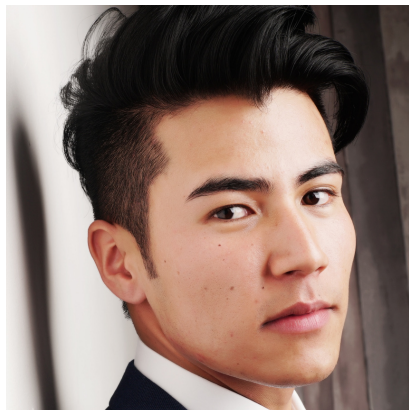
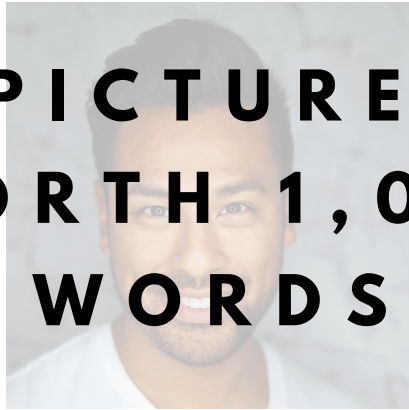


LINKEDIN CHEAT SHEET

HOW TO CREATE A KILLER LINKEDIN PROFILE



BY YANNICK KPODAR



#1. NAIL YOUR PROFILE PICTURE

A high-quality profile picture represents your brand and how you show up in the world. Despite the saying, people do judge books by their covers. How do you want to be perceived? Your photo will establish your authority, credentials, and reputation.

Try to hire a professional photographer. If you can't, at the very least, find a neutral background with great lighting, dress for a job interview, and recruit the friend who takes the best photos.

Make sure your photo is a true headshot. If too much of your body is showing, it makes it difficult for people to see your face. Zooming in is also not an option because then the photo will look grainy and unpolished.

Yes



Eye Contact

You would be surprised how much impact eye contact makes. Why? It has to do with trust. [Studies](#) have found that you are more believable with direct eye contact.

No



Approachability

Look at your photo and ask yourself, would I want to ask that person for feedback or help? Most companies value [collaboration](#) and will judge a book by its cover.



Good Lighting

Shadowy images appear to be mysterious and dishonest. You don't want people looking at you wondering what you are hiding. Instead your photo should be bright.



Body Language

Did you know certain postures will make you look [insecure or untrustworthy](#)? In your photos, keep your hands away from your face and neck for the right look.





#2. CREATE A CAPTIVATING HOOK

Now it is time to customize your headline. Include a searchable title and a strength or passion. Your photo captures their attention while your headline reels them in.

DO NOT use this to say you are looking for a job. It looks desperate. Instead, use the settings that alert recruiters you are job hunting.

DO NOT get too creative. If the title is not something people use when looking for people to hire, they won't find you. If you are an elementary school teacher but use the headline "I help students grow", no one will find you because they are not keywords a student will type in the search bar.

EXAMPLES

- Consultant - High Tech | Global Expansion
- HR Manager - Aspiring Human Resources Leader
- Business Analyst - Growth & Profitability
- Software Engineer - AI & Automation | San Francisco
- Elementary School Teacher (Pre-K) | Speaker & Coach

#3. THE SUMMARY - YOUR COVER LETTER TO THE WORLD

Recruiters, hiring managers, and clients are people. This is your one shot to differentiate yourself from other candidates. Share your passions and wins. Talk about current projects that excite you. Highlight the reasons why you are the best person in comparison to other candidates with similar profiles. This is a summary of your experiences, who you are, and your skillset.

If you have trouble getting started, try to answer the following questions:
What have you done? What are you doing now? What are your aspirations?

Remember, becoming the master at your craft is just as valuable as wanting to climb the latter (or build your own), be true to yourself.



**SPEAK FROM YOUR OWN VOICE AND TELL YOUR STORY.
IT IS WORTH SHARING.**

- **DO NOT** use the third person.
- **DO NOT** only list responsibilities and keep them to a minimum.
- **DO NOT** simply list your profession with years of experience.
- **DO NOT** use cliché terms to describe yourself such as: fast-learner, high-performer, very good at x,y,z.
- **DO NOT** write a novel. Think about how quickly you lose attention while reading long articles. Try not to exceed 12 sentences.
- **DO NOT** forget to check for grammar and spelling. People notice and small mistakes at this stage hurt your credibility. *My favorite tool is Grammarly.*
- **DO NOT** forget to include keywords that are important to your field.



#4. RESULTS-DRIVEN WORK EXPERIENCE

MAKE YOUR IMPACT OBVIOUS

Recruiters and clients want to see what your achievements are and the impact on the business. What impact did you have while you were in that role? Make sure this section is very easy to read and easy to understand.

Use actions verbs to illustrate what you have accomplished. *Examples: led, improved, increased, reduced, expanded, developed, launched, built, designed, sold, managed.*

What were the scale and magnitude? Add numbers and percentages wherever you can. *Example: Increased mid-market new business in Central US by 16% in 6 months.*

DO NOT include a laundry list of your responsibilities. Your position and title should already explain to people what you were doing.

DO NOT use jargon or acronyms except where that is the standard. Recruiters must understand you, not just the field experts. *Examples: use ROI or B2B but not CR (conversion rate) or ICs (individual contributors).*

DO NOT leave out metrics. Numbers are easy to understand and explain the magnitude. Every job has metrics - are you a barista? How many customers does your store serve a day?



#5. ADD MULTIMEDIA CONTENT

You want people to see your face and hear your voice. Show people what you care about and what you have accomplished. Include professional photos, team photos, awards, events, and your company in the news.

DO NOT assume you have nothing to add - share interesting interviews from your executive team or customer success stories. Anything that makes recruiters say “wow, this is a great company, we would love to have one of their employees to come work for us.”

DO NOT overdo it. One to two pieces of content per company or school is great. You should have more than 3 multi-media links on your profile page.

DO NOT forget to include a direct link to your company’s website, especially if they do not have a developed LinkedIn Page.

DO NOT forget to fully watch or read everything you link to your profile. These links are now part of your brand so make sure they still work. You represent the content you are sharing.

#6. GROW YOUR CONNECTIONS DAILY

IT IS WHAT YOU DO EVERYDAY THAT WILL HAVE THE GREATEST IMPACT ON YOUR FUTURE.

"World-class professionals build networks to help them navigate the world. No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team."
- Reid Hoffman (LinkedIn Co-Founder)

LinkedIn rewards profiles based on engagement. This means the more posts you like, comments you write, and connections you make, the higher LinkedIn will rank you in searches.

- Make sure to check the section "People you may know" for potential new matches.
- Write personalized messages when you connect with new people. It will significantly improve your acceptance rates.
- Use the QR code scanner in the LinkedIn app to quickly connect with people at events and conferences. Just don't forget to follow-up with a personal message.



#7. MAKE A HABIT OF ASKING FOR RECOMMENDATIONS

“You can sell yourself all day long but third-party references make a massive difference to your success.”



When other people back up your achievements, character, and skillset, it goes much further than you saying it about yourself. You can ask friends, current or past colleagues, teachers, and anyone who can say something that is true and personal about you.

When we make purchases, what is one thing we always do before purchasing? We read the reviews. Think of recommendations like your own Amazon Reviews. They hold a lot of power. They will also add more keywords to your profile.

DO NOT wait until you are job hunting to ask for recommendations.

DO NOT just ask for a recommendation. Tell them exactly what you are looking for in the recommendation on. *For example, “Can you speak directly about this project we did where we used these skillsets?”*

#8. COLLECT TONS OF ENDORSEMENTS

Like recommendations, this is another way to have others provide credibility to what you are saying about yourself.

Make a list of people who know you well. Let them know that you are in the process of upgrading your LinkedIn profile. Tell them you would love their support in endorsing key skills you demonstrated while working together.

DO NOT forget to add as many skills as possible that are relevant to your current job and the level ahead of your current position.

DO NOT underestimate yourself. LinkedIn has hundreds of skills, take the time to find at least 25 skills that you think are important to your career.

DO NOT forget to endorse the skills of your newly made connections (if you can). While people may not always return the favor, sometimes they will pay it in kind.





#9. PARTICIPATE IN YOUR COMMUNITY

SHARE THE KNOWLEDGE

There are countless communities related to your industry, your field, your passion, and your skillsets. Recruiters and hiring managers join these communities. When you share content, you drive traffic back to your page. As your page views go up, LinkedIn will start ranking you higher in search results.

Keep in mind why people use LinkedIn. Your connections go on LinkedIn everyday to keep tabs on the career progression of their peers, get inspired by best practices shared by influencers, and stay up to date on industry news.

DO NOT share irrelevant content in groups. Be mindful of the topics, rules, and timeliness.

DO NOT forget to think about the audience. What would these group of people find interesting, what insights have you learned that others could benefit from?

DO NOT skip commenting on other people's posts in your group as well. A meaningful response to someone else's post can generate just as many clicks as the post itself.

DO NOT just post about your accomplishments - share the accomplishments of others in your network.

#10. CUSTOMIZE YOUR URL

ONE LAST THING

This is the easiest step and often the most over looked. The LinkedIn website is incredibly well ranked on Google. Therefore, when you customize your URL, you make it easy for Google to put your profile page on the 1st page of Google results if someone types your name. It's an easy way to ride the wave.

Besides, it looks much professional to see www.linkedin.com/in/jamesgregory compared with www.linkedin.com/in/1243459-4261

[This link walks you through how to customize your url.](#)



THAT'S IT, YOU'VE MADE IT!

There you go! With these 10 easy steps you are well on your way to building a personal brand, developing meaningful relationships, and unlocking more opportunities than you could have ever imagined.

The power of LinkedIn changed my life. See it as a game. Spend 15-25 minutes everyday refining your page. Share amazing content and follow influencers who inspire you, Remember to connect with your peers and participate in active groups.

While it may be hard at first to start the habit, just a little work will go a long way with this platform. I believe in you. Show the world everything you have to offer.

[Connect with me on LinkedIn](#) and don't forget the personalized note!