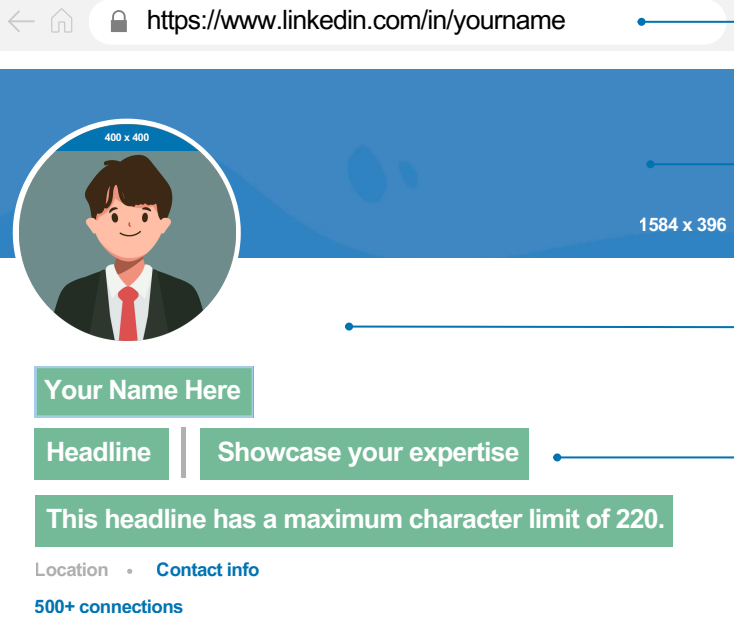


### The Basics of a LinkedIn Profile



#### 1 Customize Your URL

Personalize your LinkedIn URL to make it easier to share and remember.

#### 2 Background Photo

Choose a background photo that reflects your professional persona or industry.

#### 3 Professional Headshot

Choose a clear, professional photo.

#### 4 Compelling Headline

Your headline should be more than just your job title. It should make a great first impression and highlight your uniqueness within your industry and role.

For example: **"Marketing Specialist | Driving Innovative Brand Strategies."**

### About Section

Write a brief, engaging summary about your professional journey and aspirations.

- ★ Start with a bold statement about your professional philosophy.
- ★ Highlight your career milestones and achievements.
- ★ Showcase your key skills and their impact on your success.

### Experience



**The Company #1 Inc.**  
3 year, 6 mos

- ★ Start with your latest role and emphasize accomplishments using metrics.
- ★ Highlight your career growth and skills with quantifiable achievements.
- ★ Use numbers and data, such as **"Increased sales by 25%."**
- ★ Begin each point with strong verbs like "Managed," "Created," and "Improved."



#### PRO TIP:

Adding your location on LinkedIn boosts your visibility to local recruiters and employers.

#### According to LinkedIn's official statistics:

**97%** of HR and Staffing Professional use LinkedIn in their recruiting efforts.

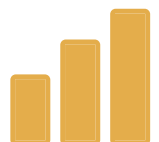


Candidates with a complete LinkedIn profile are **71%** more likely to get a job interview.



Every minute, **6 people** are being hired on **LinkedIn**.

LinkedIn sees over three million new hires each year and has **more than 900 million members** worldwide, making it essential for job seekers and recruiters.

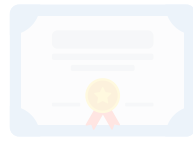


# Master the LinkedIn Essentials

## Education & Certifications



**The School University**  
4 year degree



Include all your education degrees and certificates to show your skills and connect with other alumni, helping you build valuable relationships.

## Skills & Endorsement



- ✓ Skills increase profile views and attract recruiters.
- ✓ List relevant strengths and organize endorsements to improve LinkedIn search results.
- ✓ Listing five or more skills can increase profile views by up to 17 times.

## Recommendations

Received (1)

Given (1)



**John Smith**  
Training Manager

LinkedIn recommendations validate your skills and achievements, adding credibility to your profile. Aim to obtain at least two recommendations, as LinkedIn highlights the two most recent ones.

## Groups

50

**Join groups**  
Join up to 50 relevant industry groups.



**Help you grow your network**  
Connect with professionals in your industry.



**Gain Insights**  
Stay updated with industry trends and discussions.



**Discover Opportunities**  
Find job openings and potential collaborations.

## Few tips to monitor your LinkedIn profile:



### Make your profile public

You'll get 0 visitors if your profile is not visible.



### Profile views

Understand your audience by checking profile views.



### Spotlight your services

Showcase your offerings with the service page.



### Profile search appearances

Check how often your profile appears in searches.



### Use premium account

Upgrade your account to improve profile visibility.

## Networking on LinkedIn

### DO'S ✓

Connect with leaders and colleagues.

Personalize connection requests.

Engage with contents by liking, commenting, and sharing.

Facilitate conversations rather than dominating them.

Focus on meaningful connections.

Reply to LinkedIn connections promptly.

### DON'TS ✗

Prioritize quality over quantity.

Use diverse methods of networking.

Follow up on promises to keep in touch with others.

Don't send spammy messages to your connections.

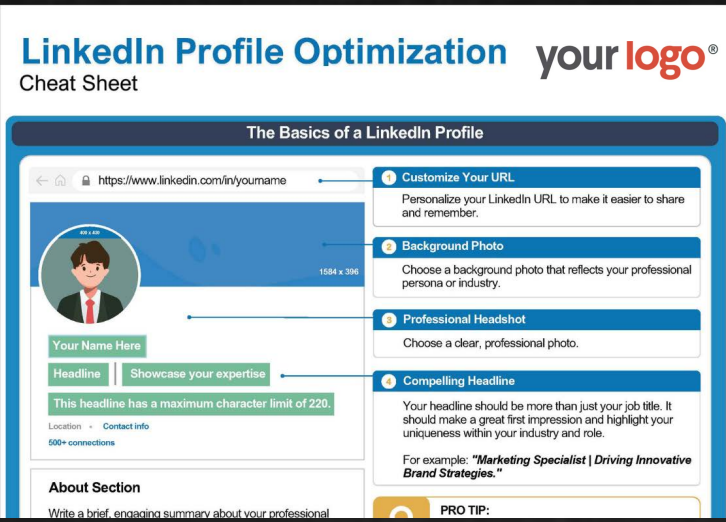
Skip sales pitches.

Don't be overly persistent.



61%

*of professionals worldwide believe that regular online networking can lead to job opportunities.*



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- Excel
- OneDrive
- Outlook
- PowerPoint
- Teams
- Windows
- Word

### Wellness

- Mental Health
- Personal Growth
- Well-Being
- Work/Life Balance

### Compliance & Safety

- Active Shooter
- Discrimination
- Harassment
- Safety
- Security

### Diversity & Citizenship

- Bias
- Diversity
- U.S. Citizenship

## Fewer Tools. Lower Costs. Smarter Training.

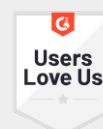
Includes	Free	Paid Plans		Compare To
		Starter	Custom Plans	
Num Active Users	1	5	10+	Compare To
Branded Cheat Sheets	Your Logo	Your Logo	Your Logo	None
Customizable Courses		300+	300+	LinkedIn Learning
Course Builder with AI		●	●	Articulate Rise
Skill Assessments		●	●	Northstar
LMS		●	●	Teachable
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