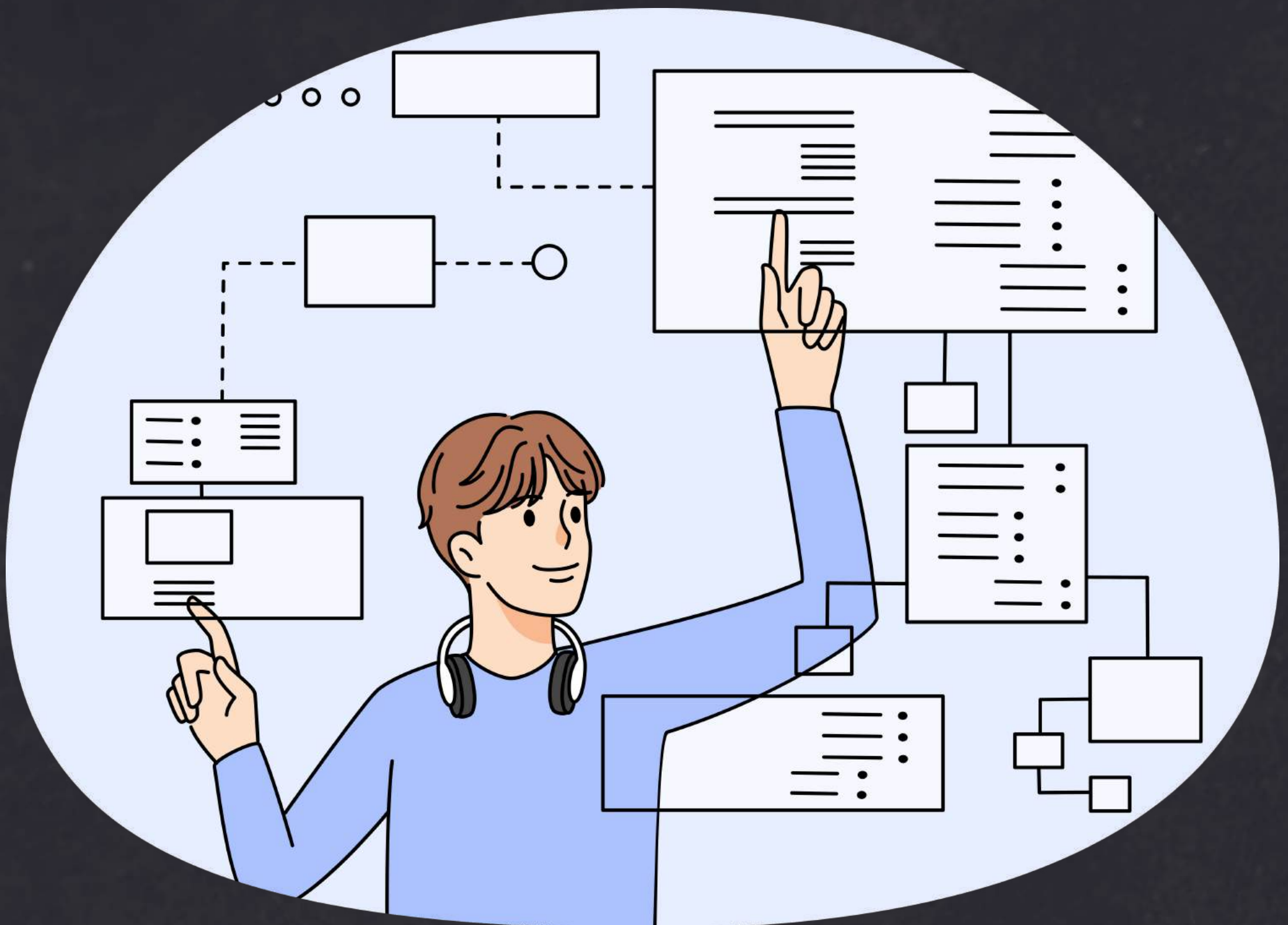# 9 Tips To Turn Your LinkedIn Profile Into A Job-Generating Machine

(Update These Today For More Interviews & Offers)

1. Upgrade Your Profile Picture

Data shows that your profile picture is your first impression.

Here's how to make it great:

- Go to Photofeeler
- Upload your profile picture
- Analyze the feedback
- Reshoot/edit your picture based on the data

Repeat until your scores are good!

2. Incorporate Keywords

The right keywords will help you appear in more searches and get more messages from employers.

Here's how to find them:

- Find 5+ job descriptions for target roles
- Paste them all into ResyMatch.io's JD scanner
- Save the top 15 skills

Weave them into your LinkedIn Headline, About, Experience, and Skills.

3. Write A Job-Winning Headline

I like to use this headline formula:

[Keywords] | [Skills] | [Results-Focused Value Proposition]

Example for a data scientist:

Data Scientist | Python, R, Tableau | I Help Hospitals Use Big Data To Reduce Readmission Rates By 37%

Pro Tip: *HeadlineAnalyzer.io will score your headline for free and show you what to improve!*

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4. Tell A Story In Your "About" Section

A great About section has 3 parts:

- A short paragraph that speaks to your job, years of experience, and value prop.

- Five "case study" bullets that showcase specific results.

- Your email w/ a CTA for people to connect with you.

Write these in your own voice and make sure to include keywords!

5. Use Your "Featured" Section

Most people skip this entirely, but the Featured section is one of the largest pieces of visual real estate.

This is your chance to show people what you've done on your terms.

Include things like:

- Case studies of your work
- Content you've created
- Posts you've written

6. Optimize Your Skills

Your profile's Skills sections is used to rank your profile in employer searches.

Here's how to optimize for that:

- Add every keyword from your ResyMatch scan in step 2

- Choose the top 5 most relevant skills

- Ask colleagues, friends, family, & classmates for endorsements (aim for 5)

7. Get Recommendations

Recommendations are like references that employers can see *before* they reach out.

 - Make a list of 10-15 people who might recommend you

 - Reach you to them and ask for the recommendation

 - If they say yes, offer to write a draft they can edit to their liking

This helps remove the burden of them writing something from scratch (and will result in more recos!).

8. Engage With Others

Comments can generate tons of profile views.

They're also a great way to support and network with others.

Here's how:

- Find 10+ thought leaders in your target space
- Bookmark their post feed
- Check their feeds daily
- Leave a supportive, valuable comment on each new post

Repeat for a minimum of 30 days.

9. Create Content

Content is networking at scale.

One post can reach more people than your entire connection base.

It also allows you to showcase value in your own words, on your own terms.

It can feel scary, but only 1% of people do it and the returns are huge.

Start small, aim for one post / week.

Then aim to add one post every two weeks.

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