

Top tips for a powerful LinkedIn profile

LinkedIn's cheat sheet for attracting the right opportunities

A robust LinkedIn profile opens the door for new opportunities like partnerships, new business, mentorships, or speaking events. It represents you as a professional—and refining it is easier than you think.



The big 3

Profile picture, current position, & summary



Julia Anderson
Sales Director

Denali Bank • Northwestern University
Chicago Area • 500+

Over 20 years of experience in business development, sales, and advertising with industry knowledge in retail and...

1 Profile picture

Making the right connections starts here—include a photo to help your colleagues recognize you on LinkedIn.



A profile picture can get you up to **9x** more connection requests.

2 Current position

Keep your professional story up-to-date by including your current position and recent accomplishments.



People with more than **1** job listed get up to **29x** more profile views.

3 Summary

When introducing yourself, it's important to be specific about what you can offer.

Best summaries include:

- + Your expertise
- + Recent skills
- + Motivation & interests
- + The right keywords



Effective writing tips



Speak to your experience.

Mention key responsibilities, initiatives you've led, and impact. Include data to support your facts.



Be concise.

Swap long paragraphs for bulleted lists so people can easily scan your profile.



Write in the first person.

Your profile is your career story, so the reader should hear it from you.



Easy wins

Location, education, industry, & skills



Location

Get discovered for local jobs, volunteering, speaking engagements, or new business opportunities.



Education

Add your school so your classmates and alumni can easily reconnect with you.



Skills

Add your skills to show your most relevant strengths and abilities.



Industry

Listing your industry helps you connect to relevant opportunities like the right contacts, events, or new business.

More than **300,000** people search by industry on LinkedIn every week.



You're in control

You decide what your network sees

- + Any edits to existing sections of your profile won't be shared with your network.
- + When adding new sections, you can choose to share it with your network.
- + Control who sees your photo by clicking on it, then selecting who can view it.



Your connections will not see this change in their feed or email.



Small updates can lead to big opportunities

Start by updating your profile today