



5 TIPS TO AN EFFECTIVE LinkedIn Profile

Know Your Brand

USE IT TO CRAFT YOUR HEADLINE & SUMMARY

Tell the story of where you have been and where you are going. Use that to craft your brand and ultimately your Headline and Summary. With only this, how can a recruiter or viewer of your profile help you?

Use the Algorithms

THIS IS HOW RECRUITERS FIND YOU

Link your experience to large organizations. I.e. list your workplace as the United States Air Force, not the 355th. Location and skills are also factors in how you are found.

Network Smarter, Not Harder

ASK FOR AN INFORMATIONAL INTERVIEW

Reach out to people in the position you want to be in and ask if they have time for a 30 minute call to discuss how they got where they are today. Don't ask for a job or send a resume without being asked for one.

Get a Mentor

THIS IS A HUGE TRANSITION!

Classes are great, but nothing beats a one-on-one review of your profile to help you meet your goals for your independent situation. Two great options are Veterati or American Corporate Partners.

Rinse & Repeat

ONCE YOU HAVE A PROFILE, KEEP IT CURRENT

As you go down your career path, things will change. Keep your profile current to your goals to ensure that you are attracting the opportunities you want.