LinkedIn Take-Away's

Profile:

- Image Smile, no distractions, black and white if you want to hide grey
- Keywords 3 areas for search algorithms
 - o Headline
 - Summary
 - Skills and Endorsements
 - AI prompt what are 7 keywords for a person in XX industry

Contact information –

- o Include a mobile phone number
- o 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 –

- o Include up to 50 100.
 - Add top 5 skills to jobs, education etc.
- Review others profiles in 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
 - o 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 –

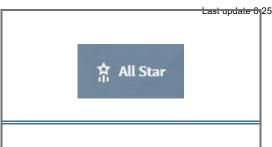
- o Include the same keywords used in headline and summary. O Expand upon the points covered in the summary.
- o Al Prompt how do I incorporate XX industry language into my experience
- AI Prompt how do I incorporate these XX keywords into my experience

Education –

- o It is not necessary to include high school unless it was a prestigious one with great alumni activity.
- o If your education does not follow your career path, explain why you pursued the education.
- o Don't include the year of graduation if older than 20 years ago.

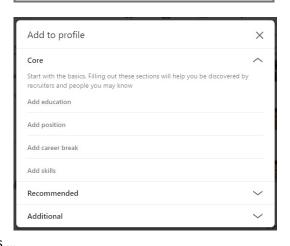
Recommendations –

- o 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)





- 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 \circ 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.
 - Al 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 others updates.
- 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.
- o 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 -

- o 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 –

- o 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.
- o Review the order of the groups shown in your profile.
- o Check settings for communications with you.
- o 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.
- o The monthly fee following the trial is 39.99 a month. (less for a one-year payment)
- Includes some AI features
- o 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.

