



## *Andrea's Top 9 LinkedIn Profile Tips for Job Seekers*

### **Making The *Right* “5 Second” First Impression on LinkedIn...<sup>1</sup>**

- 1) **Give your profile a face (preferably yours).** Include a photo of *yourself*, not your dog or your favorite sculpture (I've seen both, I kid you not). Ensure your face is clear enough so that anyone who sees it will recognize you in a coffee shop.
- 2) **Enable your network to help you.** In the Tagline/Title state “Seeking a position as a <whatever you are seeking>.” Yes, advertising that you're unemployed isn't your idea of a chocolate sundae. But you *are* employed as a job seeker, and your job is to say **what** you're seeking so others on LinkedIn can help you.
- 3) **Keep your network “in the loop.”<sup>2</sup>** Update your Status once a week. First, this keeps your network vested (i.e., Interested) in your job search. Second, you don't want that HR person reviewing your profile raising an eyebrow because you *appear* to have not done a thing for two months.
- 4) **Demonstrate your professionalism.** Complete the *whole* profile...Why? An unfinished LinkedIn profile is like a partial resume on the hiring manager's desk, and what do you think happens to those?
- 5) **Invite your reader's interest & interaction.** Two things: 1) Assume the reader is your future supervisor, boss, etc. and 2) Say “I” instead of your name (Mary or Ed etc.). This approach encourages you to be specific, personable and more persuasive.
- 6) **State exactly what position you're seeking.** The more specific you are, the easier it is for your connections to figure out who in *their* network can help you. This includes industry, type of work, job titles and the particular problems you're great at solving.
- 7) **Assume your contacts do not “get” what you do.** Use everyday language (versus the jargon in your resume) in your LinkedIn Summary. Write up your elevator speech as the starting point for this section. Put those pesky (and useful) industry and professional terms in the “Specialties” section.
- 8) **Clearly illustrate why you're “the one.”** Don't blindly paste in resume copy into the Education and Experience sections. Do answer the question “How does your degree/experience in Caffeine Overindulgence help you as coffee sales rep.?” (And yes, insert your information into that question as appropriate). State *how* and *why* your background helps you solve your future bosses' and employers' (top three) problems. Review past cover letters for ideas.
- 9) **Make it easy to contact you.** Include your telephone number in the Personal Information section. It's at the bottom of your profile, before Contact Settings.

<sup>1</sup> Most individuals quickly scan your profile before reading it line by line. As such, that first five seconds often determines if they actually **do** go back and read it.

<sup>2</sup> Be prudent with your Status Updates. If you wouldn't announce it in a party stuffed with competitors or future employers, don't say it here. That includes company and individuals' names with whom you are interviewing.

**For more information including LinkedIn consulting, workshops, training & speaking engagements contact Andrea Dale (513-561-2642, [adale@tothepointwriting.net](mailto:adale@tothepointwriting.net)) or visit <http://www.tothepointwriting.net>.**