



# LOVE YOUR LINKEDIN PROFILE

HEADLINES, TITLES, PICTURES, ABOUT ME



## Set Up for Success Today

### Today's Goal:

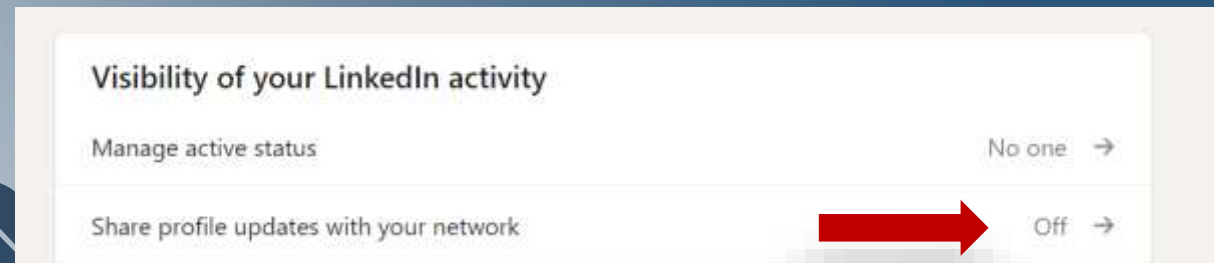
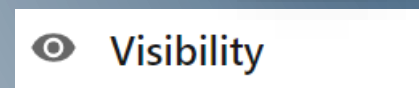
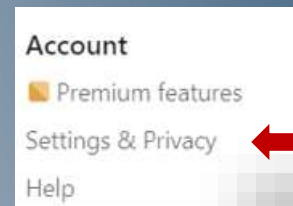
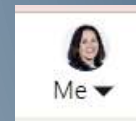
You will have a functional LinkedIn profile which will attract the kinds of recruiters and network connections for the position you're seeking by the end of this call.

Today is a “work with me” workshop, which means I will give you time to create during the call. Ideally, you have both your LI profile open and your Zoom call to see the presentation. You can do this with two screens or split screen or however you get it done.

# DON'T BE AN OVERSHARER

**BEFORE YOU BEGIN:** Make sure your visibility settings don't alert your network to every change you make.

1. Select your profile at the top of the page ("Me").
2. In the dropdown menu, select "Settings and Privacy"
3. Select "Visibility"
4. Scroll down and ensure that "Share profile updates with your network" is turned OFF.



# REAL ESTATE, BABY!

## YOUR LINKEDIN HEADLINE

- ✓ Use Your LI Headline to tell the world what you bring to the table.
- ✓ Your LinkedIn headline is the most valuable piece of “real estate” on your profile. Don’t waste it.
- ✓ Limits: 220 character limit- that’s A LOT (a lot more than most people use)

2-8 Keywords for the  
Position You Want



Your Unique Value  
Proposition (UVP)/  
Value Illustration



Your LinkedIn  
Headline

*Our focus today will be as job seekers. Sales attraction as a freelancer may look slightly different.*

# HEADLINE EXAMPLES

**A DRAFT FROM THE FIRST TIME I DID THIS  
EXERCISE AND A MORE RECENT DRAFT.**

## PERSONAL EXAMPLES:

### DRAFT 1:

Instructional Design | eLearning Development  
I use learning science and performance analysis to create learning solutions that improve profit, KPIs, and organizational culture.

### DRAFT 2:

Instructional Designer | Learning and Development Specialist | eLearning Developer  
I partner with companies to design and develop strategic learning experiences that improve profit, performance, and culture.

# HEADLINES WORK TIME

- ✓ What keywords come up as job titles in the jobs you look at/ want to apply for/apply for?
- ✓ What are the job titles of the people whose jobs you want? What do your dream companies call IDs?
- ✓ What makes your contributions at work unique?
- ✓ How will you add value to an organization?

2-8 Keywords for the  
Position You Want  
(job titles, not skills)



Your Unique Value  
Proposition (UVP)/  
Value Illustration



Your LinkedIn  
Headline

# PICTURE THIS

Any old photo will work, right?



Picture 1

Recent Wedding Photo



Picture 2

Old Fitness Industry Photo



Picture 3

School Photo

**Critique Time: What's wrong with each one?**

# YOUR PROFILE PHOTO

- ✓ Make sure you crop it closely, so it is a headshot.
- ✓ Your photo should capture your natural smile and your attire should be that of a "dressy" day in your workplace.
- ✓ Photos should be of you individually, and photos should not be selfies.
- ✓ Use photofeeler.com to compare photos in "Business" mode. (or similar platform)



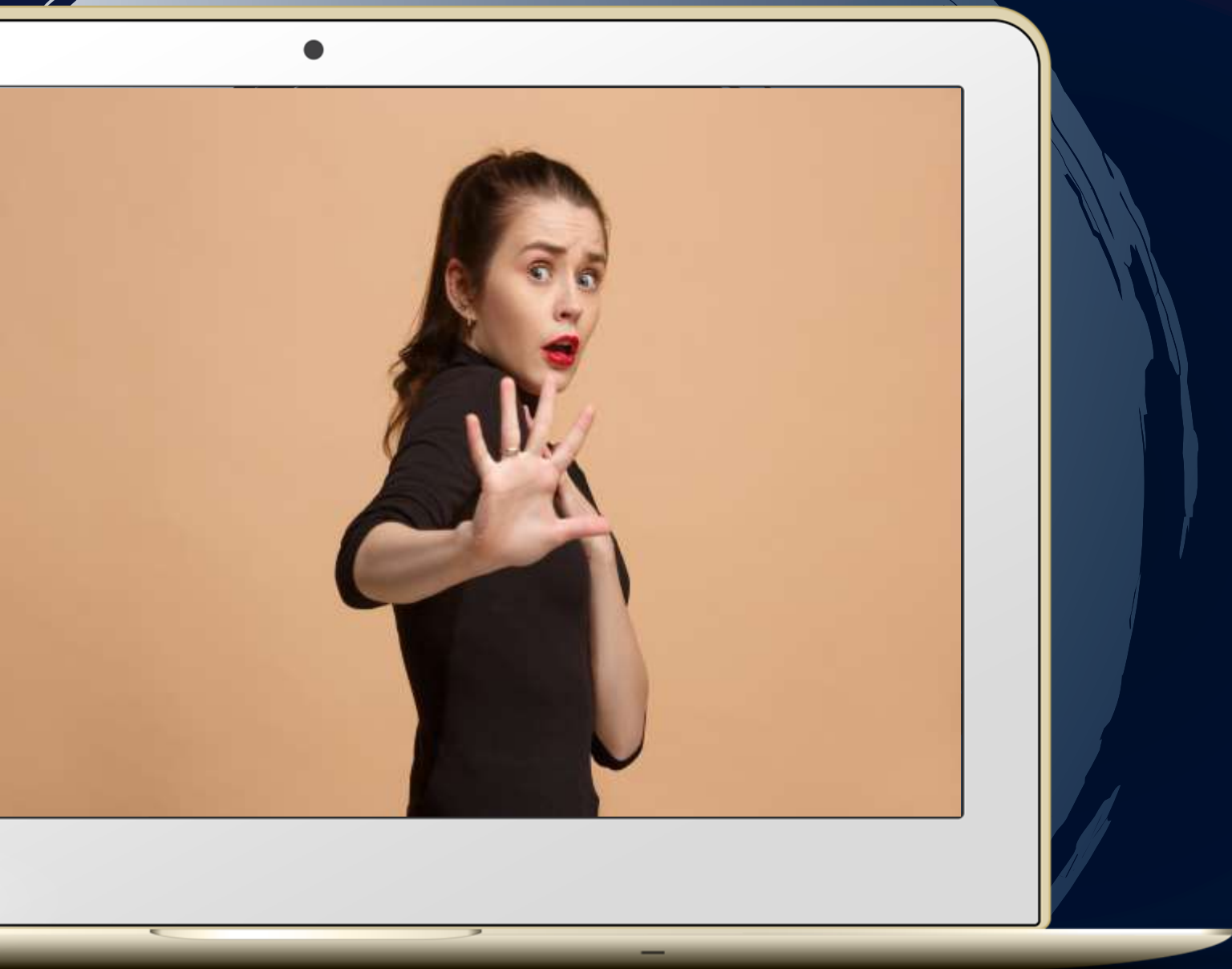


# PHOTO + BANNER WORKTIME

## Items to Do In this Work Time:

- ✓ **Scroll through your photos** and social media now and find some workable photos for you.
  - ✓ Be the only person in the photo
  - ✓ No selfies
- ✓ Use **photofeeler.com** to compare photos in “Business” mode. (or similar platform)
- ✓ If you need an appropriate photo, reach out to schedule a time with a friend or family member to **take a headshot** of you in “photo-ready” mode on a blank wall.
- ✓ **Banner/Cover photo:** Should be a natural photo or a banner created in Canva or Powerpoint or similar. It should include your name and your portfolio website address.

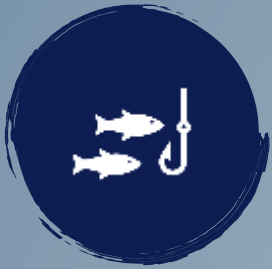




# The “About” section

# ABOUT ME FOR CAREER TRANSITION

- ✓ Tell a compelling story and write it in the first person/conversational tone
- ✓ The About section gives you the opportunity to explain why you're changing careers instead of letting people guess.
- ✓ Demonstrate in writing how your current skills and past experiences have prepared you for your new career.



## Hook

Give the viewer a reason to read it!



## Context

Give a humanizing context to your career switch.



## Value

State what you do and why you're good at it as if presenting them to a company.



## Accomplishments

Work in your actual accomplishments. Be proud of them!



## Keywords

Synthesize keywords into your narrative as long as it sounds authentic.

List skills in list form at the end of the About section.

# ABOUT ME WORK TIME

## Hook Brainstorm

- Thought-provoking or attention-grabbing statement.
- Succinct- 1 sentence or 2.
- Witty, outrageous, stunning all work here
- Example → “Humans are outnumbered by devices.”

## Acknowledge Transition

- When did you know this switch was for you? What was the A-HA moment?
- What do you want more that you see accomplishing in ID as a career?
- Be real and natural in your transition story.

## Skills and Strengths

- Elaborate on that value statement in your headline
- Tell us how the story of how you accumulated your skills, if applicable/helpful
- Use this as an opportunity to tie all of your strength threads together.
- List skills (JD skills, not random ones) together at bottom.

Thank you for joining today!

- ✓ The replay link will be emailed to you once it is available
- ✓ Sign up for a 1:1 Coaching Call to obtain personalized guidance for a completely custom LI profile!



**SUMMARY**