

## Optimize Your LinkedIn Profile!

**GetLinked.Pro**

### 4 LinkedIn Profile Do's:

1. Headshot

What can you do to update and improve your Headshot?

2. Background Photo

How can you improve your Background Photo?

Will you use a Word Cloud, Quote, Visual (like the open book for the librarian), Company, Event, or something else to personally brand your profile for your next role?

3. Headline

What keywords or skills will you add to your headline?

Draft your updated Headline:

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Title/target role @ company

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Keywords & skills

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Tagline

Sept 4, 2024

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### 4. About

Write your About section in \_\_\_\_\_ -person

2,600-character max (about  $\frac{3}{4}$  of a typed page), leave whitespace, no heavy blocks of text.

What are some keywords, main points (and Top skills) you want to add to your About section?

### **4 LinkedIn Profile Don'ts:**

#### 1. <100 Skills

How many skills do you have listed in your profile today?

#### 2. Don't date yourself

Do you have any fields (school, training, roles prior to 2000) that need the dates removed?

#### 3. No typos!

#### 4. No duplicates

Does your profile have any duplicate fields or listings?

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### **Job Seekers:**

1. You can list up to \_\_\_\_\_ job titles.
2. Workplace choices are On-Site, Hybrid and \_\_\_\_\_.
3. You can list up to \_\_\_\_\_ locations.
4. Job types are: Full-time, \_\_\_\_\_, Part-time, Internship and Temporary.
5. For Visibility (who can view you are open to work), you can set your profile to either:
  - a. Recruiters onlyOR
  - b. \_\_\_\_\_

### **#Hiring:**

#### Steps:

1. Search for: \_\_\_\_\_ plus optional keywords.
2. Click on: \_\_\_\_\_.
3. Click on: \_\_\_\_\_.
4. Filter by network: 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> level connections + optional filters (by location, current company, etc.).

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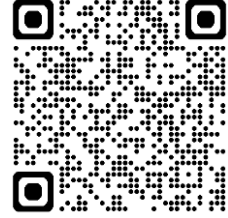
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1. Feedback survey (and to request a slot in a Workshop, 1:1 coaching, refer someone and/or request the presentation slides) from the training webinar:



Survey, last name A - M:  
[:https://www.surveymonkey.com/r/5QCM5RP](https://www.surveymonkey.com/r/5QCM5RP)



Survey, last name N - Z:  
<https://www.surveymonkey.com/r/5QG3PP3>

2. Remember, if you need further coaching, I'll ask you to hire me and NOT pay me – but rather sponsor me for the Half Marathon I'm running September 28<sup>th</sup> to raise funds for lifesaving clean water. \$17K raised so far, \$9K to reach the \$26.2K goal. See my story and sponsor me here:  
[teamworldvision.org/participant/GregRunsForCleanWater](http://teamworldvision.org/participant/GregRunsForCleanWater)
3. To register for the September 11 Workshop, go to <https://getlinked.pro/workshop>
4. To register for 1:1 coaching, go to <https://getlinked.pro/1-on-1-coaching>

I appreciate the opportunity to serve you. I am pulling for every job seeker that is part of this training to land the job of their dreams!!

Thank you,

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