Step by Step Guide to Creating a Job-Winning LinkedIn Profile

Step 1: Create Your Summary in a Word Processing Program

Refer to your resume to as you begin to design your profile summary—especially the Big Six Skills around which your resume is built and the summary section of your resume. If you need a refresher on either of those topics, check out the appropriate Eazl videos. Then, referring to Eazl's Guide to LinkedIn Summaries and Contact Info, decide the right format for your summary, look at some examples, consider how you're going to integrate gems, brands, and quantities into the summary. Then write the summary using word processing software. LinkedIn will allow a maximum of 2000 words for your summary and you can also use the Power Language Tool from Eazl to boost your word choice. That tool can be found in Eazl's resume writing module.

Step 2: Gather Collateral to Make Your Profile Pop

Locate and/or create the visual assets that will take your profile to the next level. These are things like photos, videos, presentations, reports, and other graphics that will reinforce the message that you're sending to recruiters and other people who are checking out your profile (see the Eazl video "How to Make Your LinkedIn Profile Pop" on this topic). Two easy wins are (1) uploading a .pdf copy of your resume and (2) taking photos of your university degree(s) and honors certificates (if that applies to you). It's most important to focus on gathering at least two images to use in your Summary section and two to place under your most recent (or current) position.

If you don't have any original content, see if you can find supporting images on company websites, university websites, Wikipedia, other websites, or by using Google's image search function. For example, someone who has volunteered at an animal shelter might find supporting images on that animal shelter's website. Try to collect high-resolution images if at all possible. Note: these assets will look best laid out as sets of 2 images, 5 images, or 7 images total because of LinkedIn's structure.

Step 3: Join LinkedIn if You Haven't Already

Join the network, follow the initial steps (sending connection requests to your email address book is optional—you can do this later), and get to the profile editor screen. Generally speaking, LinkedIn Premium® isn't worth the money.

Step 4: Upload Your Headshot and Write a Headline

After you've reviewed Eazl's two videos on creating a powerful profile photo and you have a photo you like, upload it to your profile (see Figure 1).

Figure 1

Then, write yourself a headline that is appropriate for your audience, that reflects who you are, that features keywords, and that includes your contact information (optional). You have 120 characters to work with. Here are a few examples:

• Recent MBA Graduate Seeking Opportunities in Finance | (415) 555-5555
• Front End Developer with a Passion for UX Seeking Opportunities in the Bay Area
• Green Technologies Expert | Online Community Manager | lisa@eazl.co

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Next, you'll want to create a custom LinkedIn profile URL for yourself that you can use on your resume and in your email signature. Click "Edit Your Public Profile" below the "Add new profile section" tab, then click the pencil to the right of the LinkedIn URL on the new tab that opens to create your custom link. (see Figure 2).

Edit public profile URL   Figure 2

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/eazllovesourstudents ✏️

Finally, just make sure that the geography and industry of your profile is correct. Click the pencil to the right of your profile photo, then edit. (see Figure 3).

Country	ZIP code	Figure 3
United States ▾	94106	

Locations within this area

San Francisco, California ▾

Industry *

Choose an industry… ▾

Step 5: Upload Your Summary and Supporting Collateral

Proofread your summary <u>very carefully</u>, click the pencil to the right of your profile image, and then upload it to your profile. You probably do <u>not</u> want to share the changes that you're making with your network. (See Figure 4).

Media
Add or link to external documents, photos, sites, videos, and presentations.

Upload   Link   Figure 4

ⓘ Supported formats

Yes 🔵 **Share profile changes**
If enabled, your network may see this change.

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The pieces of collateral you upload should quickly convey your professional message to people viewing your profile. Movies, photos, and graphics are best. As you upload each piece of collateral, write a title that tells the audience what they should be seeing in this graphic or document (see Figure 5).

Figure 5

Use this description to send powerful messages about your skill set. Tell your audience what they should be seeing with each photo, video, or other piece of collateral.

Designing International Supply Chain Solutions (Logistics Design + Delivery Execution)

Title *

nal Supply Chain Solutions (Logistics Design + Delivery Execution)

Description

This area is not important.

Save   **Cancel**

Step 6: List Your Previous Jobs and Internships

List the dates of previous jobs, internships, or other work engagements and your job titles. Some students might choose to list "Student" or "Graduate Student" as their job title to show the audience that they've been in school. IMPORTANT: Your resume and LinkedIn profile <u>must match</u> each other. 94% of recruiters are active

on LinkedIn and are very likely to cross-reference your resume with your LinkedIn profile.[1] Any mismatches will usually <u>immediately</u> disqualify you.

As you enter these positions, make sure that you are linking the position with the Organization's LinkedIn Company Page if that organization is on the network see Figure 6). When your audience sees the logos of other organizations on your profile, it will help you build trust with them.

Figure 6
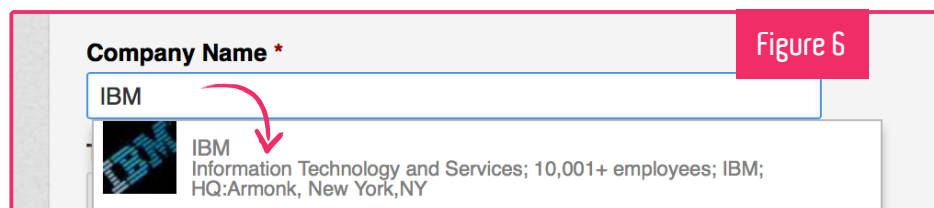
If you choose to, copy and paste the descriptions of each position on from your resume onto the descriptions of each position on your LinkedIn profile. This is optional—visual assets will tell stories better than words, but some recruiters might want to read more about what you did at a previous job or internship.

Step 5: List Your Educational Experiences & Upload Degrees

First, ensure that you're linking each educational experience with the school's LinkedIn page. Then, write out the full title of your degree or expected degree (e.g. "Bachelor of Arts" or "Master of Business Administration" or "Master of Science") and if you achieved some kind of honor, list that on the same line. It will make your academic achievements pop (see Figure 7). Then, include your field of study and, if your grades were good, list them in the appropriate format (e.g. 3.85/4.0). Include your activities and societies if they're relevant to the positions you're seeking. Most people will want to leave the description blank.

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[1] Jobvite. "2014 Job Seeker Nation Report." Jobvite Inc. Page 14. Accessed online at http://goo.gl/qoaHwA on August 18, 2014.

Figure 7

School *
University of Southern California Change School

Dates Attended
– – Or expected graduation year

Degree
Bachelor of Arts (B.A.), Cum Laude

Field of Study
Comparative Literature

Finally, upload a photo of your degree (if applicable) and any additional academic certificates that you received (See Figure 8).

Sonoma State University
Bachelor of Arts (B.A.), Cum Laude, Economics, 3.92/4 GPA
2011 – 2011

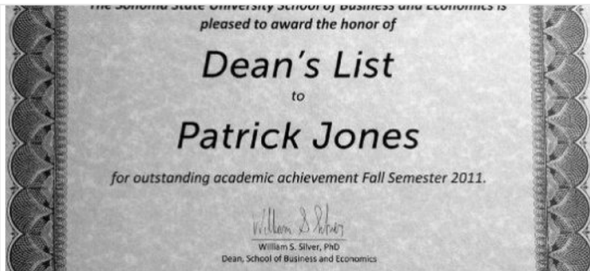Figure 8

▸ 3 courses
▸ 1 recommendation

BA in Economics, Cum Laude

Dean's List Award

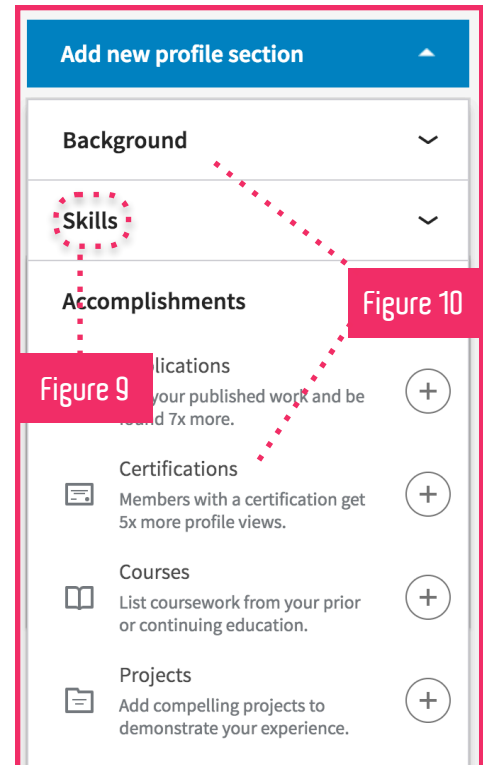## Step 8: Contact and Personal Info Section

In the "Contact and Personal Info" section to the right, you should add contact information (a phone number is optional, but recruiters might be able to reach you more quickly if you include it). You should also add portfolio websites here (for

example, if you're a developer you might add your GitHub URL or if you're a designer, a portfolio website that you maintain). If you're going to link to a social profile, make sure it has relatively professional posts.

Step 9: Add Your Skills, Languages, and Certifications

Under "Add a New Profile Section" menu, click "Skills" and then the + symbol and, add in 6-10 skills (minimum) that are closely related to the Big Six Skills you list on your resume (see Figure 9). That will enable your network to endorse you and LinkedIn's data-driven recruitment algorithms to find you.

Then, under "Background" and "Accomplishments" in the same menu, add relevant certifications, projects, volunteerism, etc. that are relevant to your message and Big 6 Skills (see Figure 10). For candidates who have done a lot of freelance work or for students with relatively little formal work experience, the "Projects" section is a good way to demonstrate that you have skills in a given professional area.

Add new profile section

Background ⌄

Skills ⌄

Accomplishments   Figure 10

Figure 9   ...lications
your published work and be ...und 7x more. (+)

Certifications
Members with a certification get 5x more profile views. (+)

Courses
List coursework from your prior or continuing education. (+)

Projects
Add compelling projects to demonstrate your experience. (+)

Step 10: Customize the Public Profile + Stealth Job Hunting

First, go to "Me", then click "Settings & Privacy." Then go to "Privacy," then "Edit your public profile" and customize your settings—especially what other people on the network can see when they're not one of your connections (See Figure 11).

Customize Your Public Profile

Select what shows via searches on Google, etc. as well as on public and permitted services like Outlook, when the viewers are not logged-in members or did not bind their LinkedIn account to their account on such services.

Learn more ▸

Profile edits affect this public profile's contents.

Edit your Profile ▸

○ Make my public profile visible to no one
◉ Make my public profile visible to everyone
　☑ Basics (required) ⓘ
　☑ Headline
　☑ Education

Figure 11

Next, if you're job hunting on the stealth—meaning that you already have a job and you'd prefer that your employer not know that you're open to new opportunities, click "Job seeking" on the left-hand side menu, navigate to the "Let recruiters know you're open to new opportunities" and click "change." Toggle the button to "Yes" and then update your career interests. See Figure 12. You can go directly to this URL at https://www.linkedin.com/jobs/career-interests and customize what you want recruiters to know about your job search.

Job seeking

Data privacy and advertising

Security

Let recruiters know you're open to opportunities

Share that you're open and appear in recruiter searches matching your career interests

Close
On for 90 more days

We take steps not to show your current company that you're open, but can't guarantee complete privacy. **Learn more**

Yes ⬤───

Update career interests

Figure 12

If you liked this guide, consider leaving the Career Hacking Course a great review and joining the Eazl Career Lounge at http://bit.ly/careerlounge!