

LinkedIn Take-Away's

Profile:

- **Image** – Smile, no distractions, black and white if you want to hide grey
- **Keywords** – 3 areas for search algorithms
 - Headline
 - Summary
 - Skills and Endorsements
 - *AI prompt* – what are 7 keywords for a person in XX industry
- **Contact information** –
 - Include a mobile phone number
 - Email that you receive on your phone
 - Add customized URL's to your email signature, business cards, resume, cover letters, regular signatures, and proposals.
- **Skills & Endorsements** –
 - Include up to 50 - 100.
 - Add top 5 skills to jobs, education etc.
 - Review your connections profiles from your industry to see what skills you may need to include.
 - *AI prompt* – what are 15 skills I may have for XX type of job.
- **Summary** – write short stories – 2650 characters available
 - Problem > Action > Result
 - How does my example relate to money, percentage, time or number(s) saved or gained.
 - *AI prompt* – enter your example, ask how can I write this to better a person employed as XXX using these keywords ...
- **Experience** –
 - Include the same keywords used in headline and summary. ○ Expand upon the points covered in the summary.
 - *AI Prompt* – how do I incorporate XX industry language into my experience
 - *AI Prompt* – how do I incorporate these XX keywords into my experience
- **Education** –
 - It is not necessary to include high school unless it was a prestigious one with great alumni activity.
 - If your education does not follow your career path, explain why you pursued the education.
 - Don't include the year of graduation if older than 20 years ago.
- **Recommendations** –
 - Ask for three.
 - Suggest language the person might use in the recommendation related to one of your keywords. Don't send the same language to all your requests.



All-Star Status

- Image
- Headline
- Industry & Location
- Summary
- Current Position w/ description
- Past Positions (2) w/ description
- Education
- Skills (minimum 5)
- Recommendations (3) First Degree
- Connections (minimum 50)

Add to profile

Core

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

Add position

Add career break

Add skills

Recommended

Additional

- Make it easy to copy and paste.
- *AI Prompt* – Provide 5 options related to XX keyword(s) so I may request a LinkedIn recommendation for these skills in my summary – include your summary.
- **Additional Sections** – find these items in the boxes to the right of your profile. Each of these items should include keywords when possible. Many of the items can be a way to warm up an initial conversation with a new prospect or employer. Great areas to demonstrate leadership if your work experience lacks it.
 - **Volunteer Opportunities** –
 - may show leadership not demonstrated in work experience
 - Do not include volunteer activity in both volunteer and work experience
 - **Honors and Awards** – explain type of award. Ensure date relevance.
 - **Languages** – elementary proficiency means you could direct someone to a hospital or conduct a basic transaction.
 - **Test Scores** – geared for students. Could include GMAT, MCAT, SAT etc.
 - **Courses** – add these, in the event that, you did not complete a degree or the coursework was not associated with a degree.
 - **Patents** – do you own any patents? Add them.
 - **Organizations** – these are groups to which you pay dues associated with your industry or community, i.e. chambers of commerce, associations
 - **Publications** – books, articles, papers, presentations for which you have authorship
 - **Projects** - those events that required cross representation from many departments, organizations, communities or leaders.
 - *AI Prompt* – Review this project description and rewrite it to include these XX keywords. – include the project description of what you did.

Participate

- **Status Updates** –
 - 3-5 times a week of information you initiate,
 - Comment, like, and share company updates.
 - Comment, like, and share updates from your connections.
 - Create a post – your personal blog on LinkedIn.
 - *AI Prompt* – create a post about XX topic with a link to sources
- **Invitations** –
 - Personalize each one.
 - Include where and when you met or
 - Why you would like to connect.
- **Connections** –
 - Use the CRM function to congratulate your connections on birthdays, anniversaries, and new positions.
 - Sort by name or recent connections.
- **Companies** –
 - Follow companies and share their status updates, especially if you want to do business with them.
 - See how you are connected to the people you need to reach in the company.
 - Review other similar companies that people have viewed

- **Groups –**
 - Join up to 100 groups.
 - Industry related to gain knowledge or obtain prospects.
 - Community based to connect with others in your community.
 - Special interest.
 - Participate by sharing articles or asking questions. ○ Answer questions or comment on articles when appropriate.
 - Use links in your answers when possible.
 - Be aware of any group rules so you are not in violation.
- **Links**
 - Share links to things you have done on your profile and in your feed as status updates. Think of portfolios you have, SlideShare presentations, blog articles you have written
- **Settings –**
 - Turn off notifications while working on profile changes.
 - Add a second email.
 - Do not hide things.
 - Review the order of the groups shown in your profile.
 - Check settings for communications with you.
 - Can upgrade from settings.
- **Veterans –** can access one free year of Premium Career Subscription -
<https://www.linkedin.com/help/linkedin/answer/a550186/linkedin-for-veterans-free-premium-careersubscription-faq?lang=en>
- **Job Seeker Premium –**
 - Job seekers get a premium subscription free for thirty days.
 - The monthly fee following the trial is 39.99 a month. (less for a one-year payment) Free for one year for veterans.
 - Includes some AI features
 - May invite more than 5 people per month
 - Charges begin on day 31. Remember to cancel before your free period expires if you are not using the benefits.
- **Navigator –** is an upgraded tool that is useful for salespeople. The subscription can be pricey if you are not using the tool regularly. Recommended for regional or national salespeople.