

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!

AFTER ALL, WE LIVE AND BREATHE THIS STUFF:

- Led education marketing at LinkedIn for 40 million students and recent grads
- Helped clients use LinkedIn to land jobs from Google to Teach For America to McKinsey
- Taught LinkedIn at Berkeley, INSEAD, and Dartmouth



LET'S BEGIN:

STEP 1: PROFILE PHOTO

- **People choose people - not profiles**
- So make sure you have a profile photo that will attract people!
 - *People love faces* - so crop yours around your head and shoulders
 - *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)



John Doe

Looking for a Job

Greater Detroit Area • 0



John Doe

Looking for a Job

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

Looking for a Job

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**
- Having *great accomplishments* can **make it easy for recruiters to pick you**

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 think that 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 your bullets (e.g., "positioning")*
 - And *you can't show off all the great work you've done*
- The only exception is when your work can't be shared publicly (e.g., a client has asked you to sign an 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 that employers only care about your degree - **savvy LinkedIn users know that what they did in school is just as important!**
- *So make sure to include:*
 - Any jobs you held while enrolled
 - Extracurricular leadership
 - Volunteer duties (40% of employers say these are just as important as paid work)

Education



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

Education



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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 given that you can choose your own skills, **this is a waste of 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 for everything
- But even one recommendation says “OK, *this is someone you can trust*”



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, right 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**?

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!

GET LINKEDIN'S MISSING MANUAL

PS: Wish you had a step-by-step guide to LinkedIn success?

Now you do!

- Get the only LinkedIn guide written by LinkedIn insiders
- Leave a review online and get a free profile review!

