



THE SCHOOL OF LINKEDIN

(Unlocking your Professional Potential)

TIMOTHY ILOBA



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(UNLOCKING YOUR
PROFESSIONAL POTENTIAL)

—• TIMOTHY ILOBA •—



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www.timothyiloba.com

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Dedication



This eBook is dedicated to God my heavenly father and creator the one who provided us with problem solving abilities.

Acknowledgments



I will love to say a big thank you to my family for supporting me throughout my life journey. Without them, I would not have gotten to this stage of my life.

I will also love to say a big thank you to my friends and colleagues who were of support to me throughout the process of writing this eBook.

Foreword



Welcome to “The “School of LinkedIn”! I am thrilled to introduce you to this comprehensive eBook, designed to empower you with the knowledge and strategies you need to optimize your LinkedIn profile, master content creation, and seize new opportunities like never before.

In today's fast-paced and interconnected world, LinkedIn has emerged as the go-to platform for professionals across the globe. Whether you're an experienced executive, a recent graduate, a freelancer, or an aspiring entrepreneur, LinkedIn has the potential to be your most valuable asset in building a thriving career and expanding your professional network.

This eBook is the result of countless hours of research, collaboration, and practical expertise from myself and industry professionals who have harnessed the true power of LinkedIn. My mission is to equip you with the skills and

insights necessary to stand out in the digital crowd, attract the right opportunities, and cultivate a compelling personal brand.

Chapter by chapter, we will delve into the art of crafting a compelling LinkedIn profile that showcases your unique strengths, experiences, and aspirations. We will guide you through the process of crafting a captivating summary, optimizing your work history, and curating your skills and endorsements to elevate your professional presence.

Content creation on LinkedIn is a transformative skill that has the potential to position you as a thought leader in your field. In this eBook, you will find proven strategies for creating engaging and shareable content that resonates with your target audience, increases your visibility, and ultimately opens doors to unforeseen opportunities.

But LinkedIn is not just about creating an appealing profile and posting content. It's about active participation in the vibrant community of

professionals that exists on the platform. We will explore networking techniques that will help you forge meaningful connections, engage in valuable conversations, and cultivate relationships that can lead to collaborations, job offers, or entrepreneurial ventures.

As you embark on this journey of LinkedIn mastery, remember that your success on this platform is not solely defined by the number of connections or endorsements you receive. It's about authenticity, consistency, and the value you bring to the table. This eBook will provide you with the knowledge to leverage LinkedIn as a powerful tool in your professional arsenal, but it's up to you to harness its potential and make a genuine impact.

I sincerely hope this eBook becomes your trusted companion, guiding you through the intricacies of LinkedIn and helping you achieve your career aspirations. Prepare to unlock new horizons, create meaningful relationships, and seize opportunities that align with your true passions and ambitions.

Remember, your journey to LinkedIn mastery starts here. Let's embark on this transformative path together.

Best regards,

Timothy Iloba

Author, “The School of LinkedIn: Unlocking Your Professional Potential”

Why I wrote this eBook



“To write a great book, you must first become the book.” – Naval Ravikant.

When I started on LinkedIn, I was just a newbie who was introduced to the platform. At first the whole platform was intimidating. I didn't even know how to navigate.

With time, I began to study and gain various experiences that later helped me land gigs, meet clients and business partners, make money and even provide value on the platform.

LinkedIn is a very powerful platform that is filled with opportunities. Job opportunities, relationship opportunities, business, career and more.

An issue I noticed is that many people are aware of these opportunities but they do not have enough knowledge to tap into these opportunities. This is the reason I am writing this eBook.

The goal of this eBook is to help you understand how the platform works and how you can utilize it to achieve your goals. Are you seeking a job, seeking business opportunities, seeking career growth? You can leverage on LinkedIn.

The world of opportunities is unlimited.

Let's get Started



Hello my dear friend. Thank you for buying this eBook. I am sure that if you follow through this book and act accordingly, you will definitely see results.

But wait, before I go ahead, I will love to share something with you. There is this saying that goes thus. “If you can do what other successful people do, over and over again until it becomes a habit. You will most likely succeed. Success is not an accident.”

So, I will love to encourage you to not just read but make sure you act accordingly. In the course of reading you will discover that I shared practical steps. Please make sure you practice them over and over again and surely you will start to see results.

Can't wait to hear your testimony.

Chapter One



Understanding how LinkedIn works

What is LinkedIn all about?

L inkedIn is the world's largest professional network on the internet. Yes! You read it right. It is the world largest. From the short definition I gave, you can notice some key words. Words like professional and network. So, in essence, LinkedIn is a network of professionals. When we say professionals, we mean people who are highly skilled. So, on LinkedIn, you can find professional software engineers, data analyst, copywriters, digital marketers, product designers, teachers, cyber security specialists, business owners, CEOs, Founders, Inventors and more. It doesn't matter the field of profession you are into, you will always find thousands of like-minded people on LinkedIn.

So, if your goal is to network online with professionals all around the world, you must be on LinkedIn. LinkedIn is not like Facebook or

Instagram where people share their personal life and stuff like that. LinkedIn is full of professionals and is really educative and full of opportunities.

Because LinkedIn is the largest network of professionals in the world, you can use it to find the right job, internship, business opportunities, gigs and so on. You can also connect with other professionals and build relationships, learn skills you need to succeed in your career and lots more.

The main purpose of this book is to show you how you can tap into all the opportunities that are on LinkedIn.

Before we go on let me share some statistics about LinkedIn with you

Brief Statistics of LinkedIn

- LinkedIn was developed by Reid Hoffman in 2003
- It was acquired by Microsoft in 2016
- As at the writing of this book (2023), It has over 930 Million members in over 200

Countries worldwide

- It has over 139 Million active daily users. (139 Million people actively use it every day)
- More than half of its users have at least a bachelor's degree
- In 2023, LinkedIn did a clear out, deleting all inactive accounts, bots and more.

So, you can see from the statistics I just shared that as a professional you need to be on LinkedIn to thrive and access opportunities in our today's world.

Important Things you need to know about LinkedIn

Just like other social media platforms, LinkedIn has many cool features, like sharing posts update, chat messenger, groups and more. So, let it not scare you, it is just like other social media platforms just that it is for Professionals.

So, just like on Facebook and Instagram, every user on LinkedIn who has an account owns a profile.

Your LinkedIn profile is very important because it is what advertises and tells others what you do. From looking at your profile, other professionals should be able to tell who you are, what you do, your level of experience, your field of expertise and more. So, your profile has to be very professional so it can give a very good first impression about you. You've heard the phrase "first impression matters" and the other one that says "You may never get a second chance to make a good first impression". So, your profile on LinkedIn should be very professional and speak well of you.

Another thing about LinkedIn is that just like other platforms, you get the opportunity to connect with others. Let me use Facebook as an example. On Facebook, I have over 3000 friends. These are people who I accepted to be in my network.

These people had to send me what we call a "**Friend Request**" I am sure you understand what I mean. So, after they sent the request, I had to go through their profile to know who they were before accepting their request to be my friend on Facebook.

On LinkedIn, when you want to connect with another person, you will have to send what we call a “**Connect Request**”. When you do that, it simply means you are requesting to connect with that fellow and after that he or she will receive a notification of your request, go through your profile and then choose to either accept the connect request or reject it. This is a key reason why your profile has to be very excellent and perfectly tell others about you.

Your goal on LinkedIn should be to connect with many like-minded people and begin to build relationships. So, you are going to be sending and receiving a lot of “**Connect Requests**” and your profile will be an important factor that will determine the success of your connections.

Types of Connections on LinkedIn

On LinkedIn, there is a level of connection and that specifies and explains how connected you are to an individual. For instance, physically we have friends who we are directly connected to and we also have friends who we got to know through our friends. That is how it is on LinkedIn.

The platform categorizes all your different connections into groups.

Find the explanation of the LinkedIn connection hierarchy below

1st-degree connections –These are People you're **directly connected** to because you've accepted their invitation to connect, or they've accepted your invitation. You'll see a **1st** degree icon next to their name in search results and on their profile. You can reach out to them by **sending a message on LinkedIn**.

2nd-degree connections –These are People who are **connected to your 1st-degree connections**. You'll see a **2nd** degree icon next to their name in search results and on their profile. You can send them an invitation by clicking the Connect button on their profile page.

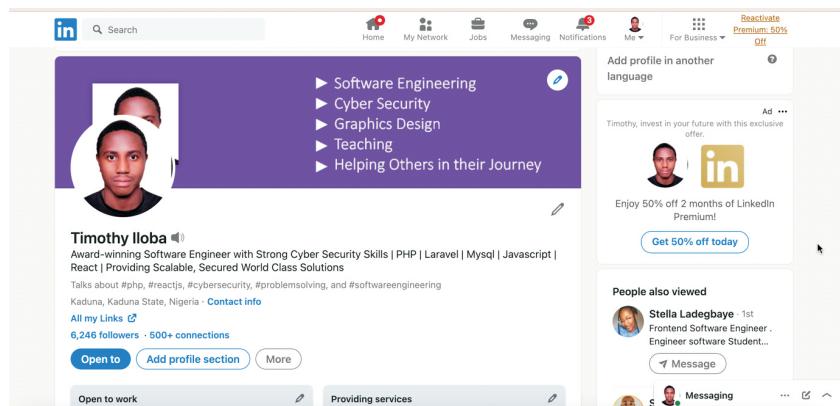
3rd-degree connections –These are People who are **connected to your 2nd-degree connections**. You'll see a **3rd** degree icon next to their name in search results and on their profile.

Followers –These are **People who choose to follow your public** updates on their LinkedIn feed.

Fellow members of your LinkedIn Groups
–These are **People who are considered part of your network because you are members of the same group.**

LinkedIn Member (Out of Network) –These are LinkedIn members who **fall outside the categories listed above**. They are not connected to you neither to they follow you. There is no form of connection between you both.

Find below a screenshot of my profile.



In the next chapter, we will talk about how to create a very good profile and optimize it so you can tap into the pool of opportunities on this great platform.

Chapter Summary

- LinkedIn is the largest network of professionals in the world
- It is very easy to use
- It has features like other social networks
- It is a Goldmine of opportunities
- It is currently managed by Microsoft and has over 930 million users
- Connections on the platform are of different levels

Chapter Two



LinkedIn profile Optimization

How to create a very good profile on LinkedIn

Your LinkedIn profile is like a professional landing page that is used to tell people who you are and what you do. A LinkedIn profile can serve as a resume(but it is not one). Yes, many people use it as their resume. I have applied for some jobs where the employers without asking for my resume insisted that I provide the link to my LinkedIn Profile. Your LinkedIn profile gives you recognition, paves way for opportunities, gives you credibility, and helps showcase your brand.

It is very important!

I have mentioned the benefits of having a good profile and now I am going to show you how to create one but first off you need to understand that your profile has different parts. We are going

to go over each of the parts together and then I will show you how to make the best of it so you can attract the right people and opportunities.

Introduction section

This is the section that serves as a formal introduction of yourself. It's just like you introducing yourself to someone you meet physically. You have to tell them your name, what you do and more. So, this section serves as an introduction of yourself to the world of LinkedIn. This section has some important parts we need to pay good attention to. I will go over them one after the other.

- **Name:** This is where you state your name clearly. For instance, my name on LinkedIn is "**Timothy Iloba**". Many people today refer to me as Timothy because that was what they saw on my profile. Meanwhile, physically, some people who are closer to me call me by my other name. The main point here is that when I was creating my LinkedIn account I decided to use the name "Timothy Iloba". So, make sure you use the right name you will love to be addressed with. I advise

that you start with your first name before your surname. So, if your name is “John” and your surname is “Doe”. Make sure your LinkedIn name is “**John Doe**”

- **Profile Photo:** This is a very important part of your introduction section.

According to LinkedIn research, professionals with a profile photo have up to 9x connection requests than those without one.

A good profile photo is a key element of your profile.

Your profile photo is like the face of your profile. One mistake I see many people who are ignorant about LinkedIn make is that they just select a random image of themselves from their phone's gallery and upload as their profile photo. Some do not even upload one.

This is very wrong. You can do that on Facebook and Instagram and it will be fine but remember that LinkedIn is a professional platform you need to be professional and well branded.

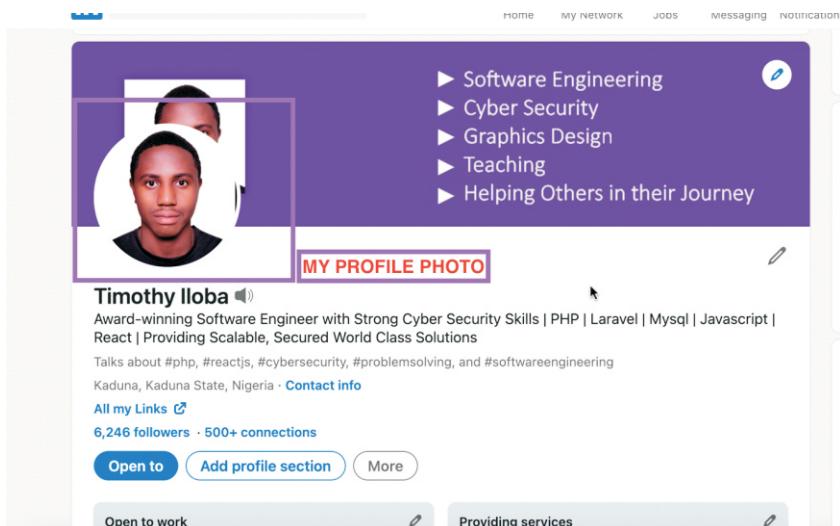
The profile photo requirement for LinkedIn is very straightforward and simple. For your profile photo to be excellent, you don't need much.

All you need is a headshot (passport photograph) of size 400 X 400. I suggest you save yourself the stress and go to a professional photographer to take a passport photograph. This is because, you need to get the best results and they can guarantee that for you. A photographer will ensure that the lightening and other facial edits are perfect to produce a good high-resolution photo. There are a few things to note though. I will list them below please pay attention.

- a. Make sure your profile photo looks like the current you. Sounds funny right? But I have seen many people who upload old pictures of themselves because that was the only professional passport photograph they had when creating their profile on LinkedIn. So please make sure your profile photo is up to date. Like I advised earlier, you may need to hire the services of a professional photographer to get the best results which I think is not expensive.

- b. Make sure you use a high-resolution image. Your profile photo must be very clear, not blurry.
- c. Make sure the face takes up at least 65% of the frame.
- d. Make sure you are the only one in the picture. You do not want others to see someone else in the background of your profile photo.
- e. Even if you choose to use your phone to take the head shot, make sure someone does it for you. I do not advise the use of selfie photos as profile photos on LinkedIn.
- f. Your facial expression on the image matters. Yes, you can look serious but smiling a bit will be cool and not bad so you are allowed to smile a bit. Feel free to show the world your beautiful set of teeth.
- g. Make sure the background of your profile photo is not distracting. personally, I will advise that you wear a **black cloth** and make sure the background is **something light like white or milk**. This is because I have tried it and this combination seems to work because it results in a beautiful color contrast. I will attach my profile photo and show you how it fits on my profile below.

So, there you have it. If you can follow the steps I listed above, you will get yourself a very good profile photo that will help your profile look more professional and attractive.



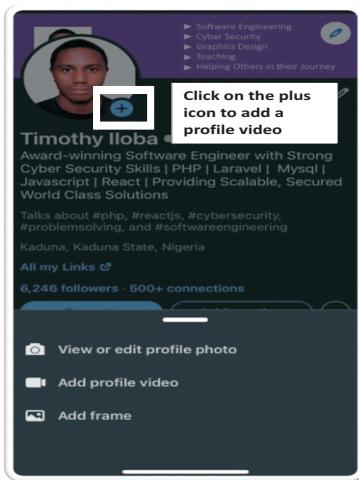
• Profile Video

LinkedIn also gives you the opportunity to add a profile video. This is meant to add extra credibility to your profile and enhance your personal brand. Although, this is optional. In your profile video, you can say a bit about yourself and what you do. That includes your skills and the services you offer.

You can choose to add a profile video but not adding it will not have any negative effect on your profile. A few benefits of adding a profile video are

- It adds extra credibility to your profile
- It enhances your personal brand
- You get to see how many people have viewed your profile video
- Other professionals can message you directly from your profile video.
- You get to stand out in the feed and search results because a blue ring will be added around your profile photo.

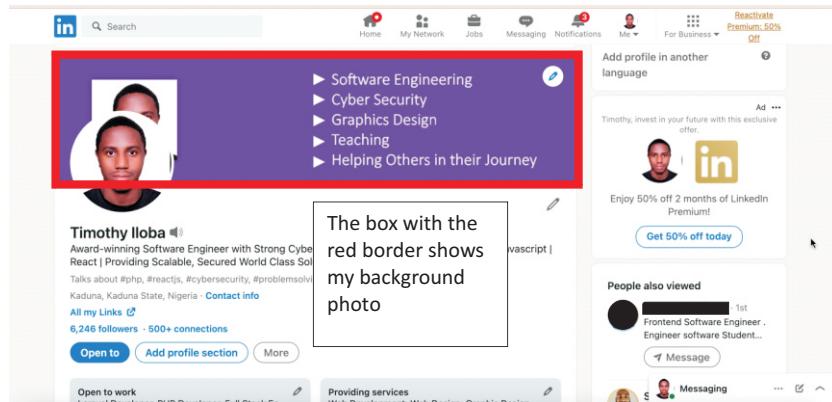
Note: This feature is only available on mobile, find screenshot showing how to add a profile video below.



- **Background photo:** This is basically meant to show a bit about what you do. So, for instance, if you are a software engineer, your background photo could show a good picture of code or cool laptops in a beautiful workspace. It all depends on you. Some people who offer services prefer to design a custom-made background photo that has their image in it and lists the services they offer. It's all good just make sure your background photo meets that following requirements.
 - a. The image format must be JPG or PNG
 - b. The size must be 1584(width) x 396(height) pixels. This is because the image has to fit into the specified box made for it and also still convey any message displayed on it.

So, make sure your background photo tells a bit about you. If you are going for a normal image, make sure you meet the requirements. Same thing for those who will go for a custom image. Personally, I use a custom-made image which has worked perfectly for me and I will advise you all do so.

If you need a perfectly customized background photo that will tell a bit about you and your brand, please feel free to reach out to me.



Headline: Your headline is that line of text that is displayed under your name. Please pay attention to it. Your profile headline is your own personal advert. Imagine yourself in an important meeting and you are given just a few seconds to tell the whole attendees of the meeting about yourself. Within those few seconds, you must make sure you “sell yourself well” by talking a bit about what you do and the value you offer.

Many people have different styles of writing their headlines but like I said earlier it is your personal advert that should give people a good reason to

connect with you. It's just like saying "hey connect with me, I am a software engineer or a copywriter or designer...I can help your business".

There is no perfect formula for creating a great headline but understanding the purpose of the headline in your profile will help you come up with a great headline. I have explained the purpose above. So, make sure that you use the opportunity and make a great headline that will beautifully and creatively tell others about what you do. Find below some cool headlines to inspire you.

Note: If you are a job seeker, you can also find a way to include that in your headline. I have seen headlines like "Aspiring Software engineer seeking internship roles" and more. It's all good. Remember, you are in a world filled with opportunities and you need to position yourself well and pass the right message so you can attract the right opportunities.

————— The School of Linkedin (Unlocking your Professional Potential) ———

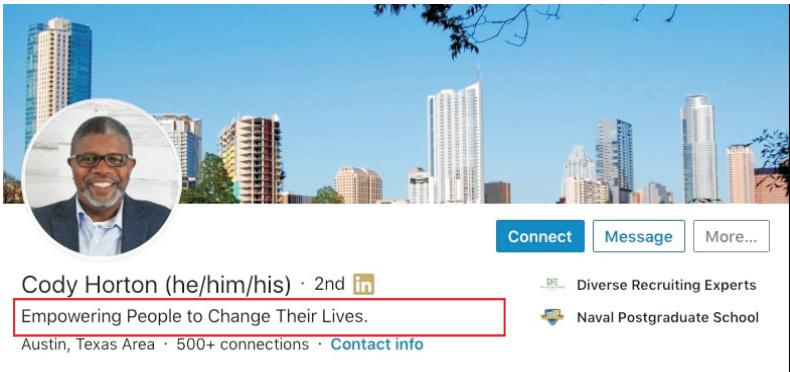
This screenshot shows the LinkedIn profile of Timothy Iloba. His profile picture is a black and white portrait of him. He has a purple header banner with the following skills listed: Software Engineering, Cyber Security, Graphics Design, Teaching, and Helping Others in their Journey. Below the banner, his name 'Timothy Iloba' is displayed with a verified badge. A red box highlights his headline: 'Award-winning Software Engineer with Strong Cyber Security Skills | PHP | Laravel | MySql | Javascript | React | Providing Scalable, Secured World Class Solutions'. It also lists his interests: #php, #reactjs, #cybersecurity, #problemsoving, and #softwareengineering. His location is Kaduna, Kaduna State, Nigeria. He has 6,246 followers and 500+ connections. A red box highlights the 'My headline' button. To the right, there is an advertisement for LinkedIn Premium with a 50% discount offer.

Find five other screenshots of headlines to inspire you

This screenshot shows the LinkedIn profile of Brent Morrell, M.S. His profile picture is a circular photo of him with glasses and a beard. He is 3rd degree connected to LinkedIn. A red box highlights his headline: 'I help purpose-driven Hoosiers grow their career with Indiana State Government, no matter the career path.' It also lists his location as Indianapolis, Indiana Area and his connection count of 500+. A red box highlights the 'Contact info' button. To the right, there are links to 'Follow' and 'More...', and profiles for 'State of Indiana' and 'University of Indianapolis'.

This screenshot shows the LinkedIn profile of Tejal Wagadia. Her profile picture is a circular photo of her holding a green drink. She is 2nd degree connected to LinkedIn. A red box highlights her headline: 'Just your friendly neighborhood Recruiter | Nerd at Heart | Introvert living in an industry of Extroverts'. It also lists her location as Mesa, Arizona and her connection count of 500+. A red box highlights the 'Contact info' button. To the right, there are links to 'Follow' and 'More...', and profiles for 'StrongMind' and 'Oakton Community College'.

————— The School of Linkedin (Unlocking your Professional Potential) —————



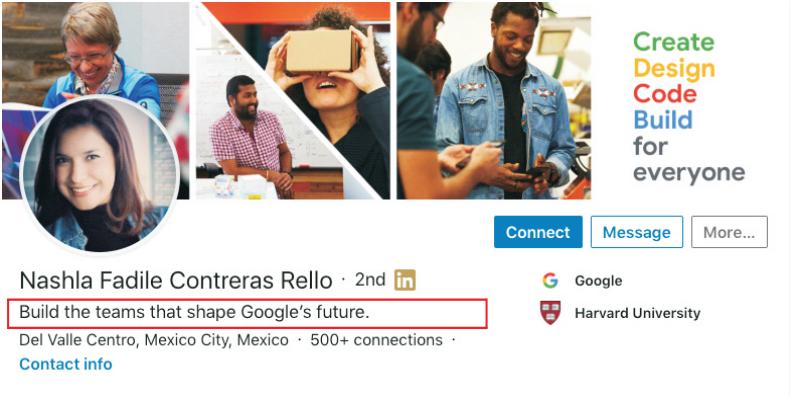
Cody Horton (he/him/his) · 2nd 

Empowering People to Change Their Lives.

Austin, Texas Area · 500+ connections · [Contact info](#)

 Diverse Recruiting Experts
 Naval Postgraduate School

Connect Message More...



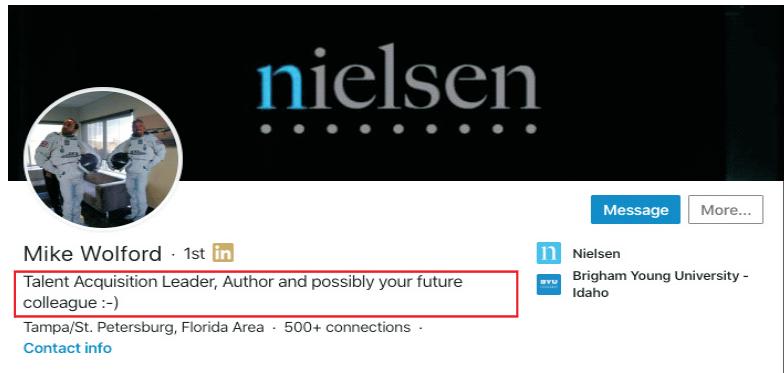
Nashla Fadile Contreras Rello · 2nd 

Build the teams that shape Google's future.

Del Valle Centro, Mexico City, Mexico · 500+ connections · [Contact info](#)

 Google
 Harvard University

Connect Message More...



Mike Wolford · 1st 

Talent Acquisition Leader, Author and possibly your future colleague :-)

Tampa/St. Petersburg, Florida Area · 500+ connections · [Contact info](#)


 Nielsen
 Brigham Young University - Idaho

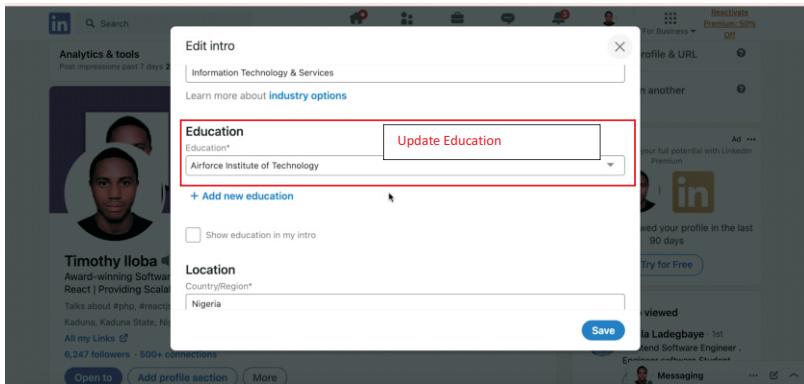
Message More...

- Current Position:** This is to show your current role. Just to show where you currently work or what you currently do. This is very easy to update but here is a question you might ask. What if I am currently unemployed? If you are currently unemployed, leave the current position section blank. LinkedIn will automatically notify others that you are open to work.

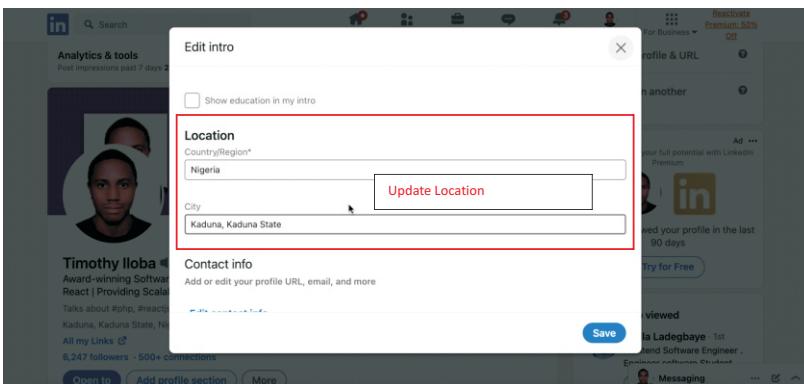
The screenshot shows a LinkedIn profile for Timothy Iloba. At the top, there's a purple header bar with a profile picture, a search bar, and various navigation links like Home, My Network, Jobs, Messaging, Notifications, and a Reactivate Premium button. Below the header, the profile section includes a large photo of Timothy, his name, and a summary: "Software Engineering, Cyber Security, Graphics Design, Teaching, Helping Others in their Journey". A red box highlights a pen icon in a box that says "Click on this pen icon to edit your current position". The main bio reads: "Award-winning Software Engineer with Strong Cyber Security Skills | PHP | Laravel | Mysql | Javascript | React | Providing Scalable, Secured World Class Solutions. Talks about #php, #reactjs, #cybersecurity, #problemsolving, and #softwareengineering". It also lists Kaduna, Kaduna State, Nigeria and provides contact info. Below the bio, it says "All my Links" and "6,246 followers · 500+ connections". Buttons for "Open to", "Add profile section", and "More" are visible. At the bottom, there are sections for "Open to work" and "Providing services". To the right, there's a sidebar with a "People also viewed" section showing a profile for Stella Ladegbaye.

This screenshot shows the LinkedIn profile edit interface for Timothy Iloba. A modal window titled "Edit intro" is open, showing his current bio: "Award-winning Software Engineer with Strong Cyber Security Skills | PHP | Laravel | Mysql | Javascript | React | Providing Scalable, Secured World Class Solutions. Talks about #php, #reactjs, #cybersecurity, #problemsolving, and #softwareengineering". Below the bio, there's a "Current position" field with a red border around it, containing "Information Technology & Services" and a "Update current position" button. There's also an "Industry*" field with "Information Technology & Services" selected. Other sections visible include "Education" and a sidebar with a "Save" button and a message from Stella Ladegbaye.

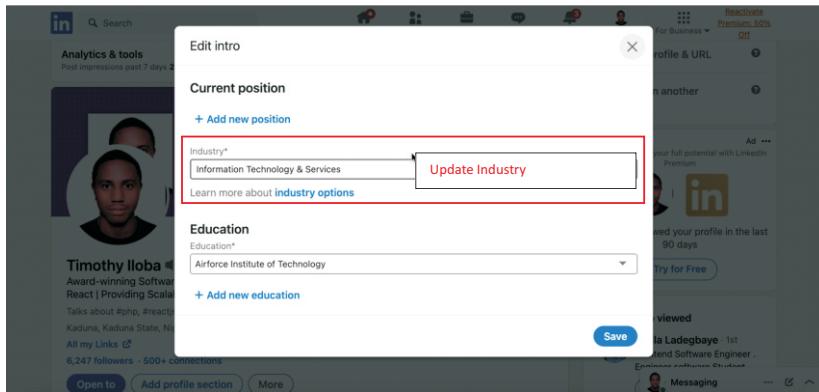
- **Education:** This is straightforward. All you need to do is enter your educational details, like the secondary school you attended, university and more. (to update, click the pen icon)



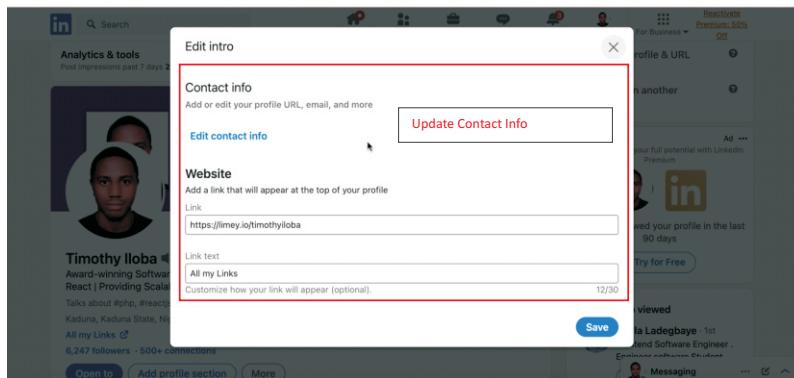
- **Location:** This is to show your location. It usually includes, country, name and address. Make sure you update this.



- **Industry:** What industry do you function or work in. Is it the tech industry like myself or is it the entertainment industry or the Commerce industry? Just make sure you update it.



- **Contact Info:** This is to enter your contact details like, phone and email.



- **Profile Summary:** Like I earlier stated above, think of it this way, you just got into a room with potential clients and you are given just 30 seconds to introduce yourself. I am sure you are going to use the time wisely by mentioning stuff like your name, what you do and more.

Your profile summary is very important.

Research has even showed that the number one thing recruiters look at when viewing a profile is the profile summary.

About

My name is Timothy Iloba.

Profile summary. You can edit
by clicking the pen icon

I am an experienced developer with 4 plus years of experience, hardworking, and also a fast learner. I am a visionary and I believe in the future. I have contributed to the building of a few startups around the world. I love excellence and I always deliver with great quality.

I am not just the standard Developer who just implements features and makes things work. I let software engineering principles guide me and make sure I apply them.

keep reading to know more about me.

Apart from my coding and problem-solving skills, I also possess skills like communication skills, leadership skills, copywriting skills, graphics design, cyber security skills (Application Security - I studied cyber security in college), and teamwork.

I have won awards like the most punctual staff and employee of the month award with my previous employers (This was because I was pivotal in delivering projects that satisfied our clients and gained us more income). Finally, I love to share knowledge and help others grow.

How do you write a good profile summary?

I'll share with you my little secrets below so let's go over it.

- a. First of all, explain who you are: Start by stating your name and what you do for instance read through this. "hey, I'm Timothy."
- b. State what you do: you can go on and say something like "I am a software engineer who is in love with cyber security. I use my knowledge and skills to build secure websites and apps that helps businesses"
- c. State your contribution and impact: you can go on and state your passion and how it has contributed and impacted the society. Something like this will do "I have this love and passion for excellence and it has helped me deliver world-class solutions, satisfying the needs of my clients. This has won me several awards like the employee of the month and most punctual staff with my previous employers."

Your profile summary should contain forty plus words and must be written in the first-person narrative. (you can see how I started all

my sentences with the word “I” above). You can also add in images.

Make sure your profile summary is short and unveils the value you carry.

Experience: This is where you get to list your past jobs and experiences. This has a lot of great benefits. Research has shown that you will receive eight times more profile view when you update your current position and other experiences. It can even lead to you receiving ten times more messages because it shows some level of credibility.

When updating your work experiences, here are some important tips you should consider.

- Start by introducing the company or organization you worked for before anything else.
- Speak in the first-person narrative. Make sure you use the first-person narrative when writing. E.g. you can say “I developed websites that helped clients generate more leads.....”. Just make sure you use the first-person narrative.

- Use short and concise paragraphs
- Make sure you list all the results you achieved
- Also, clearly outline the impact you made
- Boast about your accomplishments
- You can also add media like images and videos to spice it up

The screenshot shows a LinkedIn profile page with a red border around the experience section. The experience section lists two roles:

- Full Stack Engineer** at Musicreel - Contract from Sep 2022 to Jan 2023 (5 mos). Location: Kaduna, Kaduna State, Nigeria - Remote. Description: Musicreel is a music streaming platform like Spotify that helps artists share their music with the world. Skills: Livewire - Bootstrap - Laravel - MySQL - PHP. A note says "musicreel.png" has cool features like the top most streamed music chart, comment section, admin... [... see more](#)
- Full-stack Developer** at Rooh, LLC - Full-time from Oct 2021 to Oct 2022 (1 yr 1 mo). Location: United States. Description: Fit Live Well: Developed to help gym instructors schedule workouts for their clients. *Modelled and designed database, algorithms and front end components... [... see more](#)

A red box contains the text: "Update experience by clicking the pen icon". To the right, there's a "See who's hiring on LinkedIn" section with a photo of two women and a "Messaging" button.

Licenses & Certifications: You can add your certificates and licenses here if you have any. This helps boost your credibility. For instance, I have 2 cyber security badges and other 3 certifications. They are all displayed in this section of my profile. Anyone can go there and view them.

The screenshot shows a LinkedIn profile section for 'Licenses & certifications'. It lists three items:

- SQL** from **TestDome**, Issued May 2023, Credential ID www.testdome.com/certificates/e5c16b875fb04bb6ba18a76d5c5f5fb9. A red box highlights the text 'Update by clicking the pen icon'.
- Cybersecurity Essentials** from **Cisco**, Issued Jan 2023.
- Introduction to Cybersecurity** from **Cisco**, Issued Nov 2022.

On the right side of the profile section, there is a promotional image for LinkedIn featuring two women looking at a phone, with the text 'See who's hiring on LinkedIn.'

Skills: Adding skills to your profile allow you to highlight your abilities, strengths and expertise. It also helps build your credibility. In fact, research shows that LinkedIn members who have five or more skills listed have seventeen times more profile views and they appear twenty-seven times more in searches.

So, make sure you list your skills. Are you good at cyber security, coding, graphics design or more? List them in this skills section.

Another exciting part about this skills section is that you get the opportunity to take LinkedIn skills test for each skill you listed and if you pass, you will have a certified badge on your profile showing that you are one of the top professionals

in that area of expertise. If you do not pass, you can always retry it again and again.

Once you add a skill to your profile on this skills section, that skill can be endorsed by a professional in your LinkedIn community. Endorsement simply means someone vouching for you that you possess the skill you listed. These endorsements can be done by anyone who is in your LinkedIn community so for instance, if we are connected on LinkedIn, I can go to your profile and scroll to the skills section and endorse your cyber security skills, graphics design or more. I can even endorse all. This will help boost your credibility and show that you are truly skilled in the aspect you mentioned.

Skills endorsements helps strengthen your profile and also helps increase your opportunities.

LinkedIn displays the top three skills you have received the most endorsements on and displays them first on your profile.

You can add a maximum of 50 skills which can include hard skills like coding, design or soft skills like communication skills, team work and more.

The screenshot shows a LinkedIn profile page. On the left, there's a list of skills:

- Livewire
 - Full Stack Engineer at Musicreel
 - 2 endorsements
- SQL
 - 4 experiences at Rooh, LLC
 - SQL
 - 4 endorsements
- Adobe Photoshop
 - Full-stack Developer at Trenova Consulting
 - 4 endorsements

In the center, there's a callout box with the text: "Update by clicking the pen icon. To add a new skill click the plus icon".

On the right, there's a sidebar with a photo of two people and the text "See who's hiring on LinkedIn". At the bottom of the sidebar, there are icons for messaging and other profile details.

Recommendation: on LinkedIn, you can receive recommendations from professionals in your community. These recommendations will help to build your brand credibility and help others trust you more.

You can actually request recommendation from others and once they write the recommendation, it will be displayed on your profile.

The screenshot shows a LinkedIn profile page for a user named Casweeney Ojukwu. The profile includes a photo of a person sitting at a desk, a job title 'Solidity Smart Contract Developer | Cairo | Software Engineer | Laravel | React | Web3 | NFT | Blockchain Developer | @codingcas', and a note from May 1, 2022, stating: 'Timothy is a vibrant and top notch software developer who can pick up a project from start to finish. He is a fast learner and never gets comfortable with what he knows. He is constantly learning and I will recommend him over again.' There are buttons for 'Show all pending' and '+ /' to add a new recommendation.

Update by clicking the pen icon.
To request a new recommendation, click the plus icon

Volunteer Experiences: This part is really important. This is because, research has shown that 40% of hiring managers and recruiters view volunteer experiences the same way they view normal work experience.

So, have you volunteered and worked anywhere before? Make sure you list them. Here are some quick tips

- Make sure you outline the name of the company you volunteered at
- Make a detailed and short description of how you helped the company or organization.

This volunteer experience section is very important because people not just want to see you as a professional, they want to see you as a normal person like they are.

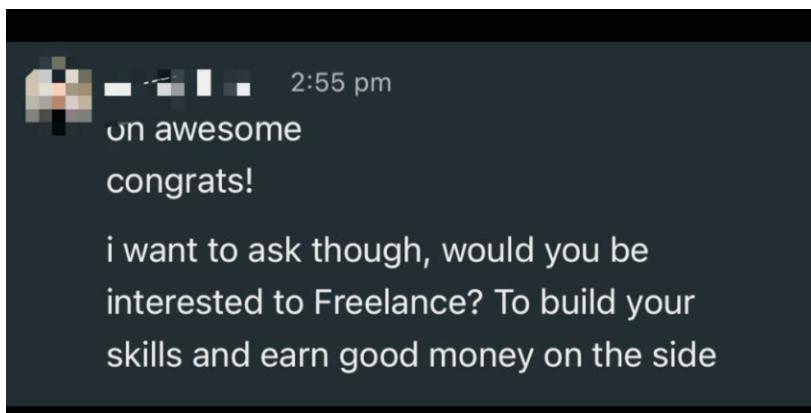
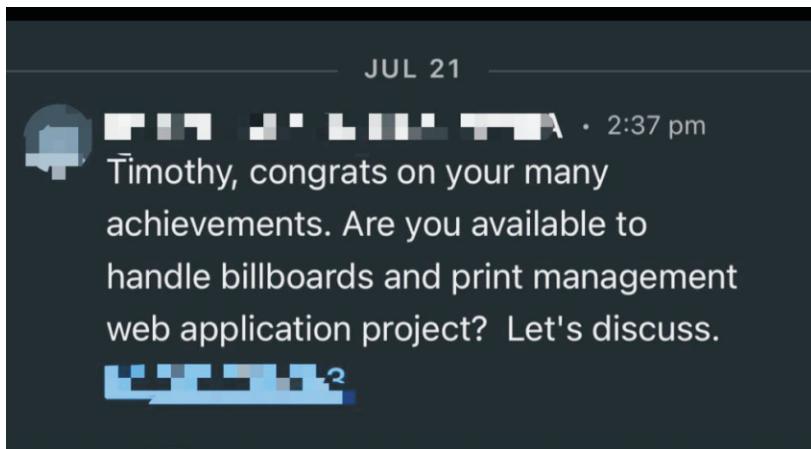
That brings us to the end of LinkedIn profile Optimization

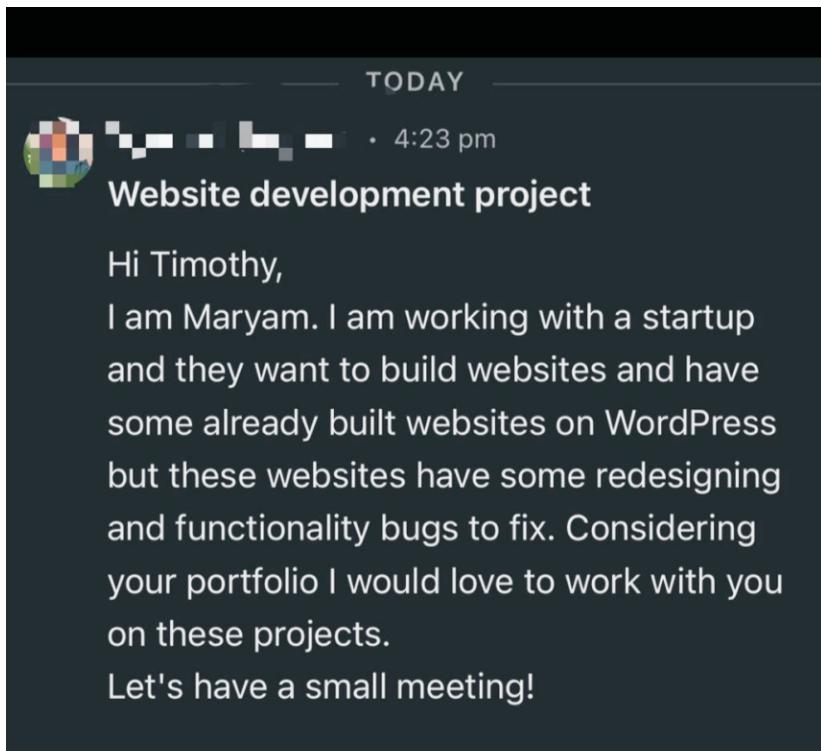
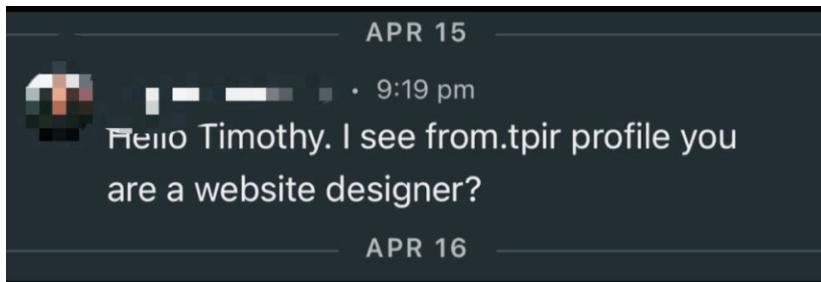
Chapter Summary

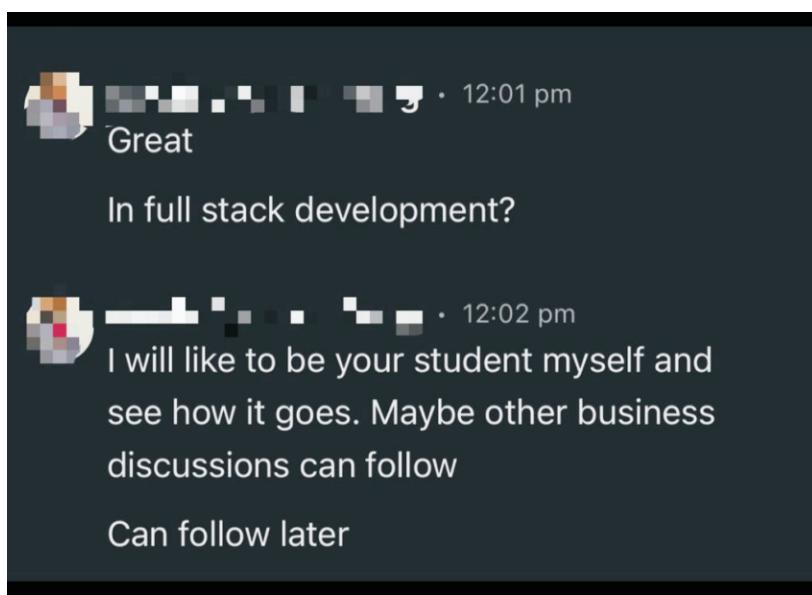
- Your LinkedIn Profile is Very Important.
- Each section has its own peculiar importance.
- Make sure you have a standout summary.
- Showcase your skills and endorsements.

Profile optimization is just one step in the way. There are still many things you need to know to tap into the pool of opportunities on LinkedIn.

Below I'll attach some screenshots to show you how opportunities came knocking on my door all from linkedin







JAN 25



7:56 pm

Hi ...nthy. I was attracted by your profile. I am new in the development world. I am going to be doing laravel in my next project mid feb and i wish to learn from you. If you have got time as i know developers hardly have time 😊 . I humbly ask for assistance.

Hope life is user friendly on your side.
And thanks for accepting my invite. I
hope to hear from you.

MAY 17



3:34 pm

ProSidian is looking for a Java Developers II or III - Information Technology (IT111/IT112) Located In Savannah River Site / Aiken, South Carolina [Can Work Remotely As Well]. Are you interested or can you refer a trusted colleague/firm? CLICK Job Link:

Click the link below to get the full copy of my ebook

Getting it gives you access to my LinkedIn community where I help you further on your journey

<https://selar.co/the-school-of-linkedin>