shortlist me and we'll arrange a discovery call soon.' or 'Let's connect today to start our journey.'

Login to your Help to Grow: Management Course profile [here](#)

Need support in creating your mentor profile? We are here to help.
Contact us at hello@helptogrowmentor.com



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