




**Austin Belcak** 

@austinbelcak



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:

9:06 PM · 4/1/22

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**26.8K** Likes **8,354** Retweets **173** Quote Tweets



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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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**1,052** Likes **142** Retweets **4** Quote Tweets



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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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**806** Likes **102** Retweets **1** Quote Tweet

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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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**433** Likes **60** Retweets **2** Quote Tweets



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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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**336** Likes **50** Retweets



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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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**312** Likes **54** Retweets



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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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**346** Likes **47** Retweets



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9/ Ready To Land Your Dream Job?

I'm breaking down my entire job search system in a free masterclass later this month:



● **FREE MASTERCLASS**

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

**Hosted By:** Austin Belcak

**Date:** Monday, January 23rd

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

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

*Register  
For Free!*



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

Hit the link below to sign up for free:

» **CultivatedCulture.com/Masterclass** «