THE LINKEDIN GUYS

PROFILE CHECKLIST
DO YOU FEEL LIKE THIS WHEN YOU THINK ABOUT YOUR LINKEDIN PROFILE?
FEAR NOT...

THE LINKEDIN GUYS ARE HERE TO HELP!
WE LIVE & BREATHE THIS STUFF:

• Led education marketing at LinkedIn for 40 million students & recent grads

• Helped clients use LinkedIn to land jobs from Google & American Express to Teach For America & McKinsey

• Taught LinkedIn at Berkeley, INSEAD, Dartmouth, & other schools
LET’S BEGIN:
STEP 1: PROFILE PHOTO

- People choose people, not profiles
- A photo makes your profile real & come alive. Make sure your photo will attract people (especially recruiters!)
  - People love faces - so crop yours around your head & shoulders. Face forward with no one else in the frame
  - People love smiles - so make sure you have a genuine one
  - People love people like themselves - so match your desired industry’s dress code (e.g., casual for tech, formal for finance)

A good profile photo = 13x more profile views
**STEP 2: HEADLINE**

- Recruiters search LinkedIn by title: “Supply Chain Director,” “HR Lead,” “Product Marketing Manager”

  **So make sure that your headline reflects what you want them to discover you for:**

  - *If you have experience with the job you want,* feel free to use the actual job title
  
  - *If you don’t have experience,* you can add a modifier like “Aspiring Product Marketing Manager”
STEP 3: SUMMARY

• Your summary can do double duty for you:
  • Having *the right keywords* from your desired job description (e.g., SEO, PR) can *get you found*
  • Listing *significant & concrete accomplishments* can *make it easy for recruiters to pick you*

Use of specific keywords = 40x more likely to be contacted about opportunities
STEP 4: EXPERIENCE

Most people assume they shouldn’t put their resume bullets online. This is a HUGE mistake because:

- It means you can’t be found for all the great keywords in the ‘Description’ part of your profile (e.g., “positioning”)
- And you can’t show off all the great, specific work you’ve done
- Exception: when your work can’t be shared publicly (e.g., under NDA)
STEP 5: EDUCATION

• Don’t assume employers only care about your degree. Savvy LinkedIn users know that what they did in school is just as important & says a lot about who they are.

• So be sure to include:
  • Any jobs you held while enrolled
  • Extracurricular leadership
  • Volunteer duties (40% of employers say these are equal to paid work)
  • Relevant courses, projects & publications (esp. for new grads)
STEP 6: SKILLS

- Most people just go with whatever random skills their friends have recommended for them.

- But you can choose your own skills! **Don’t waste a good opportunity to display the skills from your dream job description.**

- **Just don’t worry about endorsements** - recruiters don’t care about them because they can be gamed.
STEP 7: RECOMMENDATIONS

• Unlike endorsements, recommendations do matter
• Without them, recruiters have to take your word. It’s validation
• Even one recommendation says “OK, this is someone you can trust”
• Try to get at least one recommendation for each job you list (even if from a peer)
HERE'S YOUR PROFILE CHECKLIST

☐ Do you have the perfect **profile photo** (headshot, smiling, correct attire)?

☐ Does your **headline** match your desired job title?

☐ Does your **summary** include both keywords + accomplishments?

☐ Does your **work experience** include your resume bullets?

☐ Does your **education** include your accomplishments outside of class?

☐ Do your **skills** match the desired skills on your dream job description?

☐ Do you have at least one **recommendation**?

*PS: We share lots more tips on the entire job search in our online course.*
HOPEFULLY YOU NOW FEEL LESS LIKE THIS
AND
MORE LIKE THIS
AND IF YOU DO, ALL WE ASK IS THAT YOU

SHARE!

SHARE ON LINKEDIN

SHARE ON TWITTER

SHARE ON FACEBOOK

THANK YOU!