

HOW TO MAKE A GREAT LINKEDIN PROFILE



Aside from your resume your LinkedIn profile is being carefully reviewed by recruiters and hiring managers for the jobs that you have applied for.

If your LinkedIn profile isn't on point you may not even, make it to the first round of interviews to the jobs you have applied for. It is extremely important to pay attention to how your LinkedIn Profile is being presented and that it represents the best possible version of you

1. Have A Photo That Sends "Good Vibes"

- a. Your LinkedIn profile picture is one of the first things that recruiters and hiring managers look at as soon as they look you up on LinkedIn
- b. You want to have a photo that is recent and of high quality. Don't use any old or dark grainy photos. You definitely don't want to be deceiving anybody by using a photo from several years ago. Be sure it is clear, and you are smiling and looking professional
- c. Men wear a collared shirt, tie and suit jacket. For women wear a blazer and nice fitted top that is office appropriate
- d. Have a LinkedIn specific photo instead of using one from a recent wedding or some other occasion. You want to give the sense that you are serious about your career

2. Use an Appropriate Headline

- a. Rather than using lengthy multiple description words to introduce yourself, simply use your job title as your headline.
- b. Using your job title makes it easy for recruiters and hiring managers to find you

If they have a job opportunity and they are looking for someone with your type of experience, your title specifically will help them find you quickly. Using vague terms with no specific description in your headline, people won't know what you do and may cause you to be passed over for that perfect job you were looking for

3. Have a "What I can Do For You" Profile Summary

- a. Having a profile summary helps you get noticed by recruiters and hiring managers for buzzwords that they be looking up
- b. You want your profile summary to be short and sweet but at the same time, you don't want to just be talking about you, you, you. Talk about what problems you helped to solve. Examples may include, analysis of revenue and expenses increasing revenues and/or lower costs. Have 3-4 one or two sentence examples creating your one paragraph summary

4. Make Your Experience Short & Sweet

- a. You don't need to provide all the details of your duties and achievements which are already on your resume. Your LinkedIn profile should just have your job titles, your companies you've worked at, the exact months and years that you've

work in each of those roles, and possibly have on bullet point that summarizes your overall responsibilities in each of the jobs you've held

- b. You just want to pique the interest of the recruiter or hiring manager so that they can see there's a potential fit for an opportunity
 - c. Because they don't know everything about you from your LinkedIn profile this creates a greater likelihood that they will reach out to you and ask for your resume and become a greater magnet for job opportunities
5. Show Off Your Recommendations
- a. Get over your fear and ask for those recommendations from your prior boss or manager. This is one simple way that you can get your LinkedIn profile to stand out from other profiles out there
 - b. Be sure recommendations are from people you actually worked for as opposed to a peer
6. Be Sure to Provide Your Contact Details

Always include some sort of contact information such as an email or phone number. Something that is easily visible on