



CHEAT SHEET

# SIX TIPS TO GETTING HIRED ON LINKEDIN

BY HEADSHOTS INC

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# What the Experts Say



**Betty Kempa**

Executive Career Transition Coach

*BettyKempa.com*

"What is the **first** thing a potential employer does when they receive a job application? They check out your LinkedIn profile!

Your LinkedIn profile is akin to the first impression you make on someone when you walk into a room. It can be the difference between getting called in for an interview or getting passed over completely."

"Your LinkedIn profile says a lot about you. The challenge for many is knowing what exactly to say about yourself. Taking the time to create a stand-out profile may mean the difference between being contacted by recruiters or not.

Many clients share that, within **days** of us updating their profile, they were getting contacted by recruiters from companies like Google, Salesforce, Facebook, Charles Schwab, Genentech and more."



**Scott Nichols**

Executive Resume Writer  
& Interview Coach

*AdvancedCareerServices.com*

# The Professional Network

RECENT STATS ON LINKEDIN



## LINKEDIN'S GLOBAL REACH

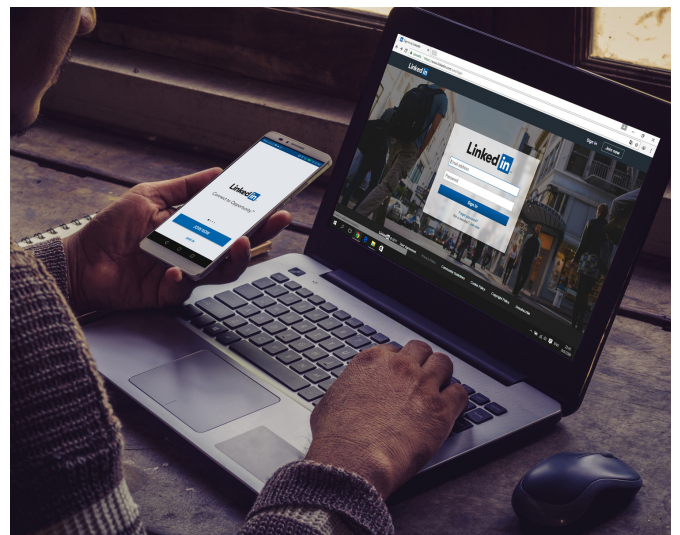
According to LinkedIn's most recent annual report, the professional network has over 660 million global users, with 167 million in the United States alone. In almost all industries, LinkedIn is the dominant social and professional networking site, used by everyone from CEOs to interns.

## RECRUITERS USE LINKEDIN

According to a recent survey by The Muse, 95% of recruiters use the network to source job candidates for open roles. LinkedIn is the easiest and fastest way for recruiters to search for qualified job candidates.

## COMPANIES CHECK OFTEN

A recent survey by The Manifest showed that 67% of companies will check your LinkedIn or Facebook profile before extending a job offer.



# 167M

United States based members on the platform.

# 95%

Of recruiters report using LinkedIn to recruit and screen applicants.

# 67%

Of companies check social-media profiles before extending job offer.

# EXEC SUMMARY

## Six tips for optimizing your profile to get hired

### Tip 1

#### **Show Your Job Status**

This may sound obvious, but some people are scared of appearing "desperate", so they leave their prior job on their LinkedIn, even if they're no longer employed.

By leaving your old job, you're only limiting the amount of recruiters who are likely to naturally stumble along your profile while searching.

### Tip 2

#### **Write a Quick Bio/Intro**

While oftentimes embarrassing (aka cringy) to write your own bio on LinkedIn, it shows an extra level of professionalism.

Are you the type of person who goes above-and-beyond to make sure your profiles are complete and up-to-date? A short bio of 3 to 4 sentences will convey that to recruiters.

### Tip 3

#### **Describe Prior Jobs**

When filling in the section regarding prior jobs, some people are tempted to leave job descriptions empty.

However, a short but informative job description can spark a recruiter's interest, resulting in a connection request. Recruiters are also oftentimes searching for pros based on "keywords" in their profile.

### Tip 4

#### **Include Data/Stories**

In general, recruiters are looking for data and specific projects that may be applicable to jobs they're filling.

- Did you work on any projects that created X% business impact?
- Did you work with any big companies or big budgets?
- Are there any one-sentence stories you can share about your job?

### Tip 5

#### **Connect With Recruiters**

This is a great tip even if you're only "passively" in the job market.

Type "recruiter" in the search bar on the top of the LinkedIn website and send out some connection requests.

You'll oftentimes find that recruiters will come to you with opportunities later on.

### Tip 6

#### **Get a Great Profile Photo**

The #1 thing recruiters look at on your profile is A) your profile photo and B) your prior experience.

You would never show up to a job interview or sales call in shabby poor-fitting clothing or covered in dirt, so why use a grainy low-quality headshot online?

Your first impression is everything.

**Now let's get into the  
details...**

# TIP 1

## Show Your Actual Job Status



### Share Your Job Status via Headline

Your name and LinkedIn "Headline" are the first words that a recruiter sees on your profile. As such, they are valuable real estate for capturing a recruiter's attention.

Many people leave old job titles on their LinkedIn Headline because they think that labeling themselves as "unemployed" makes them look desperate.

However, this strategy is likely counter-productive for two reasons:

- 1) Recruiters will ask you about your job status anyway
- &
- 2) If you look happily employed, many recruiters will skip your profile

Both reasons mean appearing employed doesn't do you any favors. Writing something like "Actively Seeking Roles in \_\_\_\_\_" is a great way to get more eyeballs on your profile.



# TIP 2

## Write a Quick Bio/Intro

### About

Founder of the Virgin Group, which has gone on to grow successful businesses in sectors including mobile telephony, travel and transportation, financial services, leisure and entertainment and health and wellness. Virgin is a leading international investment group and one of the world's most recognised and respected brands. Since starting youth culture magazine "Student" at aged 16, I have tried to find entrepreneurial ways to drive positive change in the world. In 2004 we established Virgin Unite, the non-profit foundation of the Virgin Group, which unites people and entrepreneurial ideas to create opportunities for a better world. Most of my time is now spent building businesses that will make a positive difference in the world and working with Virgin Unite and organisations it has incubated, such as The Elders, The Carbon War Room, The B Team and Ocean Unite. I also serve on the Global Commission on Drug Policy and supports ocean conservation with the Ocean Elders. I'm a tie-loathing adventurer, philanthropist and troublemaker, who believes in turning ideas into reality. Otherwise known as Dr Yes!

## How To Write A Powerful Intro

A quick, yet powerful, intro can do wonders for your profile. Most people avoid writing an intro because they hate writing about themselves...and that's fair.

However, an intro segment on your profile shows that you cared enough to focus for 30 minutes on your professional brand.

Here are three rules for success:

- 1) Your LinkedIn intro is more about your professional story than on selling your biggest success.
- 2) But, you should absolutely mention any professional success and your professional motivations. ie Why you do what you do.
- 3) Write in the first person. Writing in the third person is generally outdated and might make you look arrogant. It can oftentimes be easier to "speak" your intro as if you were giving a 40 second pitch, and after refining it, then convert that pitch into written text. By using this strategy, you will sound more conversational and casual in your intro.

# TIP 3

## Describe Prior Job Experience

Company \*

 SocialChorus

Location

San Francisco Bay Area

☐ I am currently working in this role

Start Date \*

July ▼

2017 ▼

End Date \*

March ▼

2019 ▼

Description

SocialChorus is an enterprise communications platform focused on helping the world's largest companies better reach their frontline workers. While there, I worked in sales development - sourcing and



## How To Write Job Descriptions

For each of your prior roles, you should write a job description that follows these four guidelines:

- 1- Use short and direct sentences in your job description. Don't write a novel.
- 2- Include professional highlights from your time there. If you have any statistics or stories that epitomize your time in this role, include them.
- 3- Describe what you learned while in that role. How did you develop as a professional?
- 4- Think about how your job descriptions contribute to your "story" as a professional. As much as possible, your job descriptions should make sense as a natural progression.

A short but informative job description can spark a recruiter's interest, resulting in a connection request. Recruiters are also oftentimes searching for pros based on "keywords" in their profile. More words = more exposure.



# TIP 4

## Include Data & Stories in Profile



## What Stories to Include

This tip was covered in the past section, but the nuances of properly integrating stories into your profile are hard to get right.

In general, people remember stories, numbers, and images much better than they remember generic descriptions. This is also why your profile photo is so important.

When a recruiter or hiring manager is reviewing your profile, you'll want them to remember at least 2 or 3 major take-aways about why you're a good fit for their role.

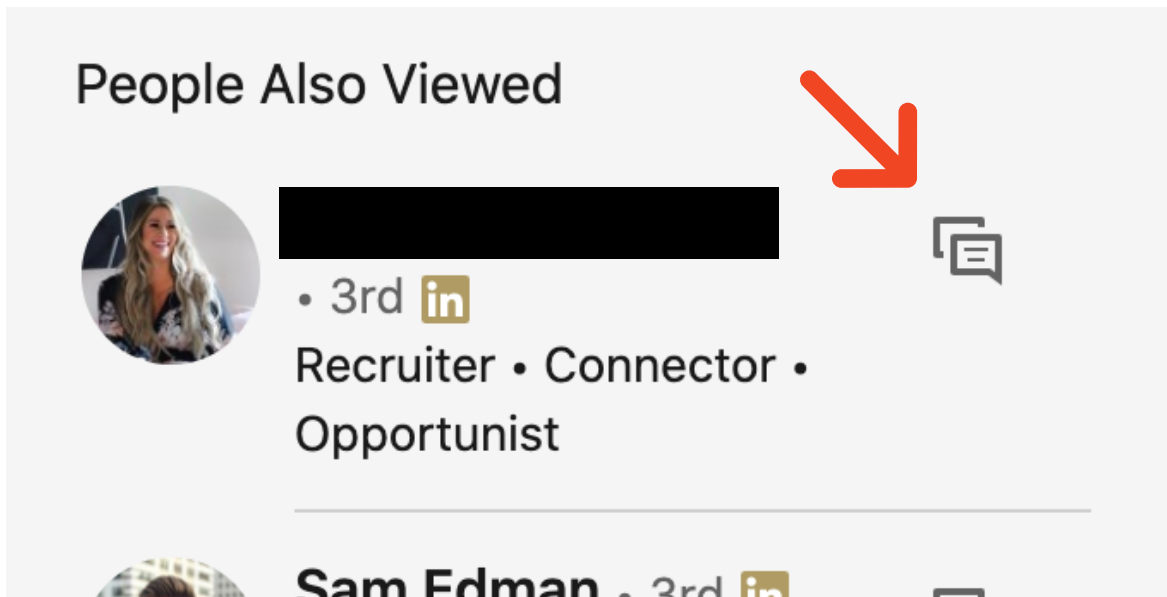
So, here are some examples of good stories:

*That time you landed the big client*  
*That time you worked on the big project*  
*That time you assisted with a major marketing program*  
*That time you helped launch an important product*

Don't worry if none of these examples works. Everyone has something to be proud of. You can get creative.

# TIP 5

## Connect With Recruiters



## How To Network with Recruiters

The easiest way to find recruiters in your industry is to do one of two things:

1) Go to the LinkedIn page of your ideal employer. Click on the "See all \_\_\_\_ employees on LinkedIn" link on the right hand side of your screen. Once there, find a recruiter's profile, and click on it. You can connect with that person, but you can also send connection requests to similar contacts on the "People Also Viewed" tab on the right side of your screen.

2) You can also just do a quick Google search for "recruiting \_\_\_\_\_ industry". Look for companies that come up, then connect with their employees on LinkedIn. Once connected, you can send them a quick note using the below template.

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Hi [Name] - Nice to connect. I'm reaching out as I'm looking for new roles in the [industry] field. Are you currently recruiting for [role type]? - Dan

# TIP 6

## Get a Great Profile Photo



### What Type of Headshot to Get

A professional headshot is an absolute must-have for anyone hoping to differentiate their job application versus hundreds of their competitors.

According to a recent study, on average, a new professional headshot led recruiters to believe an applicant was:

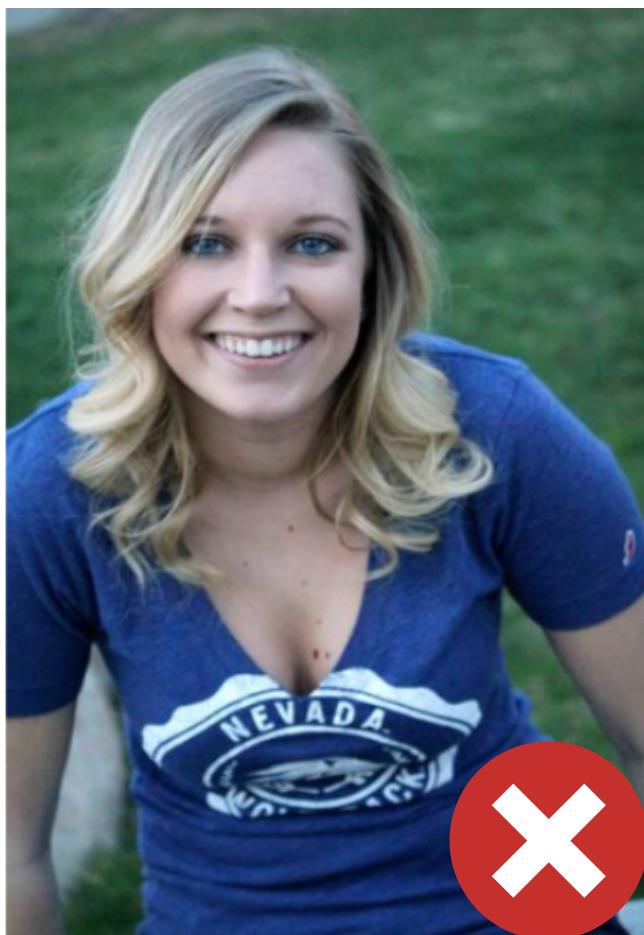
- 75.9% more competent at their job
- 62% more influential in their field
- 7.9% more like-able to the recruiter

In general, there are three types of headshots:

**Indoor Studio:** The most formal/professional. Good for executives, banking, finance, real estate, and consulting.

**Indoor Office:** Great for tech workers, retail, thought leaders, and lawyers. More casual, yet still business focused.

**Outdoor Urban:** Most casual, but still looks professional when you're wearing formal clothing.



**In short, it's all about  
making sure your  
LinkedIn is selling YOU.**

**Is your headshot doing a good job?**



# Which one would YOU hire?





# Ready to start getting more job interviews and job offers?

## Get Hired Faster with HeadShots

HeadShots Inc is San Francisco's #1 rated professional headshot studio. We specialize in professional headshot sessions that help our customers impress hiring managers and get more job offers.

Book your session to upgrade your online profile and start getting noticed.





# THANKS!

## READY TO UPDATE YOUR PROFILE PHOTO?

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