

\$323K/Year LinkedIn Cheat Sheet

Header + Call to Action

Add a link to your portfolio or use an image that represents your field.

Professional Profile Photo

Ask a friend to take a photo with their phone. Have a clean background, face the camera, and smile.

Location Is a Keyword

Instead of putting in, say, "Venice Beach," using the metropolis closest to you, like "Los Angeles Metropolitan Area" can help you get found in more search results.

500+ Connections

The more connected you are, the more people you'll have in your 2nd degree network. This can bump your profile on searches.

A Great Hook

You have to click "see more" to read the entire summary. That first line should talk about how you help employers so they are curious to read more about you.

Speak to Hiring Needs

This helps showcase your skills and incorporate keywords.

Wins

Use numbers if possible. If not, you can talk about how you made things better or solved problems.

Soft Skills

What makes you uniquely successful?

Optional

Call to Action.

Your Posts

One of the very first things someone sees when is whatever you posted. Don't post anything you wouldn't want an interviewer to see. Post something that shows your expertise. (You only have to do this once every few months.)

A Great Hook

Start with your biggest win. If you can't think of something, talk about the problem you were tasked with solving. People love reading stories and if you start with a very interesting problem, they will click "see more" to learn about which skills you used to work on the problem.

The next part of your "story" should explain what actions you took. This is a great chance to add keywords.

Whenever possible, describe the scale and scope of the work you did, but only if this is in line with what you'd like to do next.

If you know a skill is really important to showcase, talk about what you used it to achieve rather than just listing it. What problems did you solve? What did you improve?

A Great Hook

The work you did in school may not be 100% relevant to what you'd like to do now. But if you arrange it so that the most interesting information is higher up, you can showcase your transferable skills.

Warning:
Do not copy your resume into your profile.

Your profile is laid out differently than your resume: having strong hooks is critical to ensuring your profile gets read.

Additionally, the parsing mechanisms that "read" your LinkedIn profile work differently from applicant tracking systems (ATS) that "read" your resume.

Warning!

Any time you apply for a job, the companies can show up here. Check this periodically if you're applying actively.

Searchable Keywords

This makes the URL easy to share when networking.

Customized URL

This makes the URL easy to share when networking.

This example client had 12 years of experience in her space, but what if you don't?

What if you feel, as much as you try, you just can't think of accomplishments for your LinkedIn?

That was the case with our client Hamza Castillo.

Hamza was so, so passionate about Middle East affairs and really wanted a job with creating policy for the greater Middle East area.

The only problem is that while his background was related to policy, he had been helping his wife launch a cupcake shop for several years and he had nothing on his profile that could really speak to the UN.

We helped Hamza tell his story. We took detailed notes about his experience, redid all the sections of his LinkedIn profile, and Hamza got the job:

We can tell your story too.

All you have to do is speak to us about your experience and we'll rewrite your entire LinkedIn profile for you. If you like, we can log in and update your profile for you. And if you purchase our job application service, we'll use your profile to apply to jobs for you; all you have to do is show up for interviews.

If you're like our clients, maybe you're discouraged by getting the wrong interviews – or maybe even NO interviews at all.

We can fix that for you.

Sign up for our services here.

Or use this link to schedule a call with a career consultant who can help you assess if the service is a good fit for you.

Book a free consultation here.