

Hello friend (in my best Lady VJ voice), please find everything I promised you in this document. I encourage you to take your time with it and work through it over the coming weeks.

Part One: Basic LinkedIn Updates You Can Make Today

Covered in session (Profile Update)

- A photo of your face. Make it warm and well-lit, from the shoulders up, and looking like you'd want a client or employer to see you.
- A banner that isn't the default blue. It's free space to say something about yourself, and even one line of text tells people what you're about.
- A headline that names whom you help. It shows beside your name on every comment and every search result.
- An About section that tells your story, written in first person the way you talk. The first two lines are all that show before "see more," so they matter most.
- Write your experience as outcomes. "Built a team of 12 that cut onboarding time in half" says more than a list of duties.

On Your Own (Profile Update)

- The Featured section. It's the space right under your About, and most people leave it empty. Pin your website, a talk you gave, or a piece you're proud of.
- Recommendations. These are testimonials with someone's name attached, and that's what makes them count. Ask for them rather than waiting to receive them. How you ask matters too, because "Could you write two lines about the leadership program we worked on together?" gets far better results than "Would you recommend me?"
- Skills that match what you want people to find you for. Ten to fifteen of them, because recruiter and client searches run on these.

On Your Own (Settings)

- A custom URL. In settings, change the string of numbers to [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname). It's a small thing that looks polished on an email signature.
- Your contact section and visibility settings. Add a website link, decide who sees your email. If you consult or coach, you can turn on Providing Services so your profile says so, if you wish.
- Location and industry. These feel administrative, and they decide which searches you appear in. Leaving them blank or wrong makes you invisible to people looking for someone like you.
- Your name recording. LinkedIn lets you record yourself saying your name aloud, so people can hear it said right before they ever meet you.
- Open to Work has two versions, and they behave differently. The green photo frame announces it to everyone, including your employer, while the private setting tells only recruiters. Check which one you're turning on before you use it.

Part Two: Three examples of people doing LinkedIn their own way

I encourage you to take a look at their profiles, and notice that no two of them are doing the same thing. You don't have to sound like LinkedIn to succeed here either.

Liz Fosslien: [linkedin.com/in/liz-fosslien](https://www.linkedin.com/in/liz-fosslien)

She is an author and illustrator who draws instead of writing. People share her simple stick figures and hand-drawn charts about how work feels.

Dan Holt: uk.linkedin.com/in/danholt2

His headline says, Chief Mary Officer. He's the managing director of a digital agency, so it isn't his title. I think this is fun and compelling.

Dave Harland: linkedin.com/in/daveharland

He goes by The Word Man, and he's a copywriter who built his business by being funny on the least funny platform there is. He parodies thought leaders, invents characters, and winds up scammers in public. Around 95,000 people follow him for it, and it brings him clients.

Part Three: Watch This in Your Spare Moments

If you only open one link from this handout, make it this one. Neil Patel explains where social media is heading next, and it will change how you think about everything in Part One.

Watch: Neil Patel on the biggest transformation social media has seen