



# 10 Essential Elements

When you update your profile, start with these 10 Essential Elements! Rome was not built in one day, and your LinkedIn profile won't be, either. That's perfectly fine! However, there are some critical things you need to establish as soon as possible. I've made your life easy by listing them in order of importance. So, start at the top and knock these off your list one by one. Here's how: tap on the pencil icon near your photo to start editing your profile.

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## CHECKLIST – 10 Essential Elements

- I used my common name.** Use the name you *really go by!* If everyone calls you “Tammy,” don’t put “Tamara.” Nobody will find you!
- I have a professional, friendly headshot.** Members with a photo receive 21x more profile views, 36x more messages and 9x more connection requests. Reflect your brand! No bikini or dog shots. No selfies. 80% of the image should be your head. White backgrounds are best. Smile! It makes a big difference.
- I customized my profile URL.** You will use that at the bottom of your email, and people will use it to introduce you to others. There are many times where it is important for your LinkedIn URL to read with your name. For example, I changed mine to [linkedin.com/in/catherinebyersbreet](https://www.linkedin.com/in/catherinebyersbreet)
- I chose a headline that says exactly what I do.** Use industry-recognized job title and/or area of expertise (“Recruiter” instead of “Staffing specialist.”) After that, state what you really do (“I get people hired faster and easier.”) By all means, add your personal brand (if you’ve got one), or compelling descriptor for what you do. People need to see and understand – immediately – what you do. Again, see what other people are doing to get ideas.

- **I have a strong, clear “About” section that grabs attention & clearly indicates what you do ... for whom.** People can see the first two sentences of your summary when you come up in their searches, so make them count. But don’t stop there. A summary with 40 words or more is much more likely to show up in search results, according to LinkedIn. Don’t be shy about adding some personality. Nearly 40% of people reaching out on LinkedIn are looking for some sizzle. *See the video + exercise “How to write a killer About section.”*
  
- **Experience matters! I entered all my relevant past jobs ... with clear, compelling descriptions.** LinkedIn uses search engine optimization just like Google. LinkedIn found that profiles with detailed positions are discovered **18x more in searches by other members and recruiters.** Use RESULTS and METRICS whenever you can (“Bob got a job in just 2 weeks using my online job hunt toolkit.”) If you are unemployed, do not say “unemployed” anywhere on your profile. Let them find that out after they become interested in connecting with you. Instead, add a section that says, “financial analyst open to financial analysis positions.” Better yet, decide that you are open to considering contract work (you really should be), and say “Financial analyst – consultant.” I promise: people with full time positions will still be interested in you and call you. For dates, choose “2017 to present” for that new section.
  
- **My keywords are industry - standard** (“Recruiter”, not “Staffing specialist”). Use the drop-down menus in LinkedIn when selecting keywords.
  
- **Skills & expertise.** This section is critical. Add at least 5 skills. LinkedIn stats show that members with 5 or more skills listed are receive 17x more profile views and are contacted up to 33x more by other members and recruiters. WOW. List your skills in order of importance. LinkedIn will do the rest by asking your connections to endorse you for those. The more endorsements you have, the more you’ll show up in people’s searches. Tip: Let LinkedIn autofill with the most searched by words.

- **Recommendations.** Members with recommendations are 3x more likely to be contacted. Endorsements do not carry NEARLY as much weight! Ask 3 people who *know you well* professionally (and who are well-respected in your industry) to write a recommendation for you.
  
  - **Contact details!** Include your email & phone in your summary if you are serious about growing your career and expanding your network. Nervous about sharing these? I've been on LinkedIn since 2005. I have over 8,000 connections and I've only had a handful of icky situations. But you might really need to keep your contact details private. If you do, find an alternative; get a Google Voice number that pushed to your private one, and create a public email account. Just make sure people can reach you in more ways than one!
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