

## LinkedIn® Level 2

Take your profile from good to great

### Give recruiters and hiring managers what they want

- ▶ Include at least 20 key skills to your profile.
- ▶ Get 300+ connections to indicate your LinkedIn maturity and market exposure.

### About you

Keep in mind the About section includes:

- ▶ 2600 characters maximum
- ▶ Branding statement
- ▶ Specialties
- ▶ Additional relevant experience
- ▶ Highlighted accomplishments
- ▶ Testimonials
- ▶ First person
- ▶ Special characters for bullets

#### About



If you are in career transition or starting your career or simply trying to effectively manage your career, you may be tired of not receiving a response to your resume submission. The landscape of managing careers and finding jobs has changed. I can help you think differently to get traction as you seek opportunities.

Specialties: Expertise in Coaching, Adult-Career Transition, Student Services Career Coaching

Obtained strong leadership skills meeting deadlines and strong coaching/training skills developing curriculum and providing product training as a Product Manager at Bank of America and Wells Fargo (previously First Union Bank, Wachovia) respectively.

### My profile. My story.

1. When thinking about the work you do, what words do your clients/peers/managers consistently use to describe your work?
2. How would you describe what you do to someone completely unfamiliar with your field?
3. What do you want to be professionally known for?
4. What can people expect you to bring to the table?
5. What do you love most about what you do?

*Tip:* Not sure where to start? Take a look at your most recent performance review for good examples to use.

## Request a recommendation

A recommendation on LinkedIn comes from a 1st level connection that publicly validates your skills and experience. Obtain 2-3 recommendations to get started.

Here is a sample that you can use to build your own request for a recommendation.

Hi \_\_\_\_\_

I hope you're having a great week!

I want to let you know how much I enjoy working with you, as well as how much I value your insights and feedback. I've especially enjoyed collaborating with you on \_\_\_\_\_.

I want to keep my LinkedIn® profile up to date regarding my skills and experiences. I am hoping you can do me a favor.

If you would be willing to take a few minutes to write a couple lines highlighting my skills in \_\_\_\_\_ and \_\_\_\_\_, I would appreciate it.

I'd be happy to write you a recommendation in return. Just let me know if there's something specific you'd like me draw attention to for a recommendation.

I hope you are comfortable with providing this for me. Of course, I'm happy to talk live to answer any questions.

All the best,

## Checklist to optimise your profile within a week

### Add sections and update your profile content

- ☐ Include credentials beside your name.
- ☐ Upload a professional-looking photo.
- ☐ Include a brand-supporting, non-distracting background photo.
- ☐ Add a career-focused email address in contact information.
- ☐ Customise your LinkedIn® URL.
- ☐ Use key words throughout the profile.
- ☐ Include About section to convey your skills and capture your earlier roles.
- ☐ Complete Experience section – include accomplishment statement bullets.
- ☐ Complete Education section.
- ☐ Add skills, prioritise and pin the top three.
- ☐ Add profile sections – to tell a compelling story.
- ☐ Request recommendations.



If you have any questions about LHH webinars, please send an email to [WebinarGDS@lhh.com](mailto:WebinarGDS@lhh.com).

