



**6 KEYS TO HOW WE ROCKED OUR  
LINKEDIN PROFILES**

**WORKSHEETS**



**THE 6 KEYS**



PERSONAL BRAND



PROFILE SUMMARY



LINKEDIN HEADLINE



PROFILE PHOTO



EXPERIENCE,  
EDUCATION, SKILLS



RECOMMENDATIONS



# PERSONAL BRAND

Key #1: All About You and the Value You Bring



# BRAINSTORM YOUR PERSONAL BRAND

In the boxes below, brainstorm what others would say about you and how you feel about yourself. Think of things that describe your work, that characterize you, and are reasons others count on you. Reach out to your network for help (friends, co-workers, leaders, etc.).

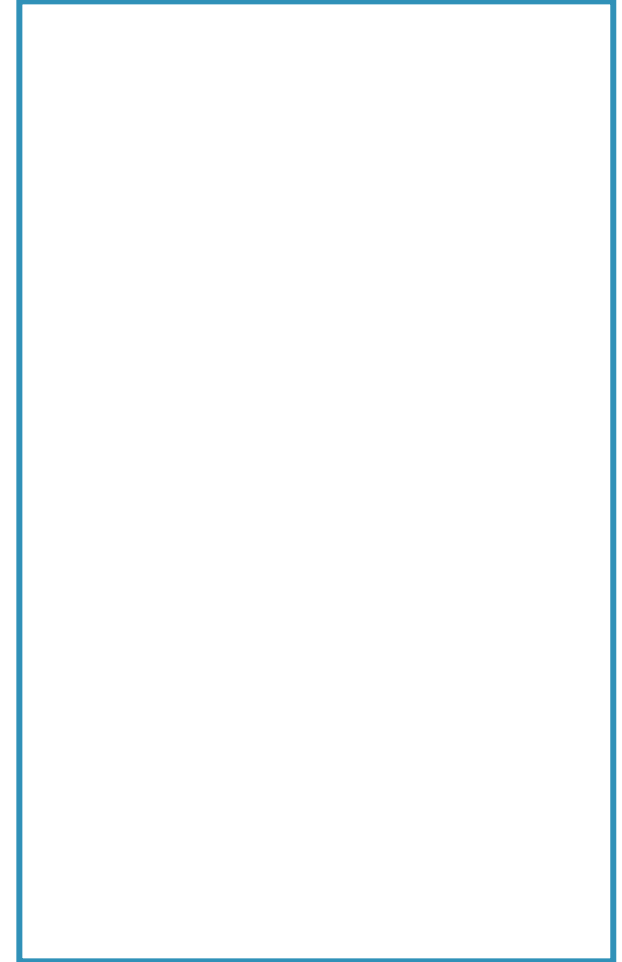
Character, Strengths



Expertise, Experience



The Value You Bring



# SHOWCASE YOUR PERSONAL BRAND

Use creative ways to showcase your personal brand. In the boxes below, list videos, photos, quotes, awards, documents or presentations you created that show off your talents and value.

Character, Strengths



Expertise, Experience



The Value You Bring

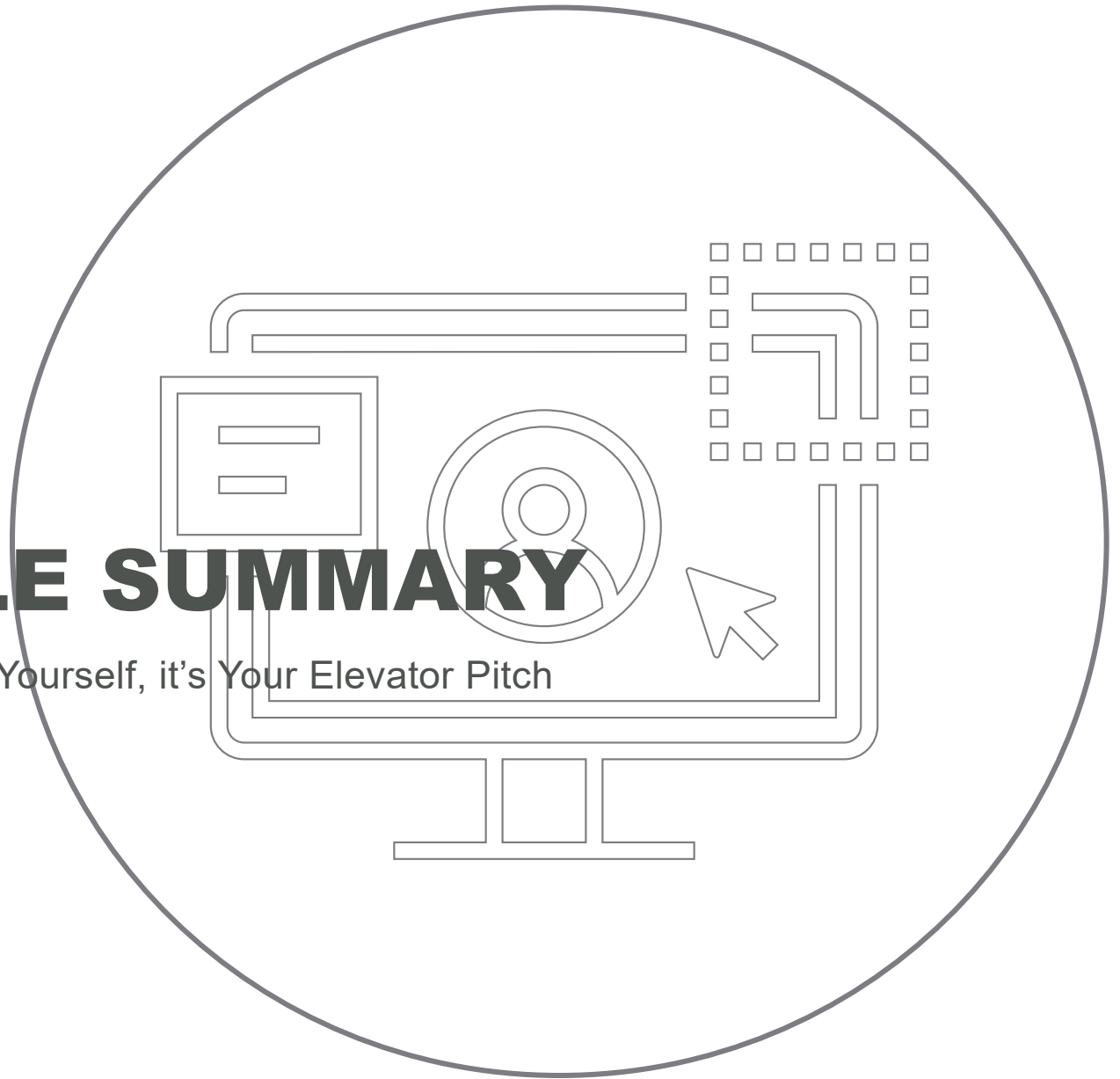


These items can be used throughout your profile to highlight your skills and value and communicate your personal brand!



# PROFILE SUMMARY

Key #2: Introduce Yourself, it's Your Elevator Pitch



# BRAINSTORM YOUR PROFILE SUMMARY

Refer to the keywords you chose to define your personal brand. Then, in the boxes below, brainstorm some short phrases using some or all keywords, including keywords that are relevant to your industry. Write in first person narrative – this is going to be your “elevator pitch.”

I am ...

I do ...

It matters because ...

# BUILD YOUR PROFILE SUMMARY

The #1 thing recruiters look at when viewing profiles in LinkedIn is the Profile Summary.

Craft these into a short paragraph (about 40 words) in the box below. Be sure to write in first person method, make sure 'all about you' is the highlight, and use some keywords that are relevant to your industry or work. Add a future or life goal.

**This will be your About section.**

A picture or video is worth a thousand words! From the Showcase items you listed for your Personal Brand, pick some that help tell your story without words! List them in the box to the right.

**This will be your Featured section.**





# LINKEDIN HEADLINE

Key #3: Represents Your Personal & Professional Brands

# BRAINSTORM YOUR HEADLINE

In the boxes below, brainstorm keywords that are relevant to your industry; describe your role; and, list any passions you have or things that make you unique.

Industry Keywords

Role or Title

Passion Statement

# BUILD YOUR HEADLINE

Your headline helps set you apart. It appears below your photo and when you show up in searches.

Condense your brainstorm items down into titles with 2 to 5 words.

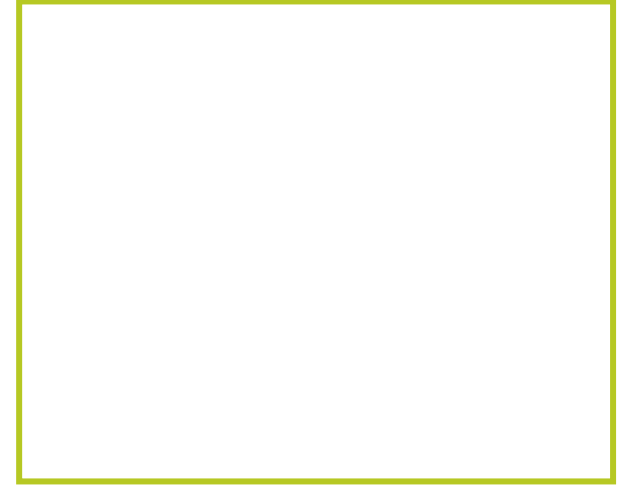
Industry Keywords

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Role or Title

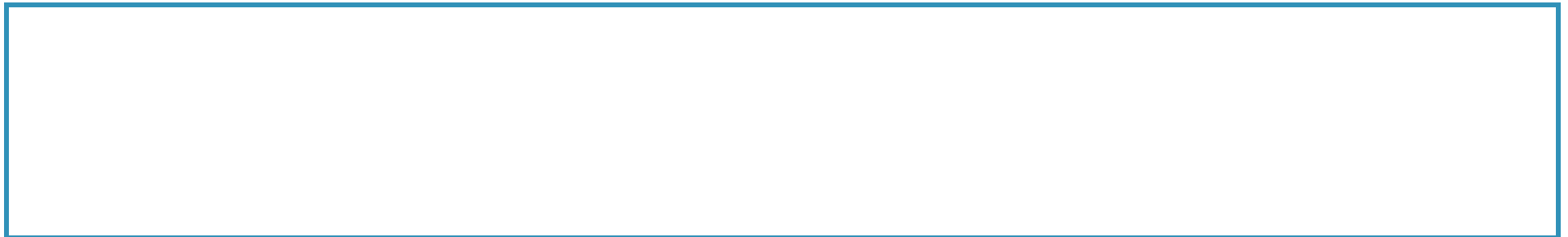
A large empty rectangular box with an orange border, intended for writing a role or title.

Passion Statement

A large empty rectangular box with a green border, intended for writing a passion statement.

In the box below, combine the 3 titles above into a single headline, separated by a vertical bar ( | ):

Your Industry Keywords | Your Role or Title | Your Passion Statement

A large empty rectangular box with a blue border, intended for combining the three titles into a single headline.



# PROFILE PHOTO

Key #4: More Connection Requests, More Messages

# YOUR PROFILE PHOTO

Having a profile photo increases connection requests by 9x and profile views by 21x.

## Good Ideas

- ✓ Good Lighting
- ✓ Neutral Background
- ✓ Quality photo

## Not so Good Ideas

- ✗ Pets in the Photo
- ✗ Kids in the Photo
- ✗ Distracting Background



# EXPERIENCE, EDUCATION & SKILLS

Key #5: Additional Info About You

# BRAINSTORM EXPERIENCE

For each job, internship, or other experience item, brainstorm what you did (or are doing) at this job. What were your accomplishments? What impact or focus did I have on the business, the community, or others? **Do this for each experience.**

What I did ...

Accomplishments

My Impact or Focus

# DRAFT YOUR WORK EXPERIENCE

Keep your work experience up-to-date. Explain what you did and the impact you made.

In the Summary box below, craft your brainstorm items into 1 or 2 short paragraphs. Write in the first-person method. In the Showcase box, select some of the items from your Personal Brand Showcase list that would help to illustrate your story in this experience.

Experience Summary



Showcase Your Experience







# RECOMMENDATIONS

Key #6: Build Credibility



# BRAINSTORM RECOMMENDATIONS

Refer to the keywords you chose to define your personal brand. In the boxes below, brainstorm skills and areas of expertise along with specific experiences and the impact you had on your company, projects, etc. List current and former teammates, mentors, leaders, etc. you could ask to provide recommendations.

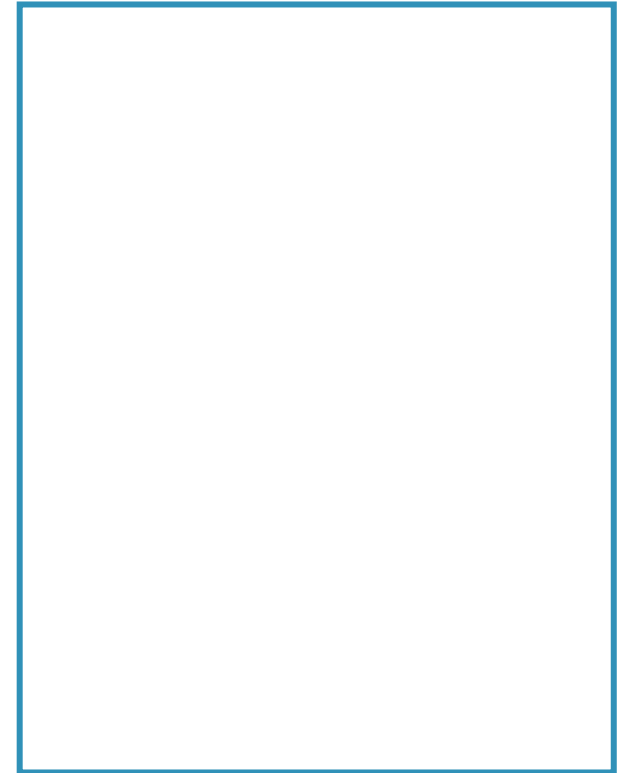
Expertise and Skills



Experiences and Impact



Who I could ask:



# REQUEST A SPECIFIC RECOMMENDATION

LinkedIn provides a short auto-request sentence: "could you write me a recommendation?" Recommendations need to be very specific. The best way to obtain those is to ask specifically or even write the suggested recommendation you want.

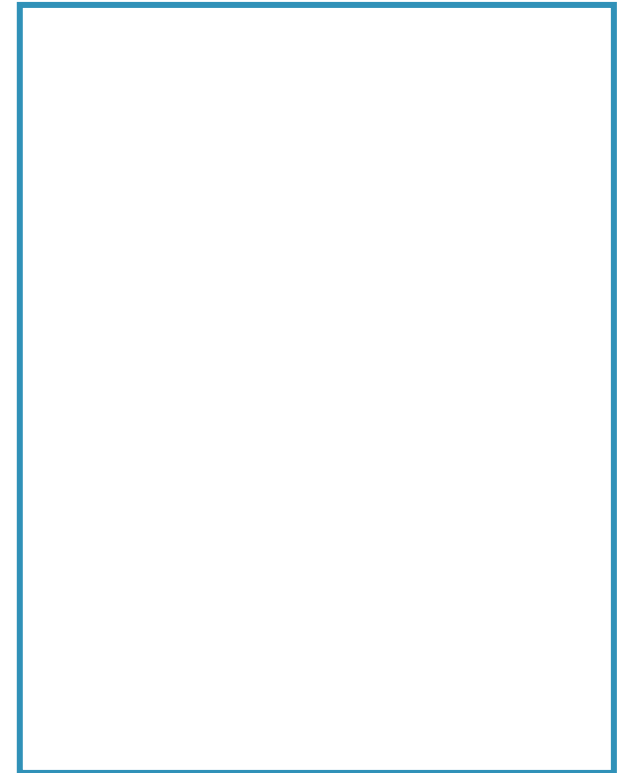
I am asking ...



For this specifically ...



Draft the Request



# BRAINSTORM THOSE WHO MAY NEED RECOMMENDATIONS

In the box below, brainstorm a list of people you can think of off the top of your head who could use a recommendation from you:

From among those who have been furloughed or lost their jobs, consider:

- Former co-workers
- Clients
- Waiters, baristas, store clerks
- Professionals: lawyers, doctors, accountants
- Friends
- Competitors
- Vendor partners
- Family
- Volunteers from groups you work with or support

Watch LinkedIn for someone you know whose profile mentions they are seeking opportunities or looking for work.

List of Names



# WRITING THE RECOMMENDATION

Depending on the specific area they have asked you to focus on for the recommendation, consider these areas.

Their character (easy to work with, kind to others, strong leader), what they did (tasks, skills, expertise), and their impact or value (How did they impact the business or org? How did they inspire others?)

Their Character

A large, empty rectangular box with a thin yellow border, intended for taking notes on the subject's character.

What they did

A large, empty rectangular box with a thin yellow border, intended for taking notes on the subject's actions and skills.

Their Impact or Value

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Craft your notes above into a recommendation.