**LINKEDIN PROFILE**

OPTIMIZATION WORKSHEET

*Complete each section. Use keywords from job postings you're targeting.*

**1. HEADLINE (220 characters max)**

*Formula: [Title] | [What you do] | [Who you help] | [Key skill/credential]*

|  |
| --- |
| [Your headline here] |

❌ Avoid: "Seeking opportunities" | ✅ Do: Lead with value you provide

**2. ABOUT SECTION (2,600 characters max)**

*Structure: Hook → Problem you solve → How you solve it → Proof → CTA*

**HOOK (first 3 lines - shows before "see more"):**

|  |
| --- |
| [Attention-grabbing opening that makes them click 'see more'] |

**PROBLEM YOU SOLVE:**

|  |
| --- |
| [What pain points do you address? Who do you help?] |

**HOW YOU SOLVE IT:**

|  |
| --- |
| [Your approach, methodology, or unique skills] |

**PROOF/CREDENTIALS:**

|  |
| --- |
| [Key achievements, numbers, credentials, notable clients/companies] |

**CALL TO ACTION:**

|  |
| --- |
| [What should they do next? Connect? Email? Visit your site?] |

**3. FEATURED SECTION**

*Add 3-5 items: posts, articles, links, media that showcase your best work*

|  |  |
| --- | --- |
| 1. [Title/Description] | URL: |
| 2. [Title/Description] | URL: |
| 3. [Title/Description] | URL: |

**4. EXPERIENCE OPTIMIZATION**

*For each role: Add achievements (not duties), use numbers, include keywords*

**Top 3 keywords to include across your profile:**

|  |  |  |
| --- | --- | --- |
| 1. [Keyword] | 2. [Keyword] | 3. [Keyword] |

**5. SKILLS (Top 3 get pinned)**

|  |  |  |
| --- | --- | --- |
| **PIN 1: [Most important]** | **PIN 2: [Second]** | **PIN 3: [Third]** |

Other skills to add (up to 50):

[skill], [skill], [skill], [skill], [skill], [skill], [skill], [skill]

**6. FINAL CHECKLIST**

☐ Professional headshot (face takes up 60% of frame)

☐ Custom banner image (1584 x 396 px)

☐ Custom URL (linkedin.com/in/yourname)

☐ Contact info filled out

☐ Creator mode ON (if posting content)

☐ Open to Work ON (if job seeking - can be visible to recruiters only)

☐ All experience has descriptions

☐ Education section complete

☐ At least 5 skills added with endorsements requested

☐ 2-3 recommendations (give some to get some)