

LINKEDIN

# COOKBOOK

TOP VOICE'S  
2023

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**TUNUGUNTLA**





# Hi Reader,

Glad to see you take the first step in using LinkedIn for everything. Here's the guide that I prepared for you to use LinkedIn. I experimented, failed, and learned about how to use LinkedIn over the last 15 months and these 8 pages will give you condensed knowledge of everything I learned over time.

## What does this Guide Offer?

This guide is a self-curated book by Harshith about LinkedIn, Networking on LinkedIn, and completing Job Search using LinkedIn. This guide offers more than 15 sections explaining how to completely leverage LinkedIn to its best to grow professionally and grab opportunities/jobs via Networking, Connecting, and making an impact on the platform.

Wish you very all the Best  
for your new LinkedIn Journey,

*Here we go!*





# What is LinkedIn and why should I use it?

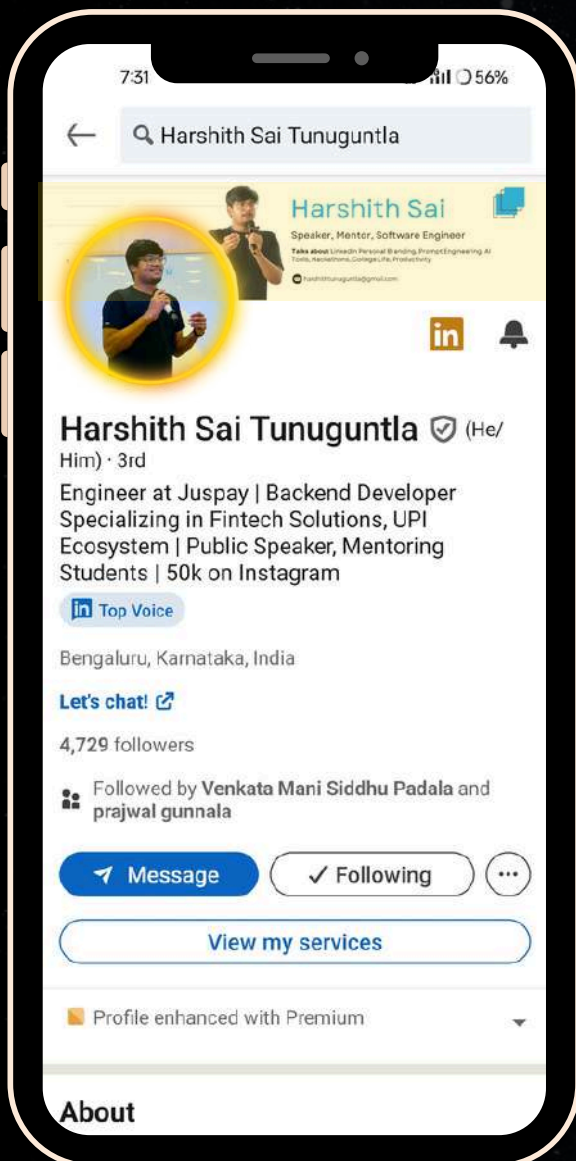
- LinkedIn is the world's largest professional network of people. Here you'll find all the people from across the world professionally. You can engage with people, network with people, share your knowledge, and explore to its extent.
- Would you believe it if I said, you could sit in India and professionally connect with a person in the USA and sell your project that you are building?
- It's possible with LinkedIn. LinkedIn allows you to connect with anyone across the world and if mutual people agree to connect, they can discuss anything and even end up selling your project to someone sitting in the USA.
- But, but, but. Why should someone even accept your invitation to talk with you? Why should someone even believe that you are real, why should someone even believe that you hold a real project idea?
- That's where Profile Optimisation comes into the picture. Be it pitching your project idea, reaching out for a job opening, be it casually networking, be it anything, people would love to see who you are professionally, the scroll through your experiences, they scroll through your banner and then they decide to make that call of connecting with you.
- The next phase talks about what are all the important sections that should be taken care of when optimizing the LinkedIn Profile.



# LinkedIn Profile Optimisation

and making it an all-star profile!

Again, it's all about making your profile optimized! Here are the sections that one should not overlook when optimizing a **LinkedIn** Profile.



## Why should you have a good Profile Picture ?

A good profile picture is like an **identity** to you. Sure, you can have a picture you took at a party, you can have a picture you took on a beach watching the sun, you can have your blurry selfie. But does it sound professional? Would you be interested in talking with someone who has a **pirate** symbol as his profile picture? If it was for me, I would think he is going to hack my profile.

## Why should you have a good Profile Banner ?

The next most sound section on your profile is your banner and I hope you definitely will take care of it! You can use it as your sales machine. Also, this is the only section that has large visuals and is easily caught by anyone. I'm talking less about the most important one. So think about it!

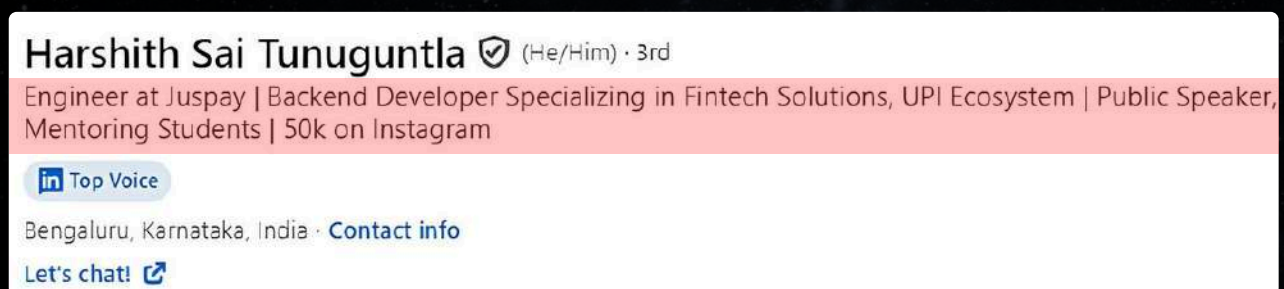


## Customized Profile URL !

What's your profile URL? Its [linkedin.com/in/harshithtunuguntla-45612347](https://www.linkedin.com/in/harshithtunuguntla-45612347). Seriously you are going to mention the same on your **resume**?? Are you going to do it even if you have the chance to edit this?? Well, **LinkedIn** gives you a chance to edit this. So, it's highly important to **modify** this.

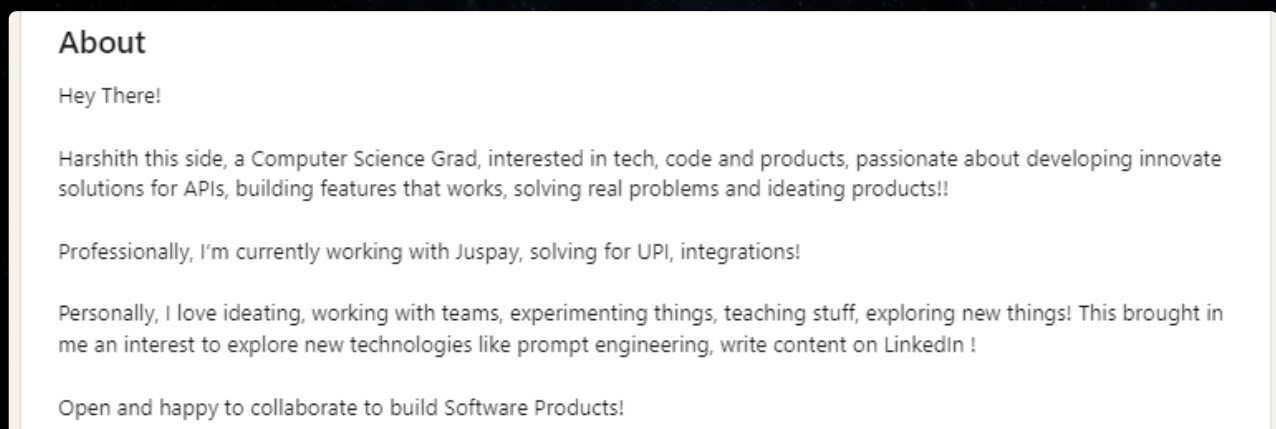
## Perfect Tagline !

A short description of who you are, what you are expecting, and what someone can expect from you goes here. Just like a **60-second** elevator pitch, this is going to be a **300-character** elevator pitch. This decides whether someone is even interested in seeing your profile or not. **Research** multiple profiles and design the most trending ones for yourself.



## Make it About you !

The **About** section is a bigger space to explain yourself. If I sell water bottles, I would make everything about me into water right from my childhood. Make it about you, only you, and the ending should call someone to action.





## Should we have Creator Mode on?

Well, if you want your profile to have a **Follow button** instead of a connect button and you want to access the tools of the creator, turn this mode **on**, or else go ahead with creator mode **off**.

## Profile Location !

If you opt for your profile location as **Bengaluru**, you'll get all the opportunities from **Bengaluru**. So **Profile location** does play an important role! I would highly recommend you opt for good places like **Bengaluru, Pune, Hyderabad** or others if you are searching for Jobs.

### Harshith Sai Tunuguntla (He/Him) · 3rd

Engineer at Juspay | Backend Developer Specializing in Fintech Solutions, UPI Ecosystem | Public Speaker, Mentoring Students | 50k on Instagram

 Top Voice

Bengaluru, Karnataka, India · [Contact info](#)

Let's chat! 

## Featured Featured !

The most **attention-catching** section on one's profile. Do you know most of the creators make money just by making this section awesome? Here you go, an example of the **Featured section** from [Vaibhav Sisinty's](#) Profile.

### Featured

Link



Loved by Founders, Marketers & Product Managers  
[link.growthschool.io](https://link.growthschool.io)

Link



Become the Top 1% AI powered professional  
[link.growthschool.io](https://link.growthschool.io)

Link



For Building Personal Brand, Lead Generation & Job Hunting  
[link.growthschool.io](https://link.growthschool.io)



## Education

Make good use of this section to highlight your **Education** skills and your highlights during that period.



## Experiences

Just like education, this section is really important to add all your **Experiences** into one place ranging from all the **Internships** that you did, you are doing, the managing roles you understood, the startup experiments you did, and many more. Be clear, bullet pointed and add visuals to communicate it better.



## Skills

A most important section to highlight all your skills. More importantly, your profile is **Ranked** on these skills. Make sure you are placing them in descending order of your ability in them.



## Sharing Meaningful Content

You are following someone on LinkedIn just because of their **Content**. Why not become a content creator sharing pieces of information with the community? Think about it.

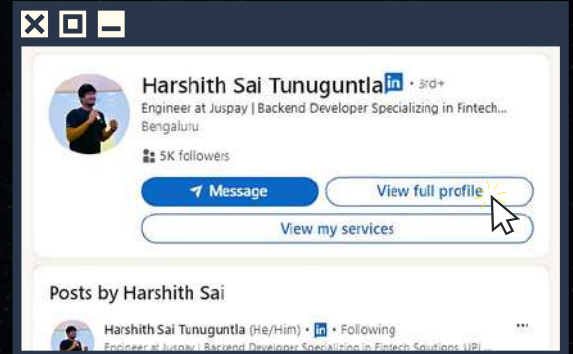




# Improving LinkedIn Profile Beyond!

## Why should I click on your Profile ?

- No matter what you edit on your profile, think about why someone should be **Clicking** on my profile and do that!



## Skills on the Profile, Keywords that find you!

If you search for 'Software Engineer' on **LinkedIn**, there'll be 5 crore results. Ever thought how that 1st on the list is on the top? His profile is optimized with keywords related to 'Software Engineer'. Similarly, you can rank your profile by optimising keywords, and skills related to your industry.



## Sell yourself in 12 seconds !

- You won't have much of viewers attention. So think about why someone want't to spend more than **12 seconds** on your profile.

## Mesmerizing with Images, Infographics, and Videos !

This brings **Extra Masala** to your profile, making it lookable and scrollable. Pull out all your creativity!



# Networking?

## what is it ●



### What more can you do with LinkedIn ?

**Networking** extends beyond just connecting with people. You can join industry-specific groups to engage in discussions and share insights, participate in or host virtual events and webinars, and follow companies and influencers to stay updated on **industry trends**. LinkedIn also allows you to send personalized connection requests and messages to build meaningful professional relationships. Additionally, you can leverage **mutual connections** for introductions and expand your network strategically.

### How do I find my Niche ?

Start by assessing your **unique skills** and interests that align with your professional goals. Research industry trends and identify gaps where your expertise can meet unmet needs. Engage with specific **LinkedIn groups** and follow thought leaders in your area of interest. Test your ideas by sharing targeted content and observing the response from your network. Refine your focus based on what resonates most with your audience and aligns with **market demand**.

### How do I do Networking ?

To network effectively on LinkedIn, start by optimizing your profile to showcase your expertise. Connect with **professionals** in your industry and personalize your connection requests. Engage with your network by commenting on **posts**, sharing relevant **content**, and participating in **group discussions**. Attend LinkedIn **events** or **webinars** to meet new people. Lastly, nurture **relationships** by regularly **interacting** with your connections and offering value where you can.



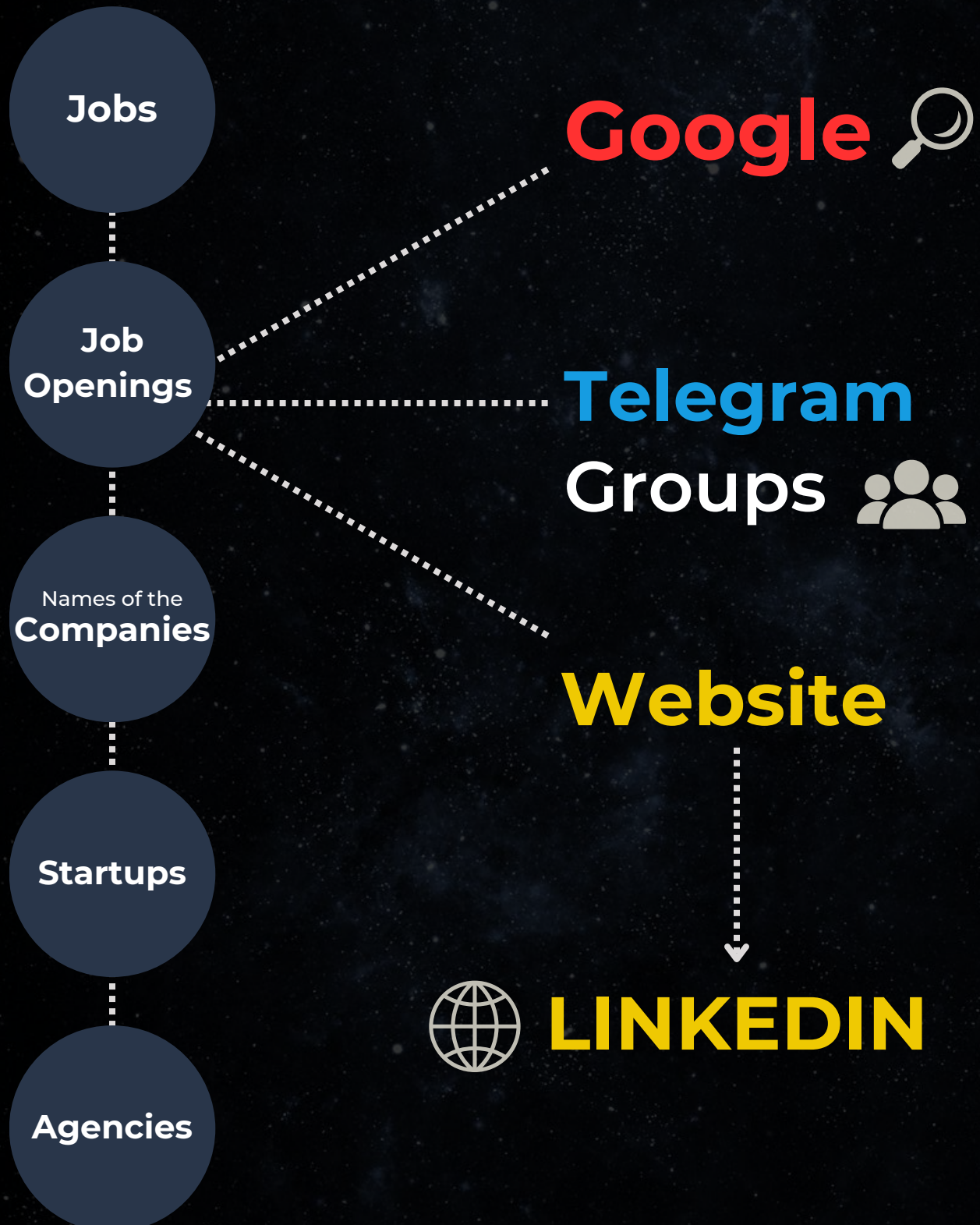
# Do you want to play the **LinkedIn** **Game**?

PLAY

**There are rules!** – you can't just create and leave, you should be active.



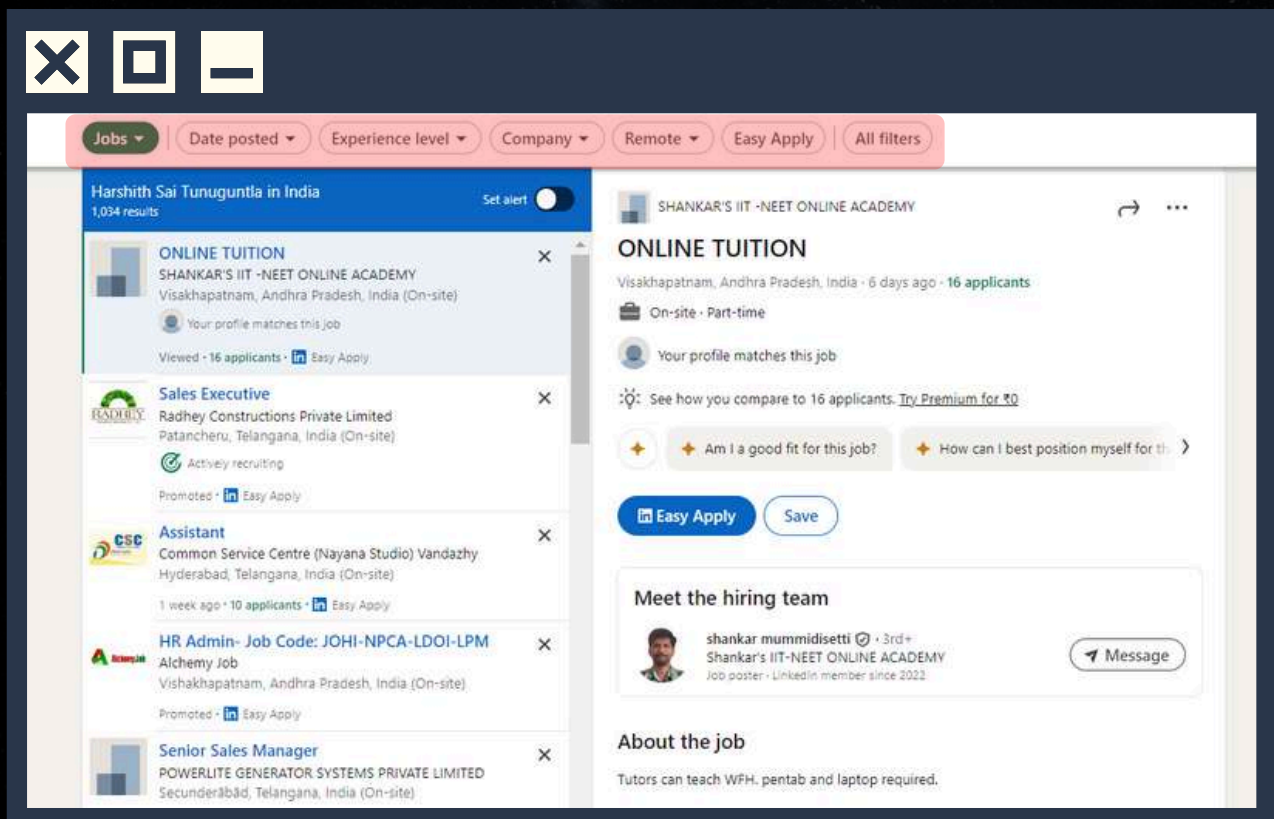
# Let's go Hunting !





# Finding jobs on LinkedIn?

## Using LinkedIn Job Section



## Leveraging LinkedIn Posts and Filters

- Filter by place, time
- Search by Role
- Search by Hashtag



# Strategy for

# Job Search

using LinkedIn



- Find companies, Jobs, Job openings.
- Networking!
- **Aim** : Referrals, Opportunities, Guidance, Mentorship!
- Ahh! Not a plain Connection request, let's cook something special !
- Never ask for a referral in the **First** message ! I say Never !
- Acknowledge that you are requesting a referral in the very beginning. It's better!
- Best time to send Connection requests ?
- The art of following up : How? When?
- Why should you send a follow up in the morning?
- LinkedIn **Job Alerts** are for you!



# Things to do during Job Search

- Make sure your profile is continuously updated : All **Star**
- More connects for a role that has more **probability**
- Maintain a Job **Tracker** (Reach out to me, I'll share one!)
- Follow up is our key!
- Tracking, Sending, Following up people is really important, plays an important role!
- Have **patience** and don't give up. Ask some friend to help you
- It's best if you can start posting content on LinkedIn in your **niche**!





# Things to do during Job Search Networking

- Important

- Losing **patience**, lack of **consistency**
- Don't send many connects in the beginning
- The maximum weekly connections you can send is around **100**
- Don't waste your connects, see if they have open **DM**
- Don't ask for **referral** directly in the connection message
- Sending connects to a few people and expecting results
- Expecting everything to come to you
- Falling in the trap of **fake job** openings and posts





# Uncommon Tricks for



# Job Search

- Resume in the featured section is common. How about a **Video Resume**?
- Ever got a chance to know the power of a **Common Group**?
- How do you remind someone that you are waiting for their reply? **Endorse, Comment, Follow up, Recommend**, View their profile continuously!
- Do you know that **Premium** people will get notified when you see their profile? Let's get benefitted from that too!

## How do I find these People ?

### Filtering and beyond

- Filter by location

- Filter by role



How to decide whom to send a

# LinkedIn Connection Request



Recent  
**Activity**



Their  
**Experience**



Pieces of  
**Content**





# How do I Connect with them?



Reaching to **Recruiter**  
(LinkedIn Jobs)



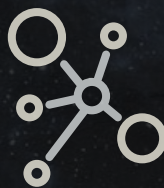
People to reach out to : **HRs, PMs, Senior in the Rolee, People in same role, Alumni**



Reaching out to **CEOs**



Reaching out to **Startups**



Reaching out via **Connects**



Reaching out via **Alumni**



# Tools that make Life Easier

## Magical

**Magical** lets anyone **automate** soul-crushing tasks by moving data between tabs with no integrations. Easily populate messages, sheets, & forms.

## AI Tools for Analyzing Profiles !

**AI tools** for analyzing profiles are essential for enhancing a user's online presence. These tools can evaluate profile strength, identify areas for improvement, and suggest optimizations based on industry trends. Examples include **LinkedIn's native AI-powered profile analysis**, **Resume Worded** for detailed feedback on content, and **Crystal** for personality insights that can tailor your profile to attract the right opportunities.



# Keep on Analyzing the Profile.

- See the profile views and analyze what kind of **Audience** are viewing your profile .
- See the **Search** appearances and identify the Keywords, people who are searching for you .
- See the **Growth** of the profile views and try understanding the increase in it .





# Whom should I reach out to during Job Search?

- **Product Managers:** They know about the openings
- **Team Leads**
- **People in the same level** of the role you are looking for
- **Human Resources**
- **Try identifying the person who is interviewing, hiring** for this role





# Never do things on LinkedIn

during a Job Search



- Commenting “**Interested**”
- Commenting your **email id**.
- Just sending a plain connection request
- Using **bots** to automate processes
- Not spending time to analyze the profile
- Sending lot of connection requests
- Adding **rubbish** comments and views on the platform, remember it is professional
- Turning it into **instagram**
- Not following the right set of people



# Additional Tips



- Start with outside jobs and **lead** them to LinkedIn
- Apply and then ask for a referral. Have an alternate email!
- Continuously keep up with your **email** messages
- Add relevant **skills**, skill assessments has been removed
- Reverse engineer the top profiles : **SDE** Job Offer
- **Update** your LinkedIn, score it on resume worded, continuous improvement
- Controversial '**Open to Work**' Tag
- Take google interview prep and chat gpt to act as an interviewer
- Look out for LinkedIn Interview Prep
- Choose a **Mock Interview** even if it's paid. It's okay to spend on some things
- Do things in **groups**, sometimes you might miss out on the motivation



THANKYOU FOR GOING THROUGH THE ENTIRE DOCUMENT. I HOPE THIS DOCUMENT WILL HELP YOU MAKE YOUR BEST PROFILE ON LINKEDIN. IF YOU HAVE ANY DOUBTS RELATED TO LINKEDIN, REACH OUT TO ME AND I ALWAYS HAVE MY DM OPEN.



Thanks

**Harshith Sai Tunuguntla**