

From invisible to irresistible

How to craft a LinkedIn profile
that gets job offers

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CHAPTER 1

ONE CHANCE TO MAKE A GOOD FIRST IMPRESSION

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ONE CHANCE TO MAKE A GOOD FIRST IMPRESSION

When it comes to finding a new job your LinkedIn profile is your digital shop window—let's make sure you're not scaring away the customers before they even walk in!

📌 PROFILE PICTURE

Your photo is the first thing people notice, and has more of an effect than you might realise.

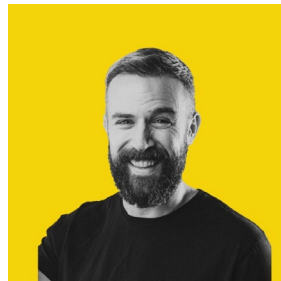
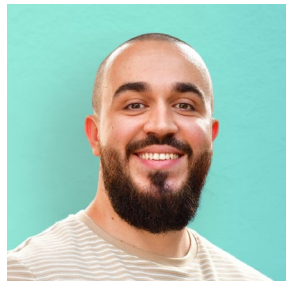
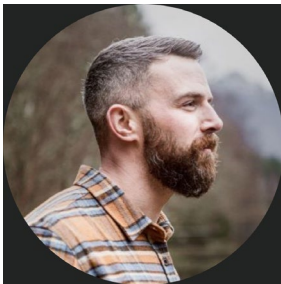
You wouldn't go to a networking event with a balaclava covering your face. And you wouldn't spend a job interview giving evils to everyone who looked at you.

Your goal on LinkedIn is to present yourself in the same way you would in these kinds of situations: you'll want to appear warm, friendly and approachable.

📌 ACTION

Choose a recent, high-resolution image, with a clear front view of your face, your best impression of a smile, and a neutral background.

Here are some great examples.



📌 DESIGN TIP

Ensure there's contrast between your attire and the backdrop. This will enhance focus on your face.

CHAPTER 1

ONE CHANCE TO MAKE A GOOD FIRST IMPRESSION

📌 HEADLINE

Your headline is a sneak peek into what your connections can expect from your profile: your content, your skills, even your contribution to them as a potential hire.

You have 120 characters to encapsulate your expertise and ambition, so make every word count.

Split your areas of expertise into bite-size chunks to show what you can offer. Give a glimpse of the problems your skillset can solve and inject a little hint (or a lot) of your personality.

📌 ACTION

Instead of just “Marketing Specialist”, try “Digital Marketing Enthusiast | SEO & Content Strategist | Helping Brands Grow Online”.

01 **Lea 🌈 Turner 🔊** (She/Her) · 2nd
If Carlsberg made LinkedIn Trainers... | Company Training |
International 🌐 Keynote Speaker | Membership Community |
leaturner.co.uk

02 **Jasmin (Jay) Alić 🔊** · 2nd
I make writing & LinkedIn easy for everyone 🙌

03 **John Hawker** · 2nd
Recruiter | Maker of Matches | Hunter of Heads | Podcast Host |
Specialist in ERP, Change & Learning, Technical/Functional roles and
Leadership hires



CHAPTER 2

THE ART OF BRANDING

THE ART OF BRANDING

Your personal brand on LinkedIn is your story distilled into visual and textual content.

Part of that personal brand should be your voice: it should echo through the words on your profile and any of the content you post.

In terms of visuals, you'll want fonts, colours, even patterns or illustrations that resonate with you and what you want to be known for. Then you need to incorporate them in any graphics you use, from your profile photo to your header to the posts you publish, so you and your brand are instantly recognisable.

📌 UNIQUE PROPOSITION

Understand and express what makes you different.

- Is it your skills?
- Your experience?
- Your personality?
- Your outlook or approach?
- What sets you apart from other candidates?

📌 ACTION

List your three most defining professional traits. These become your branding anchors.

Weave them into your written words to further develop your tone of voice and style, and thread them through whatever content you create.

THE ART OF BRANDING

📌 BANNER IMAGE

This space is like a totally free Google display advert, so speak directly to your target audience and make it count.

A banner image is not just about your visual brand identity. It's the perfect place to entice with short and snappy copy.

- Briefly introduce your brand.
- Mention the problem or pain point you solve.
- Include your key messaging or tagline

No matter what you choose to focus on, keep it short and sweet. And make sure to include a clear, concise call-to-action.

Your profile should act as one cohesive portfolio, not a set of separate components.

Think:

- Who do I help?
- What do I solve?
- How has my story so far allowed me to do that?

📌 DESIGN TIP

Free tools like Canva have lots of different designs you can easily tweak to make it your own - but don't forget your head covers the left section on desktop view.

Add a photo of yourself to your header. Follow the same rules you'd apply when choosing a profile photo.

Faces do well on LinkedIn – people buy from people.

01



Chris James · 1st

Social sales secrets for coaches + freelancers. My DM game is appalling 🤔

Talks about #sales, #marketing, #onlinebusiness, and #contentstrategy

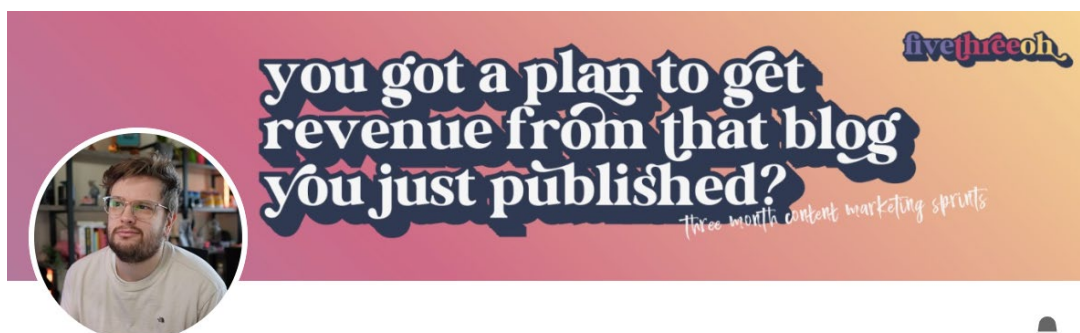
Manchester, England, United Kingdom · [Contact info](#)

[Turn Content Into Clients](#) 📄 🔗



Content To Clients Consulting

02



Tim Hanson (He/Him) · 1st

⚡ £23M revenue from Organic Growth for SaaS with Content Marketing Sprints | Storytelling, SEO and Content Marketing ⚡

Talks about #seo, #sprints, #storytelling, #contentstrategy, and #contentmarketing



fivethreeoh

03



John Hawker · 1st

Recruiter | Maker of Matches | Hunter of Heads | Podcast Host | Specialist in ERP, Change & Learning, Technical/Functional roles and Leadership hires

Talks about #hiring, #recruitment, #jobsearchtips, #linkedinprofile, and #personalbranding

Southend-on-Sea, England, United Kingdom · [Contact info](#)

[Listen to my podcast here](#) 🎧 🔗



Global Tech Collective Ltd

CHAPTER 3

YOUR STORY, YOUR WAY



CHAPTER 3

YOUR STORY, YOUR WAY

The 'About' section should be an engaging read, not a snooze fest.

✚ INTRODUCTION

Begin with a hook.

Your hook must be strong enough to captivate your reader. It's what compels them to stop scrolling.

- Present an interesting fact or statistic that makes them think.
- Provide value. Give them something useful or actionable.
- Pique their interest. Open with something surprising or unbelievable.
- Provoke emotion. Make them laugh with something abstract, or push down on a pain point.
- Use perspective. Ask a question or address the reader directly to make it a conversation.

✚ ACTION

Start with a question or a bold statement. For instance, "Why do some brands skyrocket while others remain unknown?"

✚ BODY

Chronicle your journey, skills, and passions.

Start with the professional, end with the personal. And sprinkle in your personality along the way.

Tell a story, if you can. Humans are naturally programmed to respond to stories, and are more likely to read to the end if you take them on a journey.

YOUR STORY, YOUR WAY

👉 DESIGN TIP

Break text with bullet points, emojis, or bolded keywords for easy skimming.

Don't give your reader any reason to disengage. Make your copy as easy to read as possible with a clear structure, plenty of whitespace, and lots of room to skim.

Excellent examples:

About

01

AI won't take your job.
But someone using AI will.
It's scary, but it's true.

So, where are you supposed to start?
And how on earth are you supposed to keep up?

This is exactly where I can help you.

If you're here, the chances are you have ambitious sales and marketing goals.

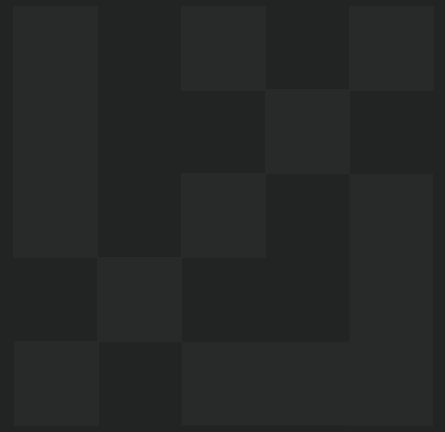
But there are a few problems:

02

- 👉 you lack direction and the big picture
- 👉 you're not getting enough visibility or conversions
- 👉 you're not making the most of the content you create
- 👉 you may not even be sure if you're creating the right content
- 👉 you don't know how to measure the effectiveness of your efforts

Mega frustrating — I know.

But the good news is that's where I can help.



CHAPTER 4

THE FEATURED SECTION

THE FEATURED SECTION

The Featured section is the most woefully underused section on a LinkedIn profile. It's the perfect place to showcase what you do best.

Think of it as your portfolio. You can upload:

- External links
- Videos
- Feedback
- Downloadable resources
- Successful posts
- Case studies

...and much more.

Showcase a selection of your proudest moments.

Webinars you've appeared in, posts you've published, or blogs and articles you're proud of. These are all excellent examples of content that you'll want potential employers to read.

🔼 ACTION

Include projects, articles, and testimonials. Regularly update this section.




This is one of the most valuable spots on your profile, so don't let it gather dust. You'll want prospective employers to see that you're actively creating, contributing and challenging yourself.

🔼 DESIGN TIP

Use vibrant thumbnails for each featured item, ensuring visual consistency. Remember to use big bold text.


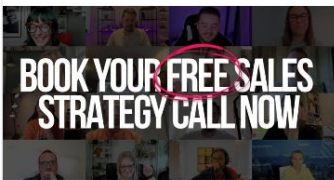

01

Featured

<p>Link</p>  <p>LinkedIn ChatGPT Playbook Gumroad</p>	<p>Link</p>  <p>Work 1:1 With Me Smart Links</p>	<p>Link</p>  <p>AI for Non-Techies Newsletter AI for Non-Techies</p>
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02

Featured

<p>Link</p>  <p>Free Training chris-james.co</p>	<p>Link</p>  <p>Free call with us! chris-james.co</p>	<p>Link</p>  <p>60 Sec Interview - Katie chris-james.co</p>
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03

Featured

<p>Link</p>  <p>Business Community The HoLT</p>	<p>Link</p>  <p>Weekly Emails leaturner</p>	<p>Link</p>  <p>LinkedIn Cheat Sheet leaturner</p>
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CHAPTER 5

KEYWORD OPTIMISATION

KEYWORD OPTIMISATION

📌 RESEARCH

What terms might recruiters be using to find someone like you? Make it as easy as possible to stumble upon your profile.

📌 ACTION

Use platforms like Ubersuggest or LinkedIn's own 'People also viewed' sidebar.

You'll want short, broad keywords that recruiters are likely typing in when commencing a search for your profile optimisations. Think terms like 'SEO specialist', 'sales strategist', 'content marketing services'.

Pay attention to any longer, multi-phrase keywords you find on Ubersuggest too – questions in particular can be great inspiration for posts to show your expertise.

📌 INTEGRATION

Add keywords to your headline, about, experience, URL and skill sections.

Modernise, Automate and Scale Your Sales and Marketing | Top 20
MarTech Influencer | International Speaker | Consultant | Director at
Beesting Digital

Talks about #ai, #linkedin, #marketing, #technology, and #contentmarketing



Top skills

Artificial Intelligence (AI) • Automation • Content Strategy • Strategic Marketing Consultancy • Business
Development Consultancy

📌 DESIGN TIP

Balance keyword density. Aim for a natural flow instead of stuffing.



CHAPTER 6

EXPERIENCE THAT SPEAKS

EXPERIENCE THAT SPEAKS

📌 LIST FORMAT

Beyond roles, detail your achievements.

The Experience section of your profile is all about demonstrating your impact. Where you've worked, the skills you learned, and the skills you achieved there.

Most people miss the mark here by treating this section like a CV. It's not. So:

- **Don't include irrelevant details.**


Sometimes this includes work history - eg the part-time job you had at Boots in your teens probably won't matter to the person considering hiring you now.

- **List more than just your job title.**

Include your responsibilities, the main skills you applied or learned, or any achievements that stand out from your time there.

- **You don't need to rely on words alone.**

Adding media can make your Experience section much more interesting, so consider including relevant photos and videos where you can.

**Chief Customer Officer**
Lumilinks Group Ltd · Full-time
Jul 2023 - Present · 2 mos
Cambridge, England, United Kingdom · Hybrid

As Chief Customer Officer at Lumilinks, I enable businesses to leverage data, turn insights into action and empower their people.

Many businesses need to realise the power of their data because they need to learn how to unlock its true potential. At Lumilinks, we have the expertise and tools to be agnostic, keeping your business and people aligned with market movement. Our team of data specialists uniquely comprises engineers, scientists and analysts. This means you'll have access to the right people with the specific expertise for every task to help your business transform faster and smarter for compounded growth.

- Engineering data accuracy
- Scientifically examining opportunity
- Analysing commercial risk

Our methodology caters for all businesses. No matter what stage of data maturity you're at, we'll help keep your finger on the pulse with accurate and relevant insights that move the needle and enable next-generation AI.

We illuminate the data links that help businesses and people optimise, scale & pioneer.

Skills: Organizational Culture · Talent Development · Leadership · Creative Strategy · Business Strategy

EXPERIENCE THAT SPEAKS

📌 ACTION

For every job role, list 3-5 key achievements, not just responsibilities.

Think about projects you've overseen, products you've launched, services you've led, impressive clients you've worked with, or excellent content you've produced.

📌 DESIGN TIP

Formatting is your friend.

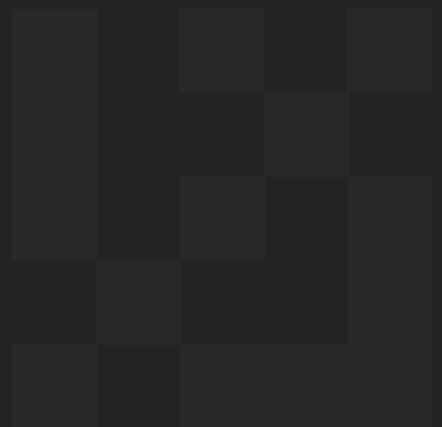
Remember, this isn't a CV. Make your experience section engaging and easy to read. Structure it with short sentences, bullets and lots of white space so it's easy to read.

Use icons next to different sections – like a briefcase for roles, a trophy for achievements.



CHAPTER 7

THE POWER OF SOCIAL PROOF



CHAPTER 7

THE POWER OF SOCIAL PROOF

📌 REQUESTING RECOMMENDATIONS

Ask, but also offer.

Ask John to recommend you

Help us personalize your request



John Hawker • 1st

* Indicates required

How do you know John?

Relationship*

Please select

Position at the time*

Please select

Include a personalized message*

Hi John, would you write me a recommendation please?

📌 ACTION

Write genuine recommendations for peers. Often, they reciprocate. When asking, be specific about what you'd like them to highlight.



Mariona Bolohan • 2nd

Human **Translation & Localisation** agency in the midst of AI 🤖 | e-Commerce, SaaS, Financial, Medical, Legal |
2x Award-Winning Translation Agency | Co-Founder of Lotuly.com
November 25, 2022, Heather was Mariona's client

We've worked with Heather and the team at Beesting for over a year now and it's incredible how detailed her copywriting strategy and process are.

She truly cares about her clients and will always go the extra mile to make sure everything is alright!

Can't recommend working with her and the team enough!!
Looking forward to keep working together in the years to come.

CHAPTER 7

THE POWER OF SOCIAL PROOF



Heather Murray  · 1st

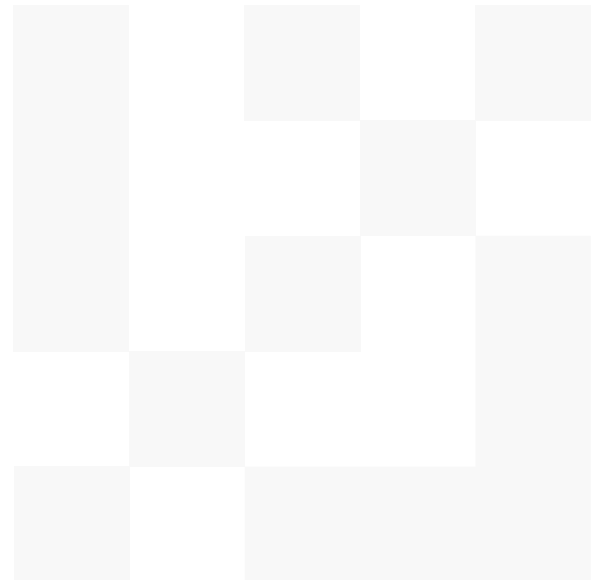
Making AI Accessible | Transforming Sales and Marketing Funnels with Clever Tech | Prompt Engineering | Democratising AI | Director at Beesting Digital

November 25, 2022, Heather was Mariona's client

I found Mariona when we were looking for quality, reliable translation and localisation services for our enterprise level clients. Mariona and her team are very friendly, responsive and provide an incredibly thorough and well thought out service - she is often pointing out things I didn't notice myself so I can add extra value to my clients. Highly recommended and I can't wait to work more with her in the years to come.

🔺 DESIGN TIP

Organise recommendations so that the most relevant ones are on top.





CHAPTER 8

LINKEDIN SECRETS REVEALED

LINKEDIN SECRETS REVEALED

📌 CUSTOM URL

Create a clean, custom URL for your profile.

Psst, this is also a prime place to add in your keywords.

🔒 linkedin.com/in/accessible-ai/

🔒 linkedin.com/in/copywriting-services/

🔒 linkedin.com/in/content-strategy-services/

📌 ACTION

Navigate to 'Edit public profile & URL' on the right side of your LinkedIn page to customise your URL.

📌 DESIGN TIP

Integrate your custom URL on business cards or email signatures.

Make it easy for those who you meet at networking events to reconnect later online.

📌 LINKEDIN BADGES

Use them on your personal blogs and websites, portfolios, or even your CV.

Imagine your Featured section in reverse.

Keep it quick and simple for prospective employers to flick through your content, skills and experiences – no matter what platform it's hosted on.

Make it easy for those who you meet at networking events to reconnect later online.

📌 ACTION

Under 'Edit public profile & URL', find 'Promote your profile' to create badges.



CHAPTER 9

FROM INVISIBLE TO IRRESISTIBLE

FROM INVISIBLE TO IRRESISTIBLE

In summary, here's your blueprint:

- 1. PROFILE PICTURE & HEADLINE:** Refine for first impressions.
- 2. PERSONAL BRANDING:** Express with authenticity.
- 3. NARRATE YOUR STORY:** Engage in the 'About' section.
- 4. SHOWCASE YOUR BEST:** Utilise the Featured section.
- 5. OPTIMISE WITH KEYWORDS:** Enhance visibility.
- 6. CHRONICLE YOUR JOURNEY:** Detail experience.
- 7. AMASS RECOMMENDATIONS:** Build credibility.
- 8. HARNESS LINKEDIN'S HIDDEN GEMS:** Use custom URLs and badges.

📌 FINAL DESIGN TIP

Always maintain a cohesive colour palette and theme for a polished look.

**WITH THESE STEPS, YOUR LINKEDIN
SHOULD RADIATE PROFESSIONALISM,
MAKING YOUR PROFILE A MAGNET
FOR OPPORTUNITIES.**



GTC