

Leveraging LinkedIn to Magnify Your Marketability



Tips to Become More Searchable and Marketable

*****Turn off your activity broadcasts before you make updates!*****

1. **Profile:** Make sure your profile is 100% complete
2. **Keywords optimization:** Use keywords relevant to your industry/ role
3. **Picture:** Have a profile picture that reflects your brand
4. **Headline:** Have a catchy marketing headline that describes who you are and your profession
5. **Summary:** Provide an authentic personal and professional bio
6. **Specialties:** List out all keywords that reflects your expertise and that people will search for
7. **Skills:** List out 50 transferable skills
8. **Work History:** Provide a good overview of your work history with an impact statement for each role you had
9. **Education:** List out all the education you had
10. **Personalized link:** Claim your name if you can
11. **Groups:** Be part of groups and participate
12. **Companies:** Follow those you are interested in or the industry you are part of
13. **Status update:** Post an update regularly
14. **Share:** Share what you find interesting or open roles
15. **Like:** Click on them! Every 10 likes gets reaches about 2000 people, that's like free advertising!
16. **Connect:** Send a personalized message to invite to connect
17. **Recommendations:** Ask for recommendations with a personalized message
18. **Become an expert:** Use LinkedIn answers

Cool Tool - LinkedIn Resume Builder: <http://resume.linkedinlabs.com/>