



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



John Doe

Unemployed

Greater Detroit Area • 0



John Doe

Unemployed

Greater Detroit Area • 0

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"*



John Doe

Unemployed

Greater Detroit Area • 0 



John Doe

Product Marketing Manager

Greater Detroit Area • 0 

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

Looking for a job!



Please contact me if you're hiring.

Thanks so much,
Joe



Product marketer with a track record of major launches:

* Messaging for the new Volt launch, praised in the Detroit Free Press

* Drove a 51% lift in website visits

* Optimized web performance to drive 15% more leads

Specialties: A/B Testing, SEO, Email Marketing, Lead Generation, PR

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)

Experience



Marketing Associate

General Motors

2014 – 2017 • 3 yrs

Greater Detroit Area

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* Helped marketing team craft positioning for new car launch, resulting in articles in 127 publications around the country

* Developed web collateral that generated 50K new visits to the GM site

* Received promotion after just 9 months on the job; 50% faster than typical promotion schedule

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)

Education



University of Michigan
Bachelor's degree, Philosophy
2010 – 2014

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* Earned degree with a 3.78 GPA while working 20 hours/week

* Debate Team Secretary; grew membership by 75% through social media marketing

* Volunteer for Habitat for Humanity; raised \$20K and helped dozens of people get their first home

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*

Featured Skills & Endorsements

Teamwork

You

Philosophy

You

Vegetarian Cooking

You

Featured Skills & Endorsements

Product Marketing

You

Market Research

You

Email Marketing

You

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)



Recommendations

Received (0)

G



John is a dedicated professional who always goes the extra mile and achieves success in all his endeavors. He is honest, has integrity and is a true team player. It was a privilege to work with John.

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!