

A network diagram background consisting of a complex web of interconnected nodes and lines. The nodes are represented by small circles, some of which are highlighted in blue. The lines are thin and grey, creating a dense, interconnected structure that fills the background.

3 STEPS TO TRANSFORM YOUR
Bare-bones LinkedIn Profile
INTO A NETWORKING MACHINE

You're here because...

**You're not exactly sure what to do with
your LinkedIn profile**



You're here because...

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your LinkedIn profile**

**You created a profile because
somebody said you should**



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**You created a profile because
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**You hate writing about yourself or
the "right words" just won't come**



You're here because...

**You're not exactly sure what to do with
your LinkedIn profile**

**You created a profile because
somebody said you should**

**You hate writing about yourself or
the "right words" just won't come**

**You're still struggling with just
how much information you should
share about yourself online**





“

*Why should I even bother
with LinkedIn?*

A decorative background featuring a network diagram with nodes and connecting lines, primarily visible on the left and right sides of the slide.

Why LinkedIn?

LinkedIn is a searchable database that's **actually used** to search for experts, collaborators, consultants, and job candidates

The background of the image is a light gray network of interconnected nodes and lines, resembling a social or data network. The nodes are represented by small circles, some solid and some hollow, connected by thin lines. The overall pattern is dense and covers the entire frame.

1B+

members worldwide

(238M+ in North America alone)

Members:

- ◎ Others in your field or industry
- ◎ Contributing writers, podcasters, reporters, media personalities
- ◎ Trade association leaders
- ◎ Board members



A background of a light gray network graph with nodes and connecting lines. The nodes are represented by small circles, some solid and some hollow, connected by thin lines. The overall pattern is dense and interconnected.

67M+

companies represented

Members:

- ⦿ Recruiters
- ⦿ HR & talent managers
- ⦿ Department supervisors
- ⦿ Other employees



A decorative background featuring a network diagram with nodes and connecting lines, primarily visible on the left and right sides of the slide.

Why LinkedIn?

Networking doesn't have to be uncomfortable or time-consuming with small, simple actions that **others** can take first

A background pattern of a network graph with nodes and connecting lines, rendered in light blue and grey tones. The nodes are represented by small circles, some solid and some hollow, connected by thin lines of varying thickness. The overall effect is a dense, interconnected web of connections.

...when your LinkedIn profile is

COMPLETE

The background of the image is a light gray network of interconnected nodes and lines, resembling a social media or data network. The nodes are represented by small circles, some solid and some hollow, connected by thin lines. The overall pattern is dense and covers the entire background.

...when your LinkedIn profile is

**COMPLETE
OPTIMIZED**

...when your LinkedIn profile is

COMPLETE

OPTIMIZED

VISIBLE

A decorative background featuring a network diagram with nodes and connecting lines, primarily visible on the left and right sides of the slide.

Why LinkedIn?

LinkedIn can automate and put your career growth on autopilot by **recommending** your profile to recruiters and hiring managers

A background pattern of a network graph with nodes and connecting lines, rendered in light blue and grey tones. The nodes are represented by small circles, some with concentric rings, and the lines are thin and light grey.

...but your LinkedIn profile must be

COMPLETE

...but your LinkedIn profile must be

**COMPLETE
OPTIMIZED**

...but your LinkedIn profile must be

COMPLETE

OPTIMIZED

VISIBLE



I'm Steph!


Certified Resume Writer
LinkedIn Profile Specialist
Job Search Strategist
Founder of
Off The Clock Resumes



A decorative graphic in the top-left corner consisting of a network of interconnected nodes and lines, rendered in light blue and grey tones. The nodes are represented by small circles, some solid and some hollow, connected by thin lines.

I'm Steph!

Since 2014, I've been contacted by countless LinkedIn users asking to review their bare-bones LinkedIn profiles and provide feedback on how to get more out of LinkedIn.

A decorative graphic in the bottom-right corner, mirroring the top-left graphic, showing a network of interconnected nodes and lines in light blue and grey.

A decorative background featuring a network diagram with nodes and connecting lines, primarily visible on the left and right sides of the slide. The nodes are represented by circles of varying sizes and colors (blue, grey, white), connected by thin grey lines.

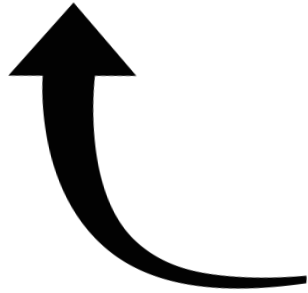
I'm Steph!

I created this workshop to help bridge the gap between frustrated LinkedIn users and the profile views, connections, messages, and introductions that move them forward in their careers.

Complete Your Profile



1. Profile Photo
2. Current Job (with description)
3. Past 2 Jobs (with descriptions)
4. Education
5. 5 Skills Minimum
6. Industry
7. Location



According to LinkedIn, members with a profile photo on LinkedIn can get up to 21 times more profile views than members without!

- ◎ Bad first impression
- ◎ Incomplete or unintentional
- ◎ Something to hide



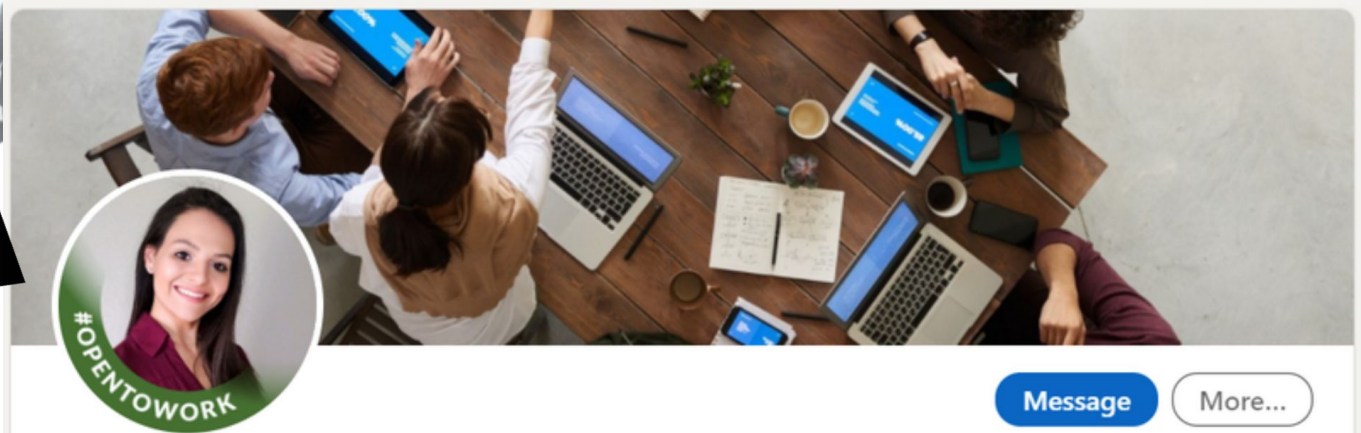
Message

More...

- ⊙ No ownership
- ⊙ Lack of confidence
- ⊙ Something to hide

The best profile photos are:

- ◎ High quality, well lit
- ◎ Smiling = Inviting
- ◎ YOU from the shoulders up



Complete Your Profile



1. Profile Photo
2. Current Job (with description)
3. Past 2 Jobs (with descriptions)
4. Education
5. 5 Skills Minimum
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7. Location



Not currently employed?

- ◎ (Area of Study) Student at College Name
- ◎ Stay-at-home Mom/Dad/Parent (Self-employed)
- ◎ (Functional Area) Specialist, Consultant, or Freelancer (Self-employed)

Avoid adding a Career Break or listing Unemployed or Seeking New Opportunities!

Complete Your Profile



1. Profile Photo
2. Current Job (with description)
3. Past 2 Jobs (with descriptions)
4. Education
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Optimize Your Profile

What type of career-boosting opportunities do you want to attract?

- ⦿ Networking with others in your field or industry
- ⦿ Speaking engagements or media placements
- ⦿ Consulting
- ⦿ Promotion
- ⦿ New job



Optimize Your Profile

What search terms would someone be using for these opportunities?

- ◎ Networking with others in your field or industry - **Position Titles**
- ◎ Speaking engagements or media placements - **Skills (Think topics!)**
- ◎ Consulting - **Skills**
- ◎ Promotion - **Skills**
- ◎ New job - **Position Titles and Skills**



Optimize Your Profile

1. Headline
2. About/Summary
3. Experience
4. Skills



Which headline is more attention-catching?

Senior Director of Business Applications at Amazon AWS

Senior Director of Business Applications with 10+ years of success in strengthening systems efficiency | PMP & BI Expert

Which headline is more attention-catching?

Customer Success Manager at Boast.io

Customer Success Manager leading startups in driving satisfaction, retention, and growth for customers adopting SaaS and new tech

Which headline is more attention-catching?

Seeking new opportunities

Need a Marketing Coordinator or Analyst? I strengthen brand visibility, customer engagement, & marketing project teams

Headline Formulas (220 Characters)

“Position Title” at “Company Name” | “Problem You Solve, Achievement, or How/Who You Help” | “Additional Keywords (Optional)”

“Position Title” with # years of success in “Problem You Solve, Achievement, or How/Who You Help” | “Additional Keywords (Optional)”



Headline Examples: Networking

*Director of Stakeholder Relations at *Company Name* | Advancing advocacy agendas, aligning business strategy with public policy and regulatory issues, innovating solutions to issues in product quality*

*Multiple award-winning Sales Representative at *Company Name* driving profit growth and expanding market share in specialty pharma / pharmaceutical, biotech, medical device, & hospital sales*



Headline Examples: Speaking/Media

*I work with organizations that want to create a great company culture to outlive, outlast, and outperform their competition. * Company Culture * Certified Virtual Presenter * Speaker * Trainer * Consultant * Inventor*

DEI Disruptor ■ NY Times Featured ■ Executive Coach and Consultant ■ Anti-Racism Strategist ■ Speaker ■ I Help Companies Recognize, Reduce and Redress Harm
■ Purveyor of Love, Joy and Hard Truths



Headline Examples: Leadership

*Helping leaders and organizations thrive with disruption
as an Author, Speaker, Advisor, and Board Member*

*Executive Director at *Company Name* / Nonprofit
Management / Transformational Philanthropy Magnet /
Consultant / Author*



Headline Examples: Job Search

Financial Analyst mitigating risk in highly regulated industries, safeguarding data integrity and accuracy, and influencing decision making to minimize financial losses | MBA Student

Deputy City Clerk for the City of Coronado  Promoting transparency in government  Facilitating the adoption of innovative tech to modernize public administration | CPM | MMC | CMC

Optimize Your Profile

1. Headline
2. About/Summary
3. Experience
4. Skills



About/Summary (2,600 Characters)

- ◎ Copying and pasting your resume summary is a HUGE mistake - That summary should be written for a specific job application
- ◎ This is valuable real estate - Some profile viewers skip the About section and read your Experience section, others read your About section and skip your Experience section

About/Summary Formula

- ◎ HOOK OR PROMISE
- ◎ INTRODUCTION & TARGET
- ◎ HIGHLIGHTS
- ◎ CALL-TO-ACTION
- ◎ SPECIALTIES

About/Summary Formula

- ◎ HOOK OR PROMISE - *Something about you, your work philosophy, or your career story that piques enough interest to click “See more...”*
- ◎ INTRODUCTION & TARGET - *Introduce your top qualifications, skills, and who your profile is targeting*

Examples: summary of top industries you’ve worked in, list of speaking or media placement topics, “...excited to take on new challenges with a tech startup, non-profit, etc.”

About/Summary Formula

- ◎ HIGHLIGHTS - *Pull achievements, major contributions, strengths, or career highlights that give you credibility (Repeating details ensures that your top selling points are seen throughout your profile!)*
- ◎ CALL TO ACTION - *Tell profile viewers what you want from them: Connection requests, messages, emails*

*Examples: “I’d love to connect with like-minded professionals in my field” or “I’m working on expanding my network with *Industry*”*

About/Summary Formula

- ◎ SPECIALTIES - *Keyword bank or list of 8-12 areas of expertise that may not have already been listed*

Example: If you describe “... experience in managing complex IT projects,” add “Project Management” to this section to cover your bases

Download the LinkedIn Profile Summary Template!

Optimize Your Profile

1. Headline
2. About/Summary
3. Experience
4. Skills



Experience Section (2,000 Characters)

- ① Summarize the goal of the role and how you contributed toward achieving that goal rather than listing tasks and responsibilities
- ① Focus on the details that are most relevant to your goals for using LinkedIn

Experience Section (2,000 Characters)

- ◎ Minimize long blocks of text - *Most LinkedIn users view profiles from their smartphones*
- ◎ Use bullets or symbols to draw attention to your top 4-6 achievements

When you focus on what your targeted profile viewer wants to know, keyword optimization will happen naturally in your Experience section.


Optimize Your Profile

1. Headline
2. About/Summary
3. Experience
4. Skills





Skills Section (50-100 Keywords)

- ◎ Industry Knowledge (Job-related Skills) - *Skills needed to complete typical tasks and duties*
 - ◎ Tools & Technology - *Hardware, software (Microsoft Excel), and technical concepts (Database Administration or IT Operations)*
 - ◎ Interpersonal Skills - *Transferable skills like Communication or Presentation Skills*
- 

Optimize Your Profile



Other Searchable Sections:

- ⦿ Licenses & Certifications
- ⦿ Courses
- ⦿ Volunteer Experience
- ⦿ Projects
- ⦿ Organizations



Make Your Profile Visible

This is one of the top mistakes most LinkedIn users make!

Your account and privacy settings may be blocking you from being contacted for career-boosting opportunities!



Make Your Profile Visible

Your profile is visible to those who are connected to you, but what about the users who aren't connected to you yet?



Remember, the goal is to inspire others to take those small, simple networking actions first!

Visibility Settings

- ① Edit your public profile - *Customize your URL and adjust your profile visibility by section*
- ① Profile viewing options - *Make sure your name and headline are visible to everyone*
- ① Who can see or download your email address - *Anyone on LinkedIn / No*

Visibility Settings


- ⦿ Who can see your last name - *Anyone who's interested in connecting with you can still find you by using your first and last name if you abbreviate it, but they may not know if they're connecting with the right person.*
- ⦿ Profile visibility off LinkedIn - *Yes to share information from your profile with partners and permitted services like Outlook*

Visibility Settings

- ◎ Profile discovery using email address / phone number - *Everyone to maximize how your profile can be found in searches*
- ◎ Share profile updates with your network - *Yes to encourage kudos when you are featured in the media (Publications), finish a course, or land a new job or promotion*



Data Privacy Settings (Who can reach you)

- ⦿ Invitations to connect - *Everyone on LinkedIn to maximize your network growth*
 - ⦿ Messages - *Yes to message requests, InMail, Open Profile messages*
- 

Data Privacy Settings

- ⦿ Sharing your profile when you click Apply - *Notifies the job poster on LinkedIn that you're interested in the company even if you're redirected to the company's website*
- ⦿ Signal your interest to recruiters at companies you have created job alerts for - *Yes, once your profile is complete and optimized!*

Data Privacy Settings

- © Microsoft Word - *No to prevent your optimized content from being plagiarized with Word's Resume Assistant feature*

Download the Visibility Settings Checklist!



“

How can I update and optimize my LinkedIn profile without flagging co-workers, my boss, or company?

Updating Your Profile Tips

- ◎ Turn off notifications to your network when you make changes to your profile
- ◎ Update from the bottom up
 - ◎ Additional sections first
 - ◎ Then Skills
 - ◎ Then Experience section
 - ◎ Then About
 - ◎ Headline - *Keep the attention on them!*

A background pattern of a network graph with nodes and connecting lines, rendered in light gray and blue tones. The nodes are represented by small circles, some solid and some hollow, connected by thin lines of varying thickness. The overall effect is a dense, interconnected web of points and lines.

Your LinkedIn profile must be

to attract the profile views, connections,
messages, and introductions that will
move you forward in your career

The background of the slide is a light gray network of interconnected nodes and lines, resembling a social media or professional network. The nodes are represented by small circles, some solid and some hollow, connected by thin lines. The overall pattern is dense and covers the entire background.

Your LinkedIn profile must be

COMPLETE,

to attract the profile views, connections,
messages, and introductions that will
move you forward in your career

The background of the entire image is a light gray network of interconnected nodes and lines, resembling a social media or data network. The nodes are small circles, some solid and some hollow, connected by thin lines.

Your LinkedIn profile must be

COMPLETE, OPTIMIZED,

to attract the profile views, connections,
messages, and introductions that will
move you forward in your career

The background of the entire slide is a light blue-grey color with a pattern of interconnected nodes and lines, resembling a social network or a molecular structure. The nodes are small circles, some solid and some hollow, connected by thin lines.

Your LinkedIn profile must be

**COMPLETE, OPTIMIZED,
& VISIBLE**

to attract the profile views, connections,
messages, and introductions that will
move you forward in your career



“

*What else can I do if I'm
looking for a job right now
or thinking about looking
for a new a job soon?*



In today's competitive job market, relying on online job applications alone is the slowest way to find a job.

It's a numbers game.

Your resume may not even be seen by a human reader.



A combination of these job search strategies gets your foot in the door and in front of hiring decision-makers at the companies you'd love to work.



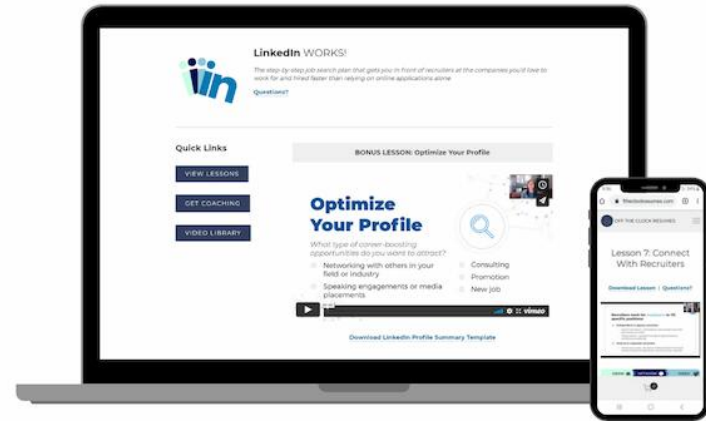


These strategies can all be put into practice from the comfort of your own home or from your smartphone

**USING LINKEDIN FOR LESS
THAN 20 MINUTES
A DAY**

LinkedIn WORKS!

A step-by-step job search plan simplified in a 3-part framework for using LinkedIn to get hired faster than relying on online job applications alone




“Steph is full of knowledge and this program helped me understand the ins and outs of LinkedIn. I am new to LinkedIn and didn’t really know where to start other than creating a profile, but Steph helped break down all areas of LinkedIn and I feel comfortable moving forward.”

— MEGHAN G.






LinkedIn WORKS! includes:

- ① My 3-part framework organized in easy-to-digest modules that will take the overwhelm out of using LinkedIn
 - ① 9 video lessons where I show you the ins-and-outs of working through this job search plan from both LinkedIn's desktop view and mobile app
- 



LinkedIn WORKS! includes:


- ⦿ Exclusive access to LinkedIn Coaching with me if you need more help or have special circumstances that are holding you back
 - ⦿ Lifetime access to the course, which I update whenever there's a major change or new feature for job seekers
- 



LinkedIn **WORKS!** was created for...

Those who recognize the value in building a professional network ready to refer “great fit” opportunities before they’re desperately needed

And even the most introverted:

- ✓ College graduates
 - ✓ Early, mid, and late career professionals
 - ✓ Executive leaders
- 

About a month after completing LinkedIn WORKS!, Mark emailed me to share that his profile was viewed by someone who worked at a company he had applied to.

He confidently connected with them, started a networking conversation, and landed an interview...



"This may seem like a really small thing, but looking back less than two months ago, I didn't know anything about LinkedIn - so I got pretty excited when I was able to figure this out. Who knows how far this one will go, but at least I've been noticed, which feels like a big victory!"

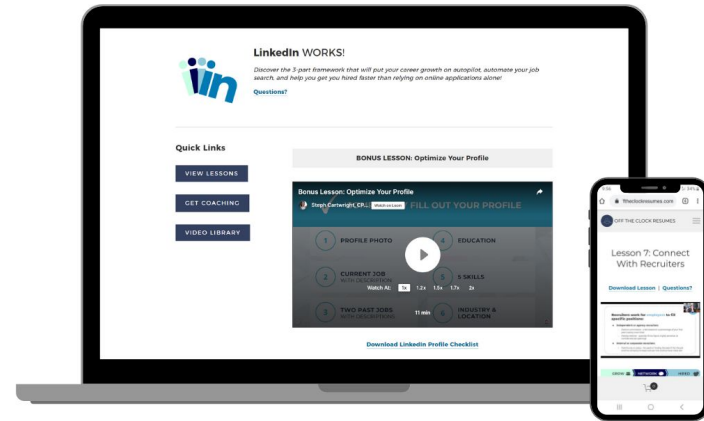
— MARK G.



TOTAL VALUE = \$445

Replace the hours you spend scrolling through job boards like Indeed with a step-by-step plan that gets you in front of recruiters at the companies you'd love to work for

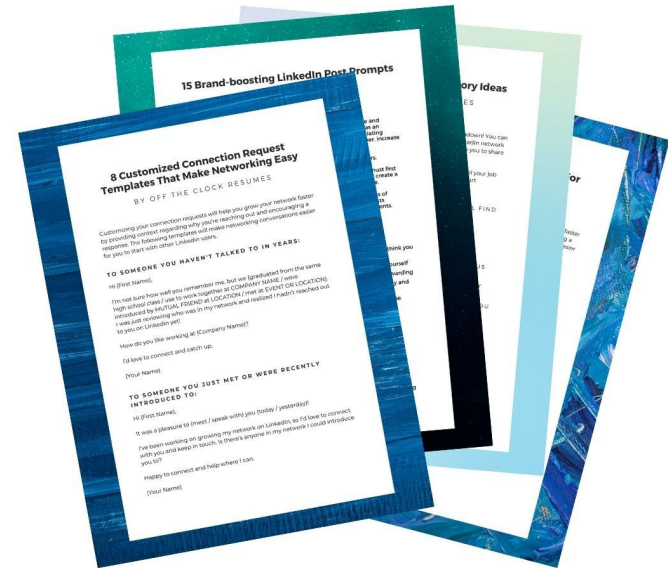
Buy LinkedIn WORKS!
for \$97 today



For the next 24-hours only...

Get these limited time bonuses:

1. 8 Connection Request Templates That Make Networking Easy (\$25 value)
2. 15 Brand-boosting LinkedIn Post Prompts (\$15 value)
3. 10 Career-boosting LinkedIn Video Ideas (\$15 value)
4. Advanced Search Hacks for Finding Recruiters On LinkedIn (\$25 value)



For the next 24-hours only...

Get these limited time bonuses:

Get the Follow-up Plan (\$15 value), which includes:

- ① Google Sheets spreadsheet that automatically generates the best dates and methods for following up on applications, interviews, and networking efforts
- ① Follow-up templates for connection requests and messages on LinkedIn



For the next 24-hours only...

- ✓ Get the step-by-step job search plan for LinkedIn
- ✓ Limited time bonuses that you can't buy anywhere else*
- ✓ Follow-up Plan

for only \$97
((\$540 VALUE))



Career Boost Bundle

This complete job search system includes LinkedIn WORKS! with these bonuses as well as:

- ✓ Resume Rescue Workshop
- ✓ Cover Letter Video Training
- ✓ Entire Job Search Plan Shop

for only \$397
(\$1,540 VALUE)





Thanks!

Any questions?

You can reach me on LinkedIn:
[linkedin.com/in/StephCartwrightCPRW](https://www.linkedin.com/in/StephCartwrightCPRW)

Or on Instagram:
[@offtheclockresumes](https://www.instagram.com/offtheclockresumes)

