

Chapter 5: Setting Up Your Profile on the ProBlogger Job Board

One of the newest features on the ProBlogger Job Board is the ability for candidates to register and create a profile, which includes a resume.

Most of the functionality for this is completely free – though you can pay for a subscription if you want your resume to be visible in a list of resumes that employers can view and search. This has the huge advantage of allowing employers to come straight to you, if you've got the experience and skills that they're looking for.

In this chapter, I'll be walking you through how to create your account and how to fill out the resume section of your profile. It can be tricky to know what to write about yourself and your blogging experience, so I'll be sharing a simple template you can use to get you started.



Creating an Account

To create your account, go to the Job Board and click “Candidate Registration”. You’ll see a form that looks like this:

Candidate Registration

User Account

Username *

Password *

Password (repeat) *

Account Information

First Name *

Last Name *

The “User Account” section of the form is where you enter the username and password that you want to use.

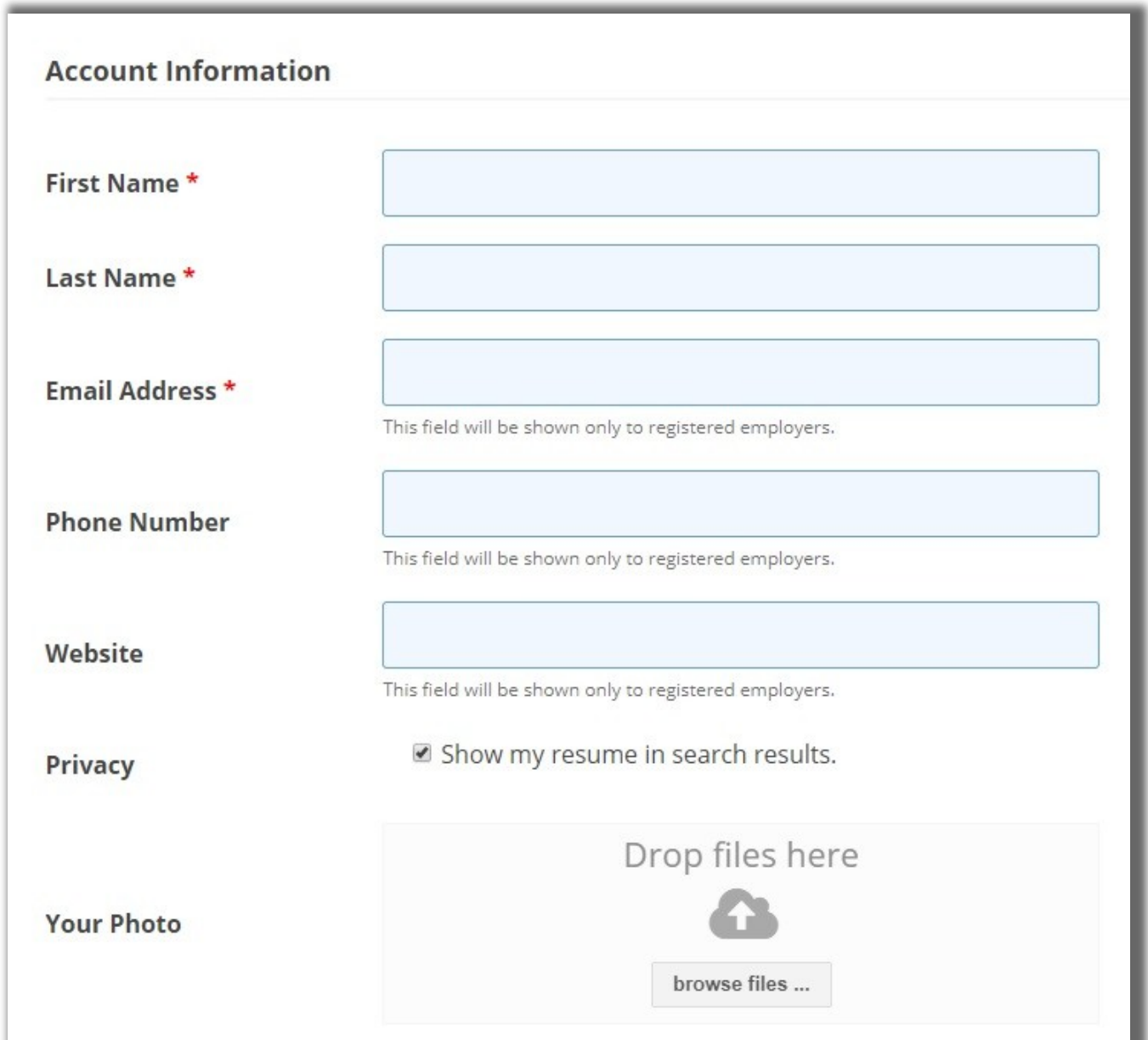
Username: Your username won’t be seen by employers, so you can enter whatever you like here. It’s fine to create a username with spaces, so you can simply use your name, if you want. Once you’ve created your account, you can’t change your username.

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Password: You can enter whatever you want here. You'll need to repeat it to make sure you've typed it correctly. You can change your password at any point once you've registered, via the Candidate Dashboard (which we'll be covering later in this chapter).

Account Information

This section of the form asks for information like your name, email address, and so on. It looks like this:



The screenshot shows a form titled "Account Information" with the following fields and options:

- First Name ***: A text input field.
- Last Name ***: A text input field.
- Email Address ***: A text input field with a note below it: "This field will be shown only to registered employers."
- Phone Number**: A text input field with a note below it: "This field will be shown only to registered employers."
- Website**: A text input field with a note below it: "This field will be shown only to registered employers."
- Privacy**: A checkbox labeled "Show my resume in search results." which is checked.
- Your Photo**: A section with a "Drop files here" area containing a cloud icon with an upward arrow and a "browse files ..." button.

Note that the only required fields here are first name, last name, and email address – you don't have to fill out any of the rest.

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Let's take a look at each section of the form:

First Name and Last Name: If you want to use a pen name for your blogging, that's fine. Just enter it here instead of your legal name.

Email Address: Make sure you're using an email address (a) that looks reasonably professional and (b) that you check regularly. (For more advice on setting up a professional-looking email address, take a look at Chapter 2.)

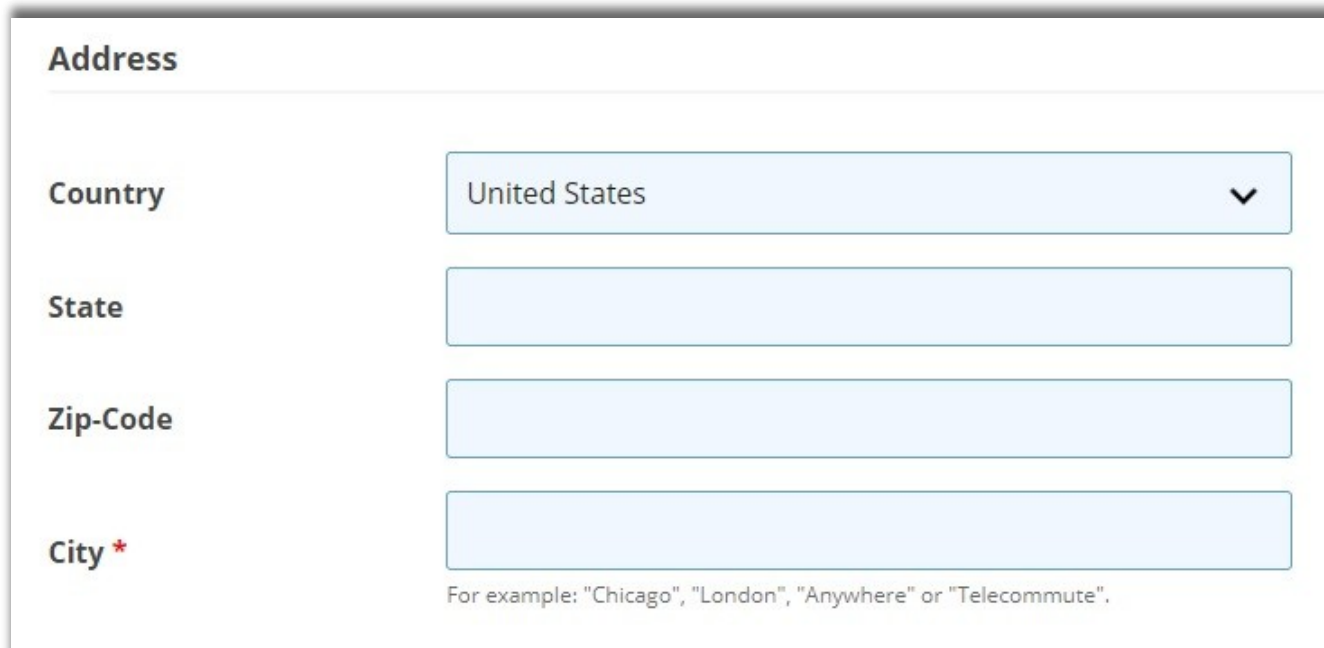
Phone Number: This isn't required, and it's up to you whether or not you use it. In practice, most employers are likely to get in touch by email, not phone— but you may find that some prefer to call.

Website: Again, this isn't required. If you have a website that showcases your work, though, it's definitely an advantage to include it. That might be a site that's all about you as a freelancer – but it could simply be your own blog.

Privacy: You can send a link to your resume to employers as part of your application. If you also want employers to be able to view your resume on the ProBlogger website without you applying for jobs, leave this box checked. *(Note that even if the box is checked, your resume will only appear in the list that employers see if you pay for a monthly subscription.)*

Your Photo: You don't have to include a photo, but it's a great idea to do so. It can help you stand out from other candidates and make your resume look more complete. You could simply use your Twitter or Facebook profile photo, if it would work in this context. (If your photo is of your baby, for instance, that's probably not going to work here!)

Address



The screenshot shows a form titled "Address" with the following fields:

- Country:** A dropdown menu with "United States" selected and a downward arrow icon.
- State:** An empty text input field.
- Zip-Code:** An empty text input field.
- City *:** An empty text input field. Below this field is a note: "For example: 'Chicago', 'London', 'Anywhere' or 'Telecommute'."

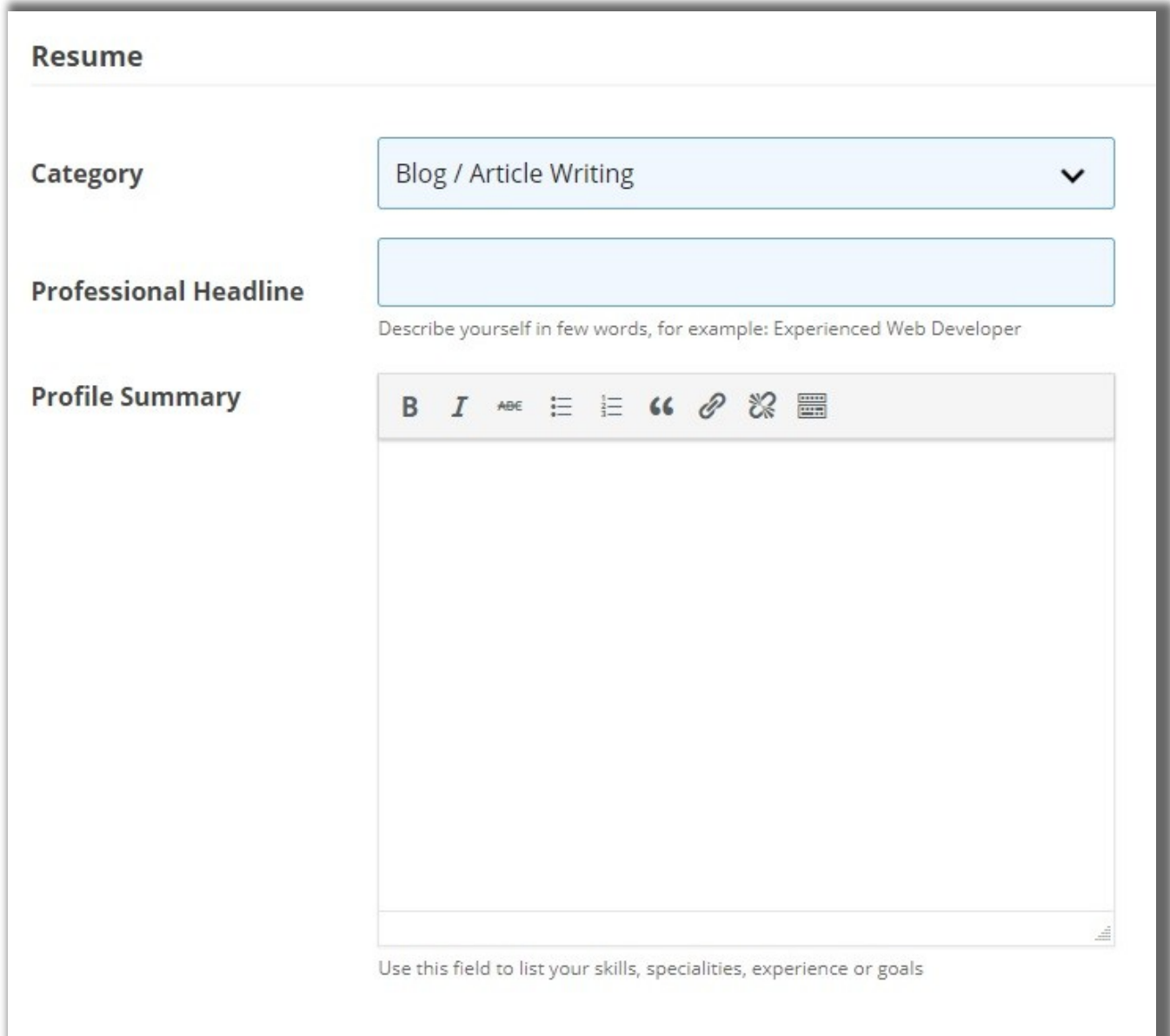
This section of the form asks for your country and city as a minimum. Note that your country will appear to employers, so only leave it as the default "United States" if that is accurate.

If you're not particularly looking for local work, you can simply put "Anywhere" or "Telecommute" for your city name.

Your state and zip code (post code) are optional. If you're looking for local work, you might want to include them; otherwise, there's no particular advantage.

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Resume



The screenshot shows a form titled "Resume" with three main sections:

- Category:** A dropdown menu currently set to "Blog / Article Writing".
- Professional Headline:** A text input field with a placeholder text: "Describe yourself in few words, for example: Experienced Web Developer".
- Profile Summary:** A rich text editor with a toolbar containing icons for Bold (B), Italic (I), Underline (ABC), Bulleted List, Numbered List, Quote, Link, Unlink, and Table. Below the editor is a placeholder text: "Use this field to list your skills, specialities, experience or goals".

Under "Resume", you can fill out these details:

Category: This defaults to "Blog / Article Writing", but has a dropdown where you can select other options (e.g. "Design / Development", "Ghostwriting", "Editing / Proofreading"). Select the area that best describes the type of work you mainly want to do.

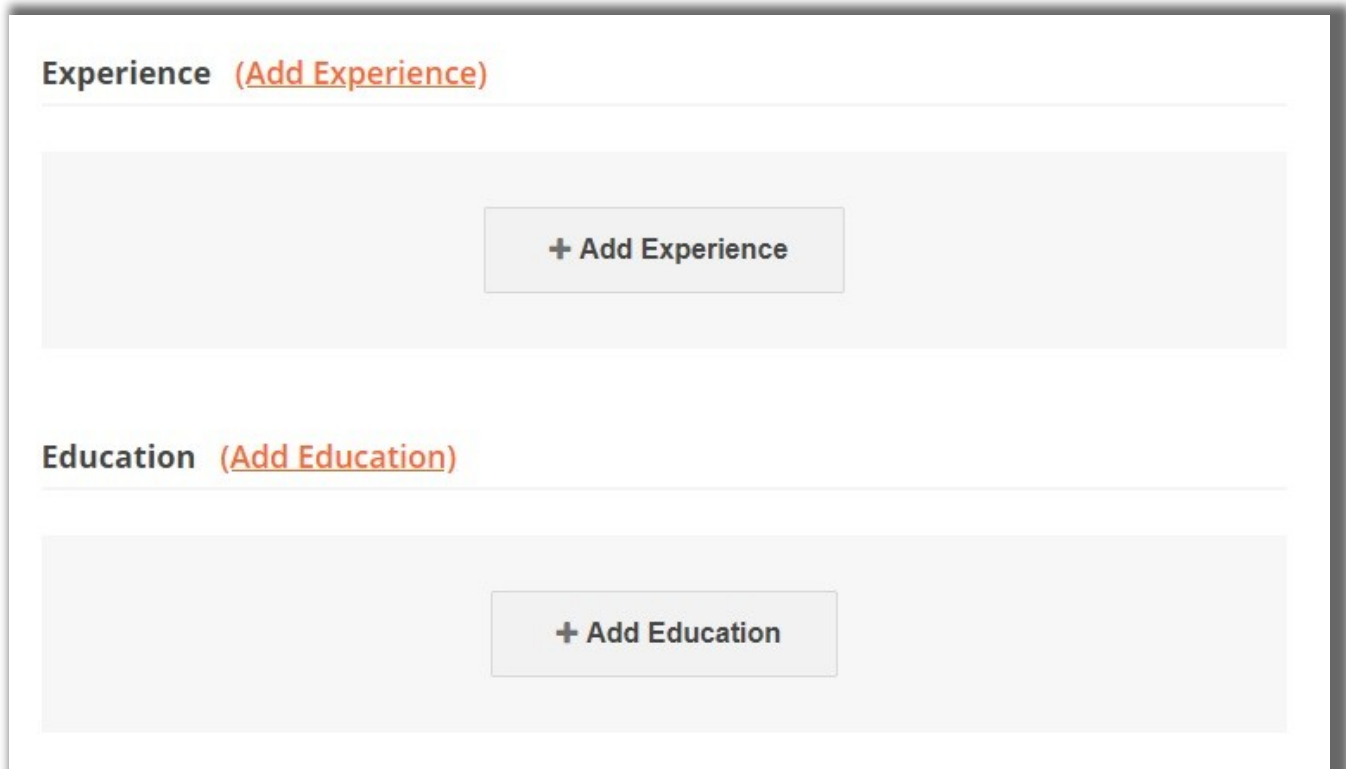
Professional Headline: This should sum up who you are and what type of work you do. For instance: "Experienced email campaign copywriter" or "Freelance pet / home blogger". (We'll come onto some advice on headlines later in this chapter.)

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Profile Summary: This is a rich text box where you can write about your experience and skills. (We'll come onto some advice on crafting this section later in this chapter.)

Note that you can add and change all of this information later in your candidate dashboard, so don't worry about getting it right instantly!

The final two parts of the form allow you to add your experience and education. They look like this:



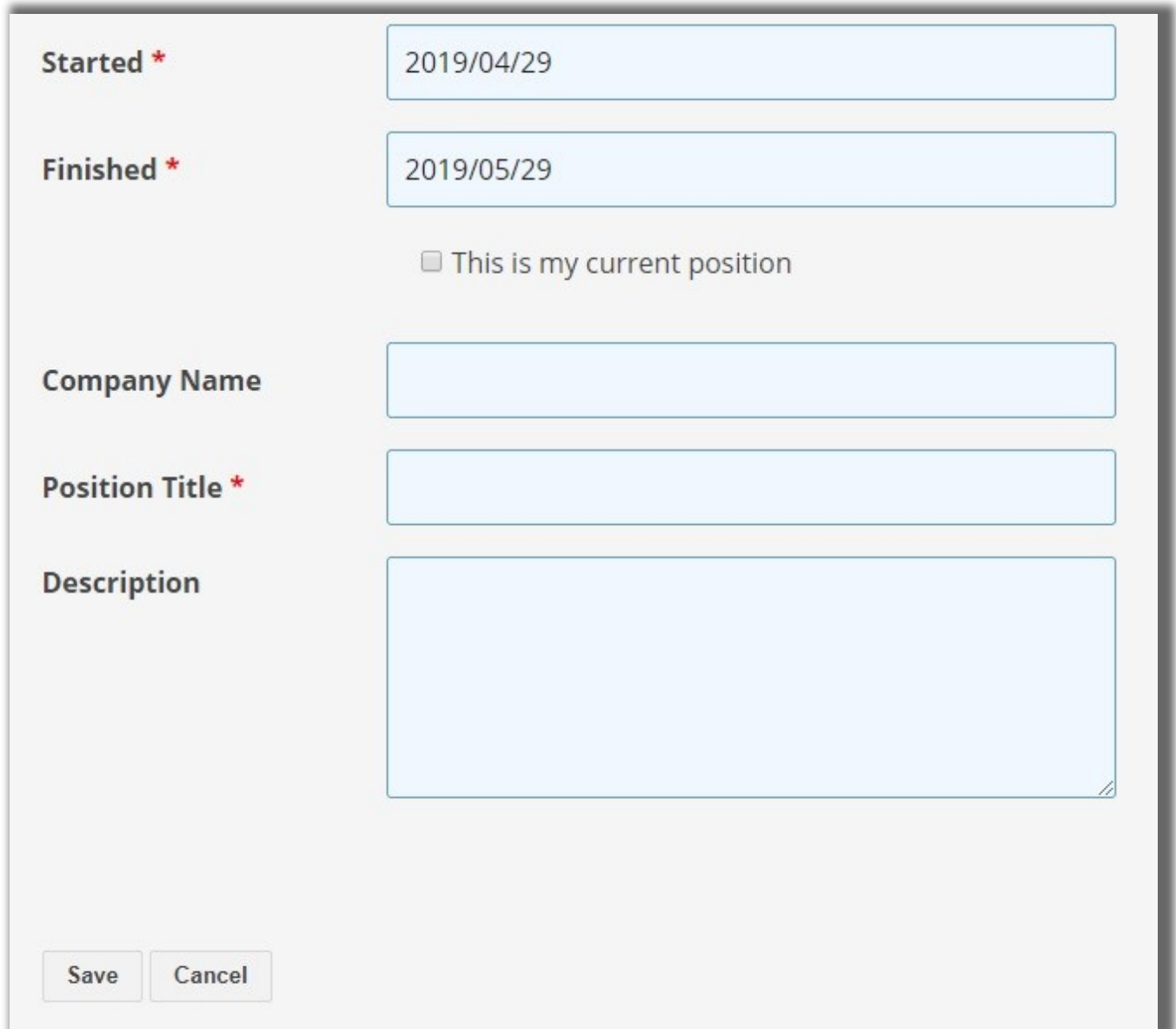
The screenshot shows two sections of a form. The first section is titled "Experience" with a link "(Add Experience)" in orange text. Below the title is a large light gray rectangular area containing a button labeled "+ Add Experience". The second section is titled "Education" with a link "(Add Education)" in orange text. Below the title is another large light gray rectangular area containing a button labeled "+ Add Education".

They're optional – you don't have to fill them out – but they allow you to create a more detailed resume for employers to view.

Simply click on the + button or the orange link, in either case, to fill out the details. (Note that once you've added one entry, the button will disappear and you'll need to use the orange link.)

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The Experience section allows you to list any current or past blogging gigs that you've undertaken. (Note: if these involved ghostwriting or writing without a byline, check that the person or company employing you is happy for you to list them.)

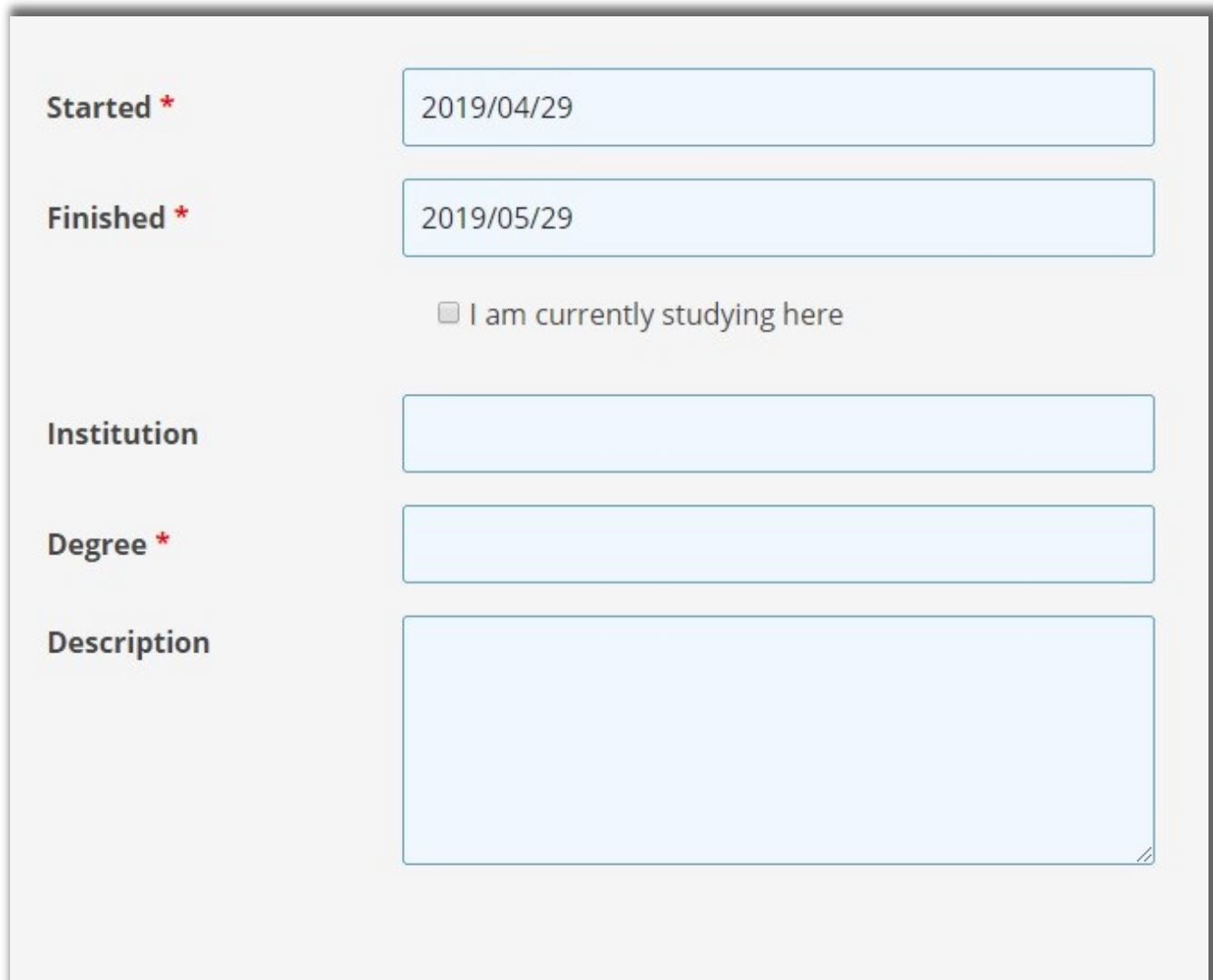


The screenshot shows a form for adding a new experience. It includes fields for 'Started' (2019/04/29) and 'Finished' (2019/05/29), a checkbox for 'This is my current position', and text areas for 'Company Name', 'Position Title', and 'Description'. 'Save' and 'Cancel' buttons are at the bottom left.

Started *	2019/04/29
Finished *	2019/05/29
	<input type="checkbox"/> This is my current position
Company Name	
Position Title *	
Description	

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The Education section is designed for you to list higher education (where you've gained a degree). It looks like this:



The image shows a registration form for the Education section. It includes the following fields and options:

- Started ***: A text input field containing the date 2019/04/29.
- Finished ***: A text input field containing the date 2019/05/29.
- I am currently studying here
- Institution**: A text input field.
- Degree ***: A text input field.
- Description**: A large text area for providing details about the education.

I'd recommend that you don't worry about completing these sections immediately. You can leave them for now and add details once you've created your account.

Once you've filled out at least the mandatory details – and optionally the rest of the form – click the orange “Register” button at the bottom of the page.

Once you've registered, you should be taken straight to the Candidate Dashboard. You'll see the message “You have been registered” at the top:

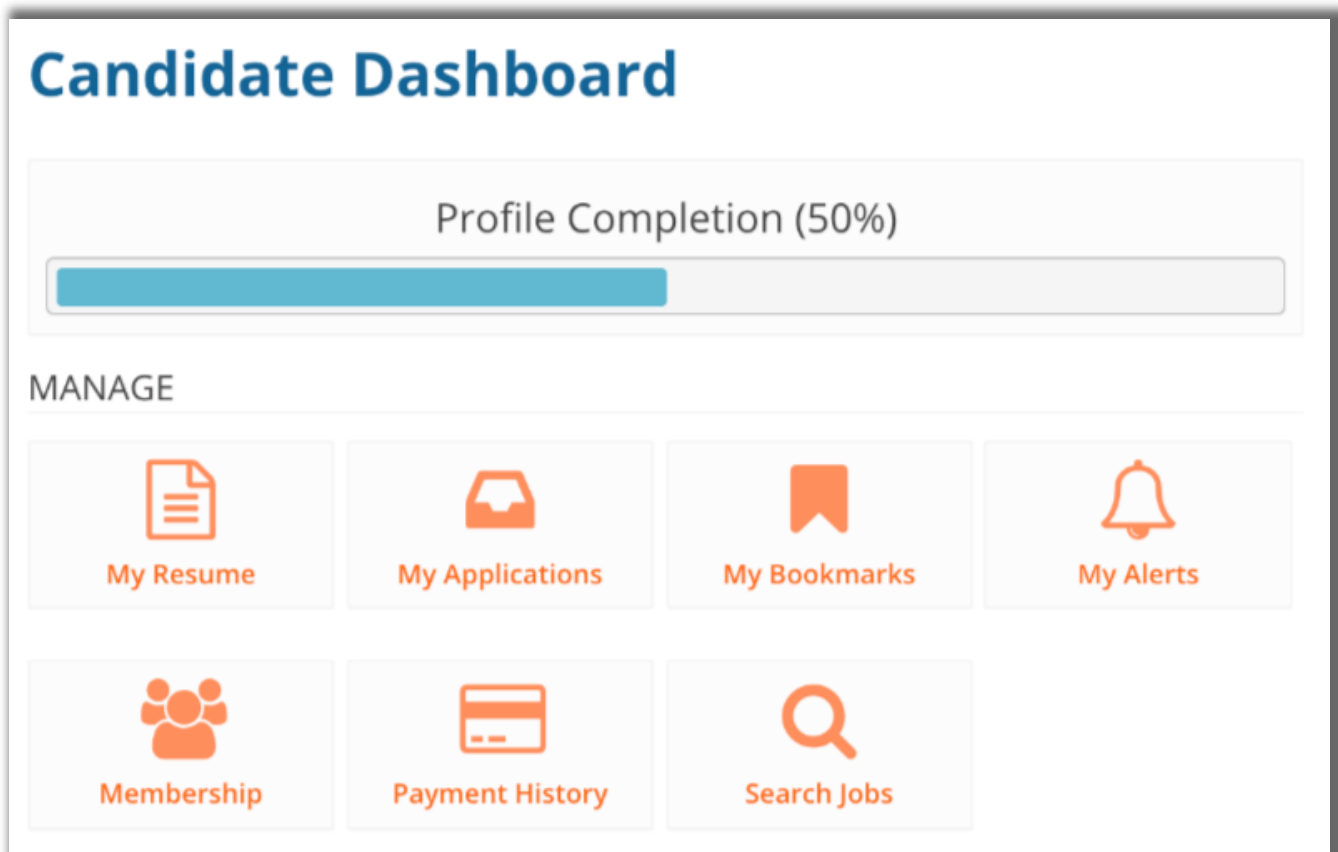
Candidate Dashboard

✓ You have been registered.

Understanding the Candidate Dashboard

The Candidate Dashboard is where you can update your resume, view your applications, and much more. You can access it through the “Candidate Dashboard” link in the sidebar.

It looks like this:



Let's take a look at each of the features available:

Profile Completion

This percentage figure and bar indicate how far you've got with completing your profile. If you filled in very few details before registering, this figure will be under 50%.

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Manage

From any of the following pages, you can click the “Home” link to return to the main dashboard page.

My Resume

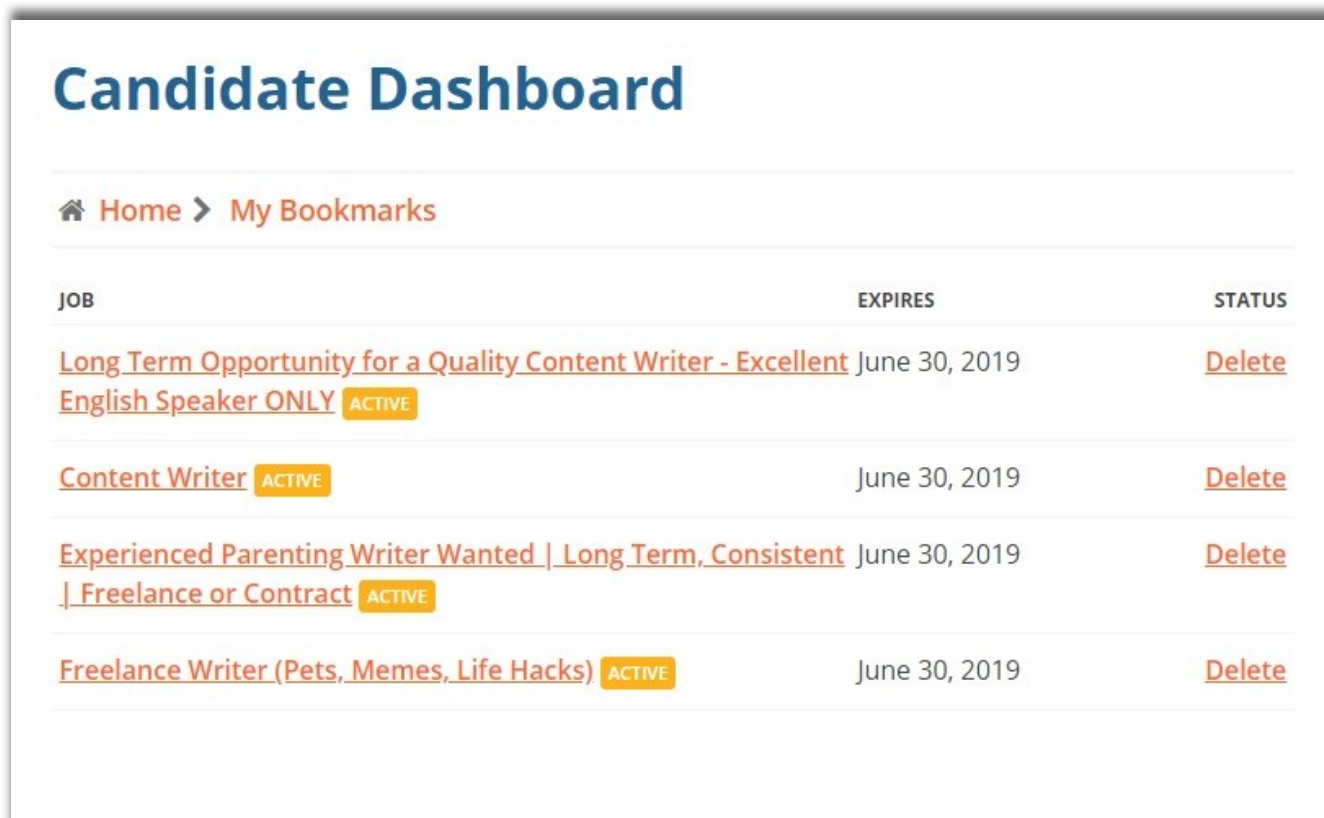
This link takes you to a form that’s very similar to the one you saw when you signed up. You can add or amend any of the details here. This is your profile. We’ll come onto more details about crafting your resume in a moment.

My Applications:

Once you’ve sent applications via the ProBlogger Job Board, those will appear here. You can view what you wrote – handy if you want to copy a paragraph or two from past applications.

My Bookmarks:

These will appear in a list so that you can easily view jobs you’ve bookmarked:



The screenshot shows a 'Candidate Dashboard' with a breadcrumb trail 'Home > My Bookmarks'. Below is a table with four rows of bookmarked jobs. Each row includes a job title with a status tag, an expiration date, and a 'Delete' link.

JOB	EXPIRES	STATUS
Long Term Opportunity for a Quality Content Writer - Excellent English Speaker ONLY ACTIVE	June 30, 2019	Delete
Content Writer ACTIVE	June 30, 2019	Delete
Experienced Parenting Writer Wanted Long Term, Consistent Freelance or Contract ACTIVE	June 30, 2019	Delete
Freelance Writer (Pets, Memes, Life Hacks) ACTIVE	June 30, 2019	Delete

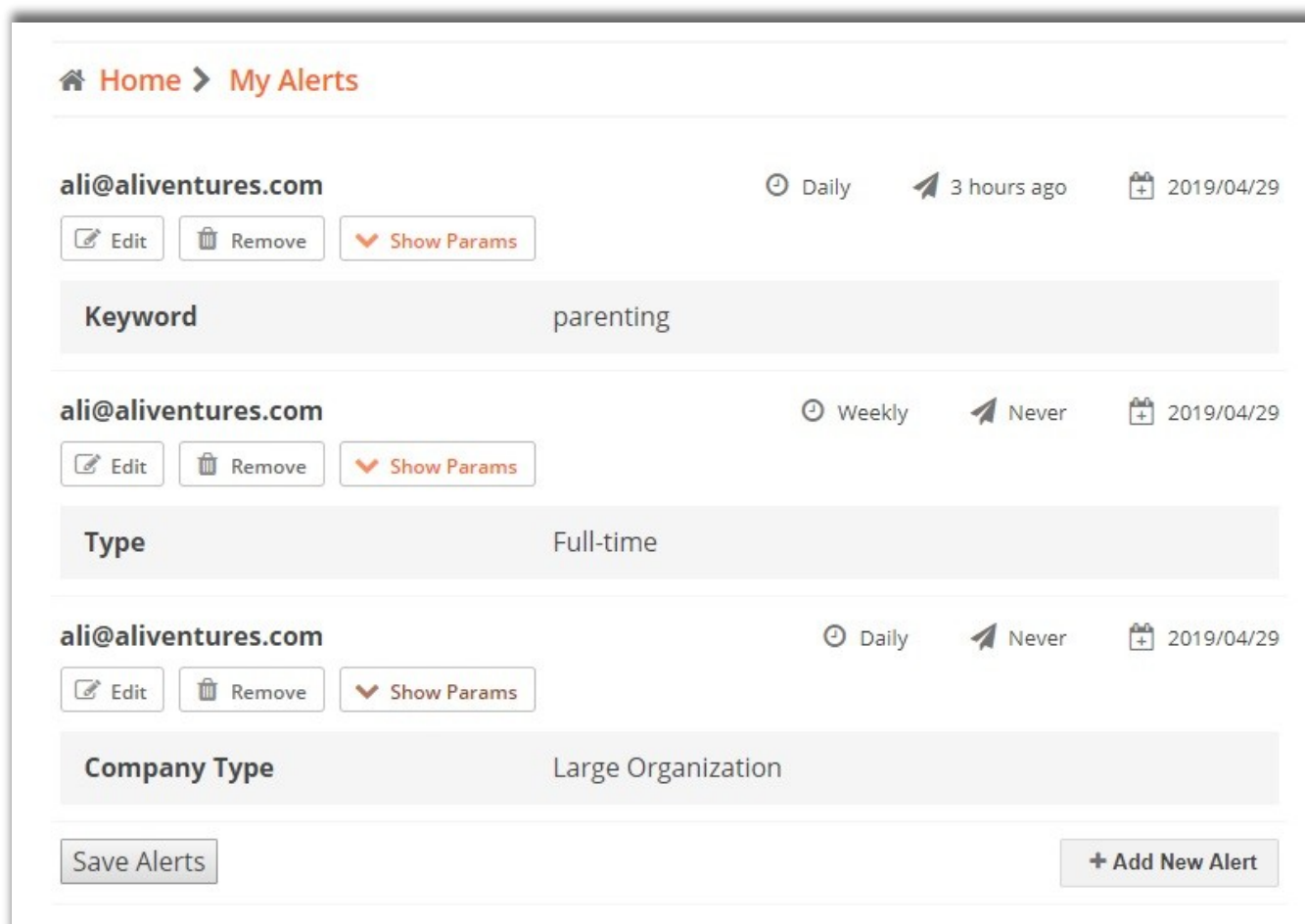
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Each job will show whether or not it's still active (i.e. whether it's been taken down by the employer). By default, bookmarks will expire after two months – but you can delete bookmarks if you no longer want them.

My Alerts

You can set up job alerts here (or you can use the quick keyword alert feature in the sidebar). You can decide which email address to send each alert to, and you can set up certain parameters.

To view the parameters for a particular alert, click the “Show Params” button, as I've done with each of the alerts below:



The screenshot shows the 'My Alerts' page in the ProBlogger dashboard. At the top, there is a breadcrumb trail: Home > My Alerts. Below this, there are three alert cards, each for the email address 'ali@aliventures.com'. Each card includes buttons for 'Edit', 'Remove', and 'Show Params'. The first card shows a 'Keyword' alert for 'parenting', set to 'Daily' frequency, triggered '3 hours ago', and expires on '2019/04/29'. The second card shows a 'Type' alert for 'Full-time', set to 'Weekly' frequency, triggered 'Never', and expires on '2019/04/29'. The third card shows a 'Company Type' alert for 'Large Organization', set to 'Daily' frequency, triggered 'Never', and expires on '2019/04/29'. At the bottom of the page, there are two buttons: 'Save Alerts' and '+ Add New Alert'.

Always click “Save Alerts” after adding new alerts to ensure they're saved.

You can edit or remove the alerts you've set up at any time.

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For each alert, you can choose whether you want to be notified daily or weekly. I'd recommend going with daily – if you opt for weekly, some jobs will probably have already been filled by the time you get emailed about them.

Membership:

To purchase membership of the Job Board – which allows your resume to show up for employers – head here and click the “Buy Membership” button. If you already have membership, you can view the details of it here.

Payment History:

Your Payment History will keep track of the membership packages you've bought, listing all the transactions.

Search Jobs:

This will take you to the Advanced Search page for jobs, allowing you to filter by keyword, category, location, recency...

Account

In the “Account” section of this page, you can also logout, change your password, or even delete your whole account.

Crafting Your Resume

Whether you've opted for paid membership or you're using the free membership to send a link to your resume when applying for jobs, you want your resume to look as good as possible.

You can update or change your resume at any time by clicking the “My Resume” button on the homepage of the candidate dashboard.

There's no one right way to craft your resume, but here are a few things to keep in mind – plus a template you can use.

Professional Headline

This is a bit like your LinkedIn headline, if you've used that. It should summarise who you are and what you're all about from a blogging perspective.

For instance, these are examples of good professional headlines:

- **Freelance writer available immediately** (*if you don't have any experience, this could work fine as a headline – the “available immediately” helps emphasise that you have the capacity to take on work right now, useful if an employer is glancing through a list of resumes*)
- **Excellent copywriter specialising in email campaigns** (*clear and specific – it explains what you're best at while also leaving room for people to contact you about other copywriting*)
- **Details-oriented editor with eight years' blogging experience** (*again, this is specific, and also quickly mentions an impressive amount of experience*)

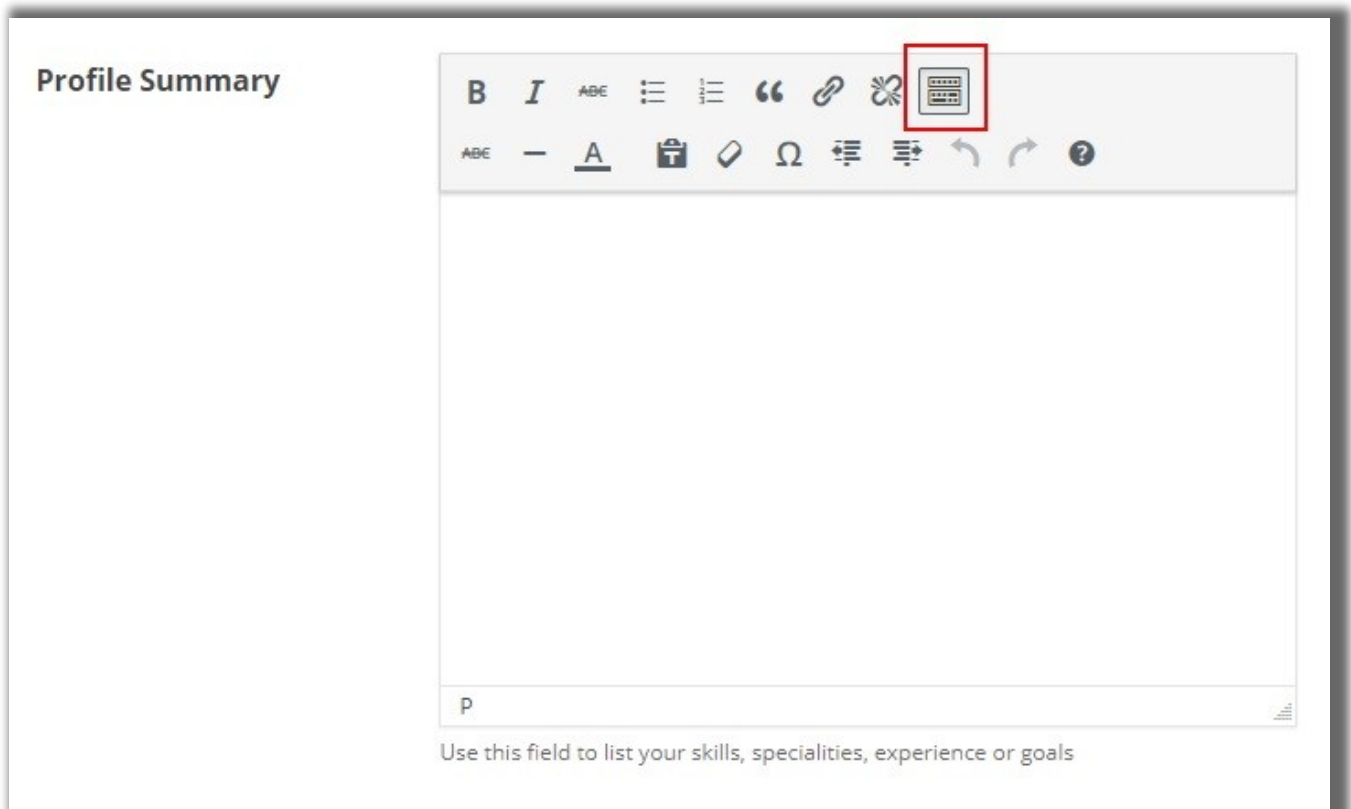
These headlines *aren't* good ones:

- **Blogger** (*it won't stand out ... and it looks like you've put in the bare minimum of effort!*)
- **Ali Luke** (*don't just repeat your name for the professional headline – it makes it look like you can't fill out a form correctly*)
- **DON'T MISS OUT ON MY AMAZING BLOGGING!!!** (*comes across as pushy and/or desperate, plus ALL CAPS and exclamation marks suggest you're out of touch with professional norms*)

Profile Summary

It's entirely up to you how you format this – but keep in mind that the rich text box provided allows you to use several useful features like bold text, bullet points, and links. These can really help your profile stand out, so do make good use of them.

Tip: If you click the “toolbar toggle” button on the right, you'll see a second row of buttons that include some extra options, if you want to go further with your formatting:

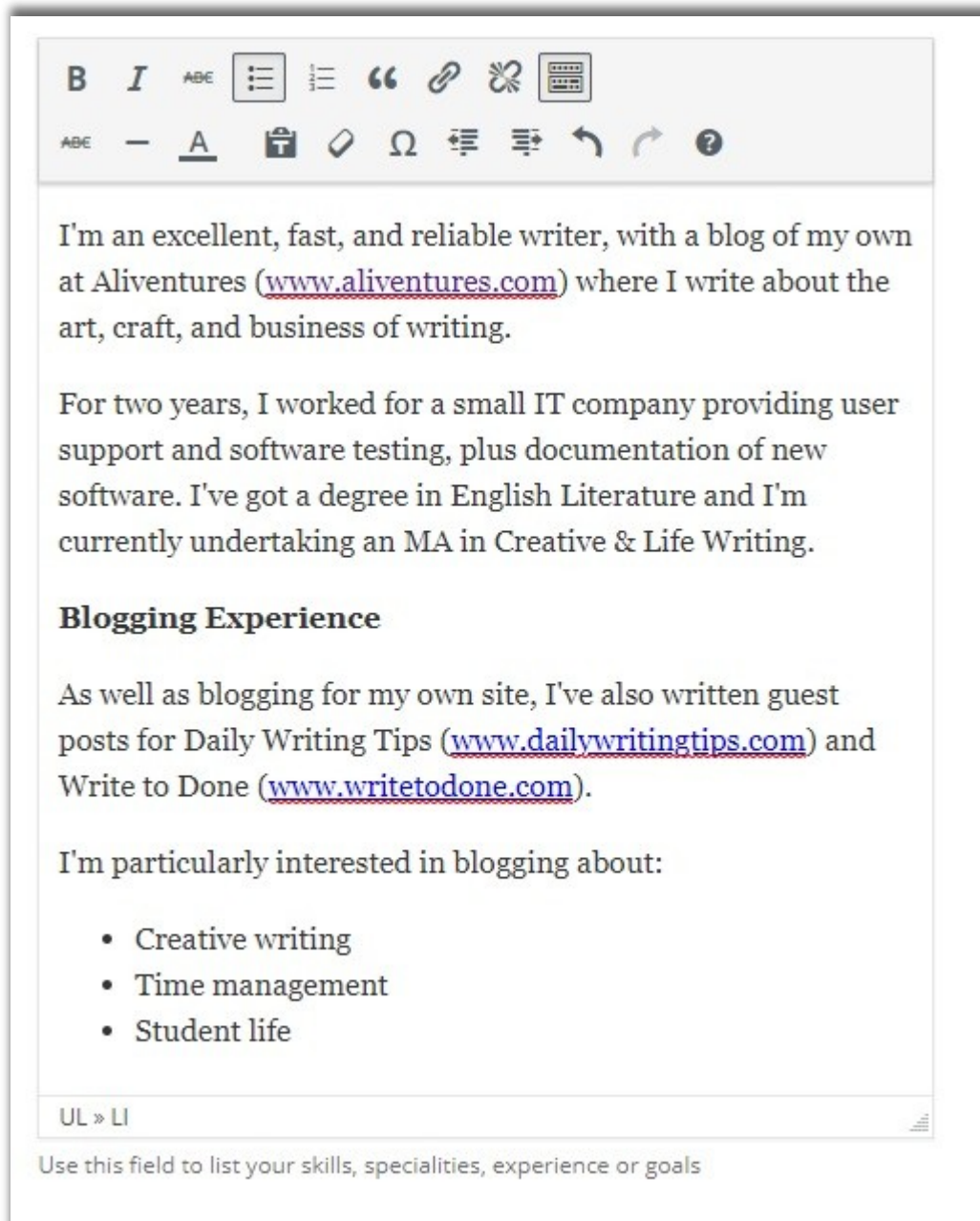


One straightforward way to structure your profile summary is like this:

- A paragraph that briefly introduces you as a blogger/writer.
- A paragraph about your work / educational experience.
- A list of blogs you've written for in the past (if applicable).
- An indication of the topics or types of blogging you're most interested in.

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Here's an example of how that could look. I've filled this out as if I were back in my first six months of freelancing again:



The image shows a screenshot of a Blogger profile summary editor. At the top is a rich text editor toolbar with icons for bold (B), italic (I), text color (ABC), bulleted list, numbered list, quote, link, unlink, table, text background color, text color, link icon, unlink icon, undo, redo, and help. Below the toolbar is the text area containing the following content:

I'm an excellent, fast, and reliable writer, with a blog of my own at Aliventures (www.aliventures.com) where I write about the art, craft, and business of writing.

For two years, I worked for a small IT company providing user support and software testing, plus documentation of new software. I've got a degree in English Literature and I'm currently undertaking an MA in Creative & Life Writing.

Blogging Experience

As well as blogging for my own site, I've also written guest posts for Daily Writing Tips (www.dailywritingtips.com) and Write to Done (www.writetodone.com).

I'm particularly interested in blogging about:

- Creative writing
- Time management
- Student life

At the bottom of the text area, there is a small toolbar with 'UL » LI' and a dotted triangle icon. Below the text area is a footer that reads: 'Use this field to list your skills, specialities, experience or goals'.

Tip: You can click and drag the bottom right corner of the profile summary box (the little dotted triangle) to make it larger, if you want to view everything you've typed.

Make sure you click "Update" at the bottom of the page to save your changes.

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Don't worry if you don't have much to put in your profile at this stage – just fill it out as best as you can. You can always come back later and add more once you've gained some more experience. (Guest posting, for instance, will give you the opportunity to say that you've written for several blogs.)

Other things you might want to include in your profile, particularly as you become more experienced with freelance writing, include:

- **An indication of the rate you charge.** If you find you're getting contacted by a lot of would-be employers who aren't offering anywhere near the amount you want, then it might be worth mentioning your rate upfront in your profile to cut down on timewasters.
- **Links to some of the best posts you've written.** Although you'll normally be sending samples anyway when you apply for a blogging job, having some of your best posts linked to from your resume can be a great way to show your expertise to employers who are browsing through a list of resumes.
- **Testimonials from past/current employers.** While I think letting samples speak for themselves is generally best, there might be occasions where it makes sense to provide a quote or testimonial instead. If you're a proofreader, for instance, it can be tricky to really *show* your work in action – but a short testimonial from someone you've worked with could make a great alternative.

It's a good idea to come back to your resume regularly to update it. To begin with, you might want to revisit it every month or so – that way, you can tweak it if you realise something isn't quite working for you, plus you can add in any new experience you've gained.

I'm sure it goes without saying, but you should also carefully edit and proofread what you've written here. You don't want a grammatical slip or a careless typo to give the impression that you're not a very good writer after all.

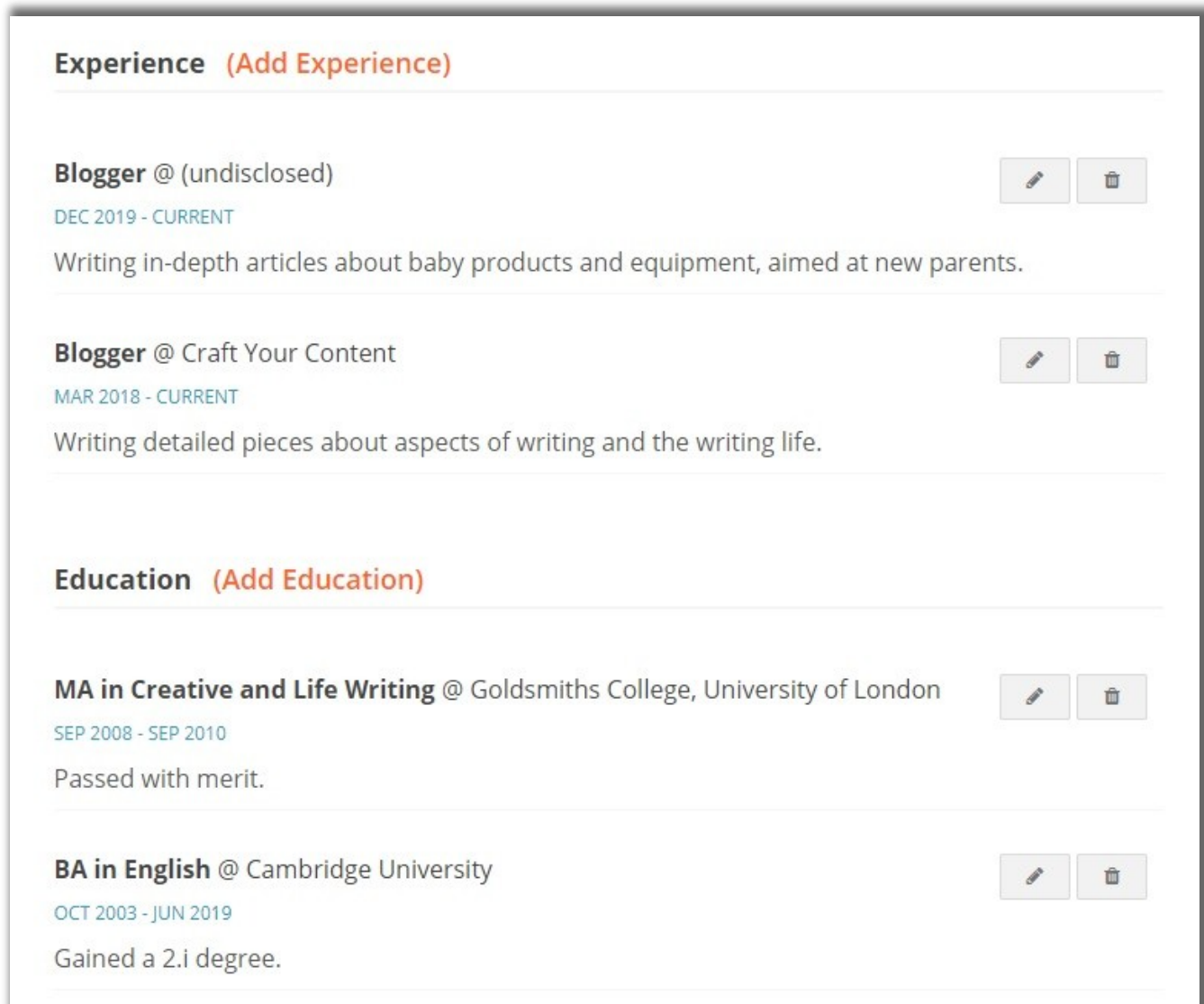
Adding Experience and Education to Your Resume

While you don't have to list your past experience and your educational history on your resume, it makes sense to do so if it's at all relevant to blogging. With your experience, you can list several jobs as "current" (as a freelancer, it's probably the case that most of your positions overlap).

Having these elements of your resume complete could give you the edge over a freelancer who's only filled out the summary section of their profile. As with that summary, make sure you write them carefully and proofread them: you want these to create the best possible impression.



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Note: Make sure you use the orange “(Add Experience)” and “(Add Education)” links, once you’ve added your first entry. Don’t accidentally use the “edit” button alongside the entry, or you’ll be editing that one rather than adding a new one.





The screenshot displays a resume builder interface with two main sections: Experience and Education. Each section has a header with an orange link to add more entries. The Experience section contains two entries, each with a title, dates, and a description, followed by edit and delete icons. The Education section contains two entries, each with a degree title, institution, dates, and a description, followed by edit and delete icons.



Experience [\(Add Experience\)](#)

Blogger @ (undisclosed)  
DEC 2019 - CURRENT
Writing in-depth articles about baby products and equipment, aimed at new parents.

Blogger @ Craft Your Content  
MAR 2018 - CURRENT
Writing detailed pieces about aspects of writing and the writing life.

Education [\(Add Education\)](#)

MA in Creative and Life Writing @ Goldsmiths College, University of London  
SEP 2008 - SEP 2010
Passed with merit.

BA in English @ Cambridge University  
OCT 2003 - JUN 2019
Gained a 2.i degree.

Why You Should Keep Applying to Jobs

Unless you have a paid membership, you need to actually apply to jobs in order for any employers to see your resume.

You can include a link to your resume when you send your job application. If you want employers to be able to come to you instead, then you’ll need to sign up for a paid membership. (These are on a month-by-month basis, so you can always try it for a month or two and see if you feel it’s worth it for you.)

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Even if you do have paid membership, it's still a good idea to regularly check the ProBlogger Job Board for any jobs you'd like to do. Some employers won't proactively look at resumes – they'll only consider the people who actually apply.

Remember, you can set up an alert for particular keywords (or for jobs in a specific category, which can work well if you're looking specifically for editing or development work). This means you'll get an email with any matching jobs on a daily or weekly basis.

Exercise: Create Your Account on the ProBlogger Job Board (15 minutes)

Register for a free account on the ProBlogger Job Board.

Fill out as much information as you want at this stage (you'll need to fill out all the required information in order to create the account). If you've got some extra time, start bookmarking jobs that interest you: you'll find these under "My Bookmarks" in your candidate dashboard.

