



Austin Belcak

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I've reviewed 1,000+ LinkedIn profiles over the past 5 years.

Here are 9 tips to turn your LinkedIn profile into a job generating machine:

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1/ Upgrade Your Profile Picture

Like it or not, your profile picture is your first impression.

Make it a good one:

1. Upload your PP to [Photofeeler.com](https://photofeeler.com)
2. Analyze the feedback
3. Reshoot / edit your picture based on the data
4. Repeat until your scores are good!

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2/ Leverage Keywords

The right keywords help you show up in more searches.

Here's how to find them:

1. Find 20+ job descriptions for target roles
2. Paste them all into [ResyMatch.io](https://resymatch.io)'s JD scanner
3. Save the top 15 skills

Weave them into the rest of your profile!



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3/ Write A Killer Headline

I like to use this headline formula:

[Keywords] | [Skills] | [Results-Focused Value Proposition]

Here's an example for a data scientist:

Data Scientist | Python, R, Tableau | I
Help Hospitals Use Big Data To Reduce
Readmission Rates By 37%

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91 Retweets **1** Quote Tweet **749** Likes



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4/ Write A Killer About

A great About section has 3 parts:

1. A short paragraph that speaks to your job, years of experience, and value prop.
2. Five "case study" bullets that showcase specific results.
3. Your email w/ a CTA for people to connect with you.

Include keywords!

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5/ Leverage Your Featured Section

It's so hard to convey your value on a resume or in an About section.

This is your chance to show people you've done on your terms.

Include things like:

- Case studies of your work
- Content you've created
- Posts you've written

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45 Retweets **304** Likes



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6/ Skills Matter

LinkedIn uses profile Skills sections to stack rank candidates.

Here's how to boost your rank:

1. Add every keyword from your ResyMatch scan
2. Choose the top 5 most relevant skills
3. Ask colleagues, friends, family, & classmates for endorsements (aim for 5)

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51 Retweets 280 Likes



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7/ Engage & Support Others

Comments can generate tons of profile views!

Here's how:

1. Find 10+ thought leaders in your target space
2. Bookmark their post feed
3. Check their feeds daily
4. Leave a supportive, valuable comment on each new post
5. Repeat for a min. of 30 days.

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8/ Create Content!

Content is networking at scale.

One post can reach more people than your entire connection base.

It also allows you to showcase value in your own words, on your own terms.

It can feel scary, but only 1% of people do it and the returns are huge.

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9/ Ready To Land Your Dream Job Without Applying Online?

Grab a seat for my free masterclass coming up on July 11th:



● FREE MASTERCLASS

How To Land Your Dream Job In 10 Weeks (Without Applying Online!)

Hosted By: Austin Belcak

Date: Monday, July 11th

Time: 7:30pm EST / 4:30pm PST

Cost: None! (Duh) It's 100% Free.

*Register
For Free!*



Register For Free At: **CultivatedCulture.com/Masterclass**

You can find the link in the comments below, on my LinkedIn profile, and here:

CultivatedCulture.com/Masterclass