# 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.



Profile picture, current position, & summary



## 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...

# Making the right connections

1 Profile picture

starts here—include a photo to help your colleagues recognize you on LinkedIn.



get you up to 9x more connection requests.

A profile picture can

## Keep your professional story

Current position

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



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

People with more

## When introducing yourself, it's important to be specific about

Summary

what you can offer.

### Recent skills Motivation & interests

Best summaries include:

The right keywords

+ Your expertise

**Effective writing tips** 



initiatives you've led,

and impact. Include

data to support your

facts. Location, education, industry, & skills



for bulleted lists so

people can easily

scan your profile.

**Easy wins** 



reader should hear

it from you.

Education



Get discovered for local Add your school so your classmates and alumni speaking engagements, can easily reconnect



Skills

Location

jobs, volunteering,

or new business

your most relevant strengths and abilities.

Add your skills to show



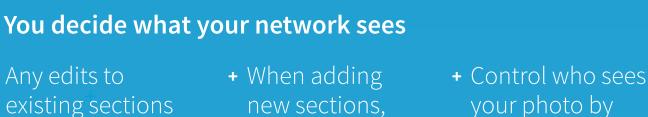
with you.

**P** Listing your industry helps you connect to

Industry

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



of your profile won't be shared with your network.

- you can choose to share it with your network.
- then selecting who can view it. Your connections will not see this change in their feed or email.

your photo by

clicking on it,



+ Any edits to

existing sections

Small updates can lead to big opportunities

Start by updating your profile today

