

Prompt: "Craft a concise and compelling summary for my LinkedIn profile that highlights my professional journey, key skills, and what makes me unique. Keep the tone conversational and ensure the length does not exceed 150 words. Use the resume below for reference." (Paste resume).

Prompt: "Take the information from my resume down below and create an about section for my LinkedIn profile include keywords that a recruiter would be looking for to hire a (Job title)" (Paste experience details on your resume).

• You can also add media if it is relevant.

**Cheat code: Use ChatGpt or other AI tools to help.**

Prompt: "Craft impactful and detailed entries for my Experience section in LinkedIn that go beyond job descriptions. Share not only what I did but how my contributions made a difference. Utilize action verbs, quantify achievements where possible, and provide context to highlight the value I brought to each role. Use my Resume below for the details" (Paste resume).

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# Optimization Ingredients



**Keywords**



**Recommendations  
and endorsements**



**Networking  
(LinkedIn social  
selling index)**



**Media and  
content (videos,  
articles etc.)**



**Profile  
completeness**



**Engagement**



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### 1. Word Count

Try keep your posts short and to the point.

- Guideline: 500 words.

### 2. Headline

Entice the reader to read further.

- Think of clickbait!

### 3. Topical

What is trending in your industry?

- Avoid overly polarising topics.
- Tag people, companies etc.

### 4. Be Yourself

Everyone else is taken!

- You don't have to be overly formal etc.

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# Build Your Brand by Sharing Content

Consistently share valuable content related to your niche:

## Share

- Articles
- Insights
- Comment
- Resources

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# The brand!

## How to Find Freelance Gigs:

- Use the job search function to filter freelance opportunities.
- Follow companies and individuals (especially start ups) for leads.
- Use the boolean search function to find people hiring freelancers. Search by individual posts.

**Optimizing your LinkedIn profile is crucial for attracting recruiters and freelance clients.**

**1. Optimization Strategies.**

**2. Continuous Maintenance and Engagement:**

- Regular updates keep your profile fresh and relevant.
- Active engagement with your network strengthens your connections.

**3. Take Action Today:**

- Apply the insights and strategies discussed to your LinkedIn profile immediately.
- Enhance your visibility and attract more opportunities by optimizing your profile now.

**Remember, your LinkedIn profile is your digital footprint in the professional world. Start optimizing it today to unlock new career and freelance prospects!**

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AI tools like [Careerflow](#) can help you improve your LinkedIn profile by giving you **personalized tips** on how to make it look better. This can be really useful whether you're starting to look for jobs or just want to keep your profile up-to-date. It's a simple way to make sure you're showing your best side online.