



Gaurav Ashisha ✓

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77% of recruiters use LinkedIn to find the right candidates.

122m candidates received an interview via LinkedIn.

Here are 7 ways you can transform your LinkedIn to get hired:

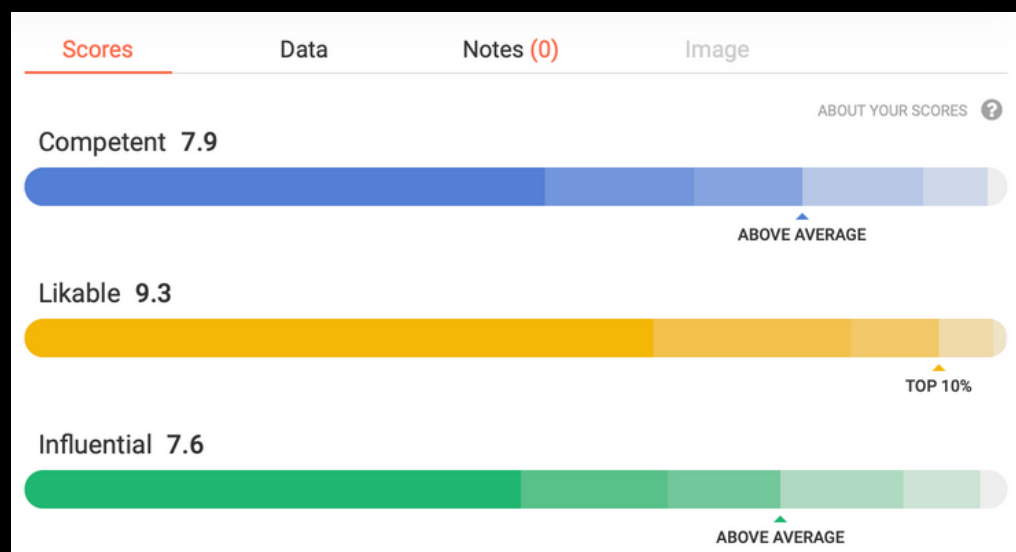


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1. Upgrade your profile picture


The first impression matters. Make it count.

- Use a simple background
- Wear what you would wear at work
- Your face should take 60% of the frame
- *Optional:* Use Photofeeler.com to check what your photo says about you



Example my score



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2. Make the headline your elevator pitch

Formula: [Role Keyword] [Skills] [Result]

Example:

- Enterprise sales | MEDDIC Sales methodology | Using outbound strategies to bring £2m+ new business annually
- Product Manager | SaaS Product Development | Driving user growth by 70% by bringing new products to market

X *Avoid writing actively looking for a new role. Instead, show the value you will bring so recruiters can reach out to you.*

Use open to a work picture frame or recruiters only (based on your situation).



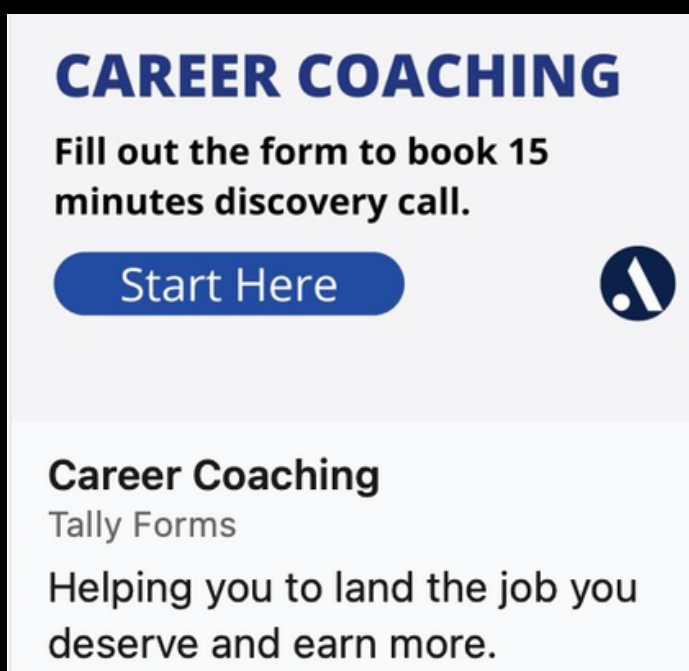
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3. Show your work in the featured section

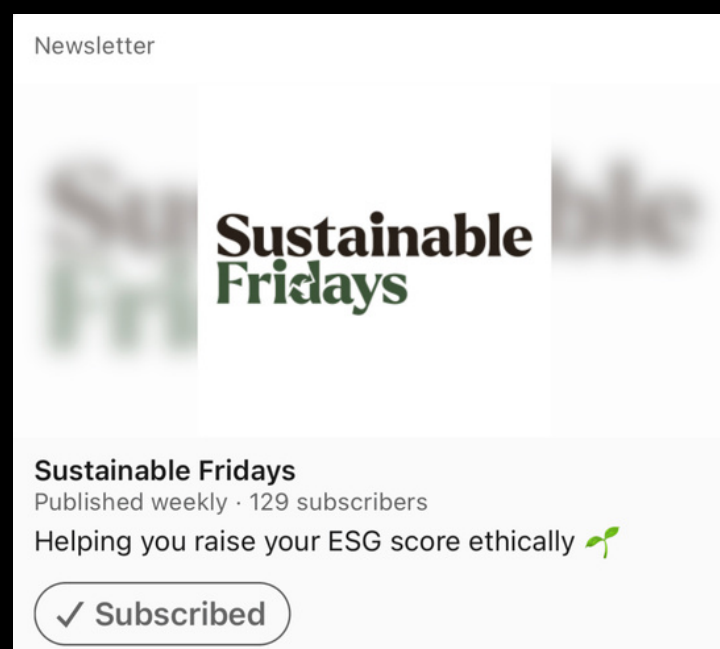
Best way prove your value instead of using buzzwords like strategic, expert etc.

Include things like:

- Awards and achievements
- Work or university project
- Content or post you've created
- Freelancers-case studies or services



Example: My LinkedIn



Content Creator



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4. Turn your summary into your story

Focus on 3 areas.

- Your current work and results
- Summarise your achievements in 3-4 bullet points
- Your passion project, “what makes you unique.”

***Check my summary** for an example which makes recruiters approach me regularly.*



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5. Use skills section to get noticed

Adding skill is a quick win on LinkedIn for you to get noticed.

- Take a skills assessment - you will be 30% more likely to be hired with verified skills (*LinkedIn data*)
- Identify your top 5 skills required for your target job by reading job specs
- Add and ask your network to endorse



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6. Create content to get noticed

- 1% LinkedIn users create content & they get 9 billion impressions per week
- Start small with adding meaningful comments to your network
- Then scale up and create content

7. Add background photo to:

- Show what matters to you
- Grab attention and stay memorable



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Thank you for reading. Whenever you are ready, there are 2 ways I can help you.

1. Career Coaching: Fill out the coaching waitlist form. Taking bookings for early march.

2. Ascending Growth Newsletter: Join 62,044 ambitious individuals receiving regular job search and career tips.

Link in bio to take action.