

BREAK INTO TECH

LINKEDIN PROFILE  
**CHECKLIST**

# THERE ARE ONLY 4 THINGS ON LINKEDIN THAT MATTER TO JOB-SEEKERS

- Do you have a profile?
- Can recruiters find you?
- Will recruiters pick you?
- Are you contacting recruiters?

ASSUMING YOU ALREADY HAVE A  
PROFILE, LET'S WALK THROUGH  
THE OTHER 3...

# CAN RECRUITERS FIND YOU?

☐ Make a list of keywords  
*Focus on specific titles + skills*

☐ Plug them into your profile  
*Focus on your headline +  
summary*

☐ Grow your network  
*Import your address book*

## Preferred / Plus:

- Previous experience working on e-commerce products highly desired
- Previous experience working with mobile application design/development

## John Doe

E-Commerce + Mobile App Expertise  
Mountain View, California | Internet

## Grow My Network

Add contacts



Gmail



Yahoo



Hotmail



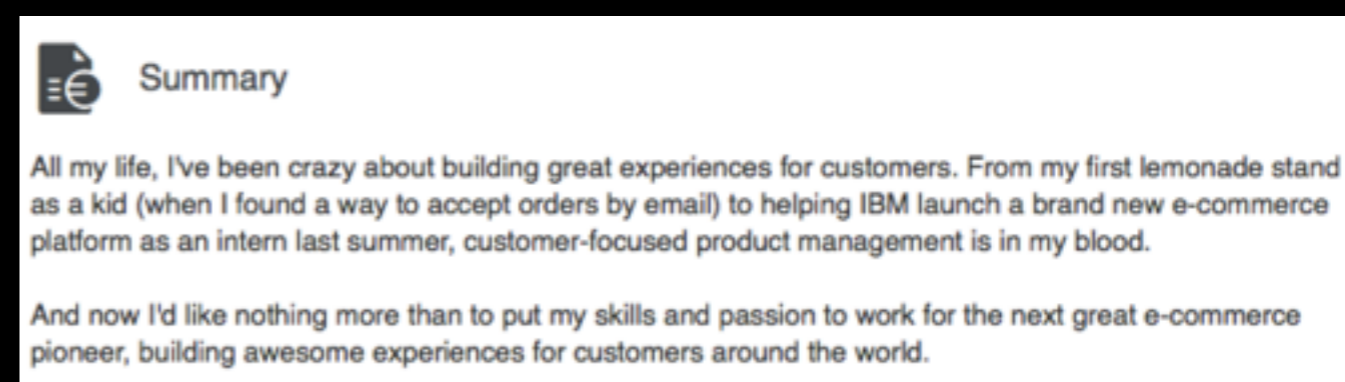
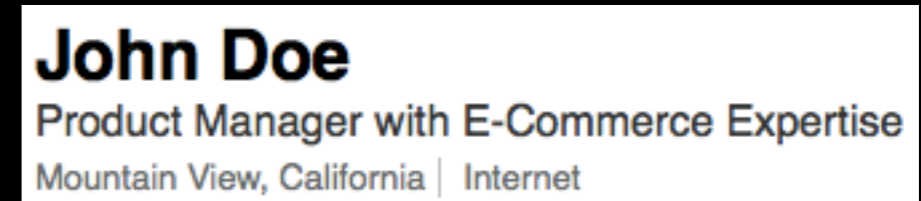
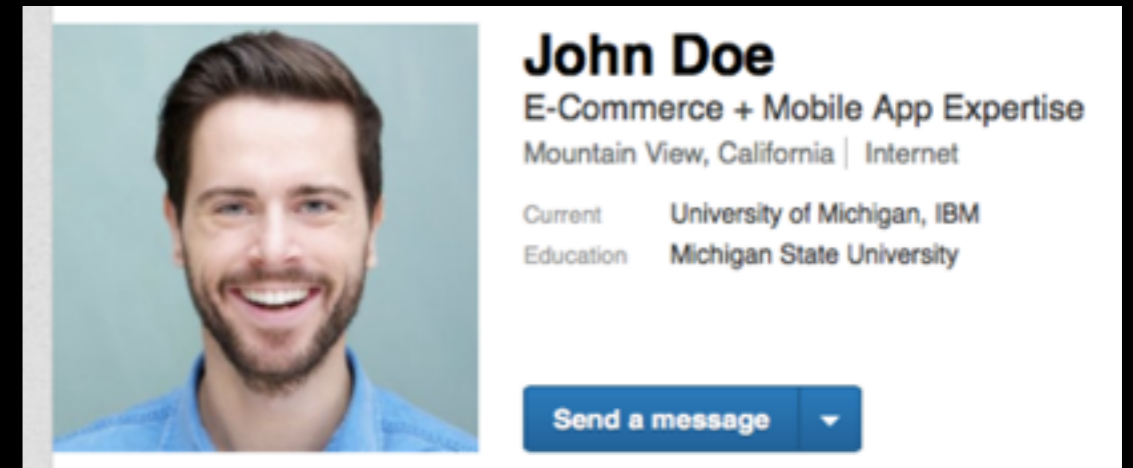
Other

# WILL RECRUITERS PICK YOU?

☐ Add a smiling photo  
*Make sure you smile in the eyes,  
too!*

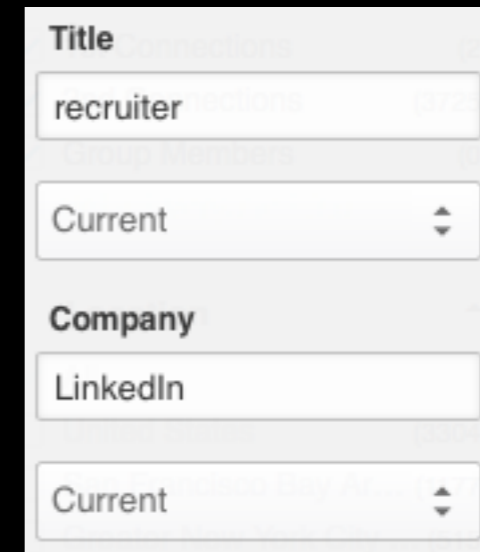
☐ Assure them in your headline  
*Include the job title*

☐ Tell them a story  
*Include passion, anecdotes, and  
a clear point in the Summary*



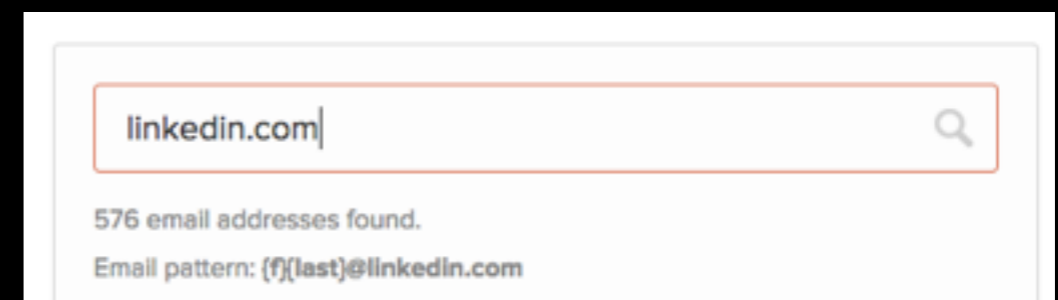
# ARE YOU CONTACTING RECRUITERS?

☐ Do an Advanced Search  
*Focus on Company + Title*



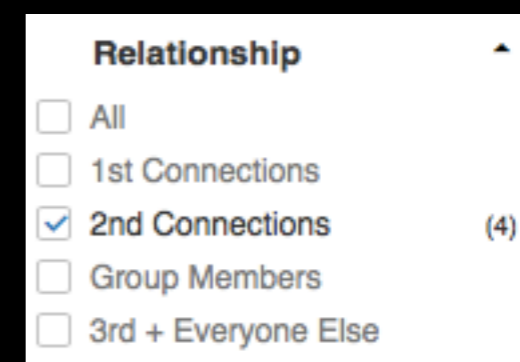
The image shows a portion of the LinkedIn search filters. Under the 'Title' section, there is a text input field containing 'recruiter' and a dropdown menu currently set to 'Current'. Under the 'Company' section, there is a text input field containing 'LinkedIn' and a dropdown menu currently set to 'Current'.

☐ Find their email address  
*Check out Email Hunter*



The image shows a search interface for 'Email Hunter'. A search bar contains 'linkedin.com' with a magnifying glass icon to its right. Below the search bar, it displays '576 email addresses found.' and 'Email pattern: {f}{last}@linkedin.com'.

☐ Get an introduction  
*Filter by 2nd Connections*



The image shows a dropdown menu for 'Relationship' with an upward-pointing arrow. The options are: 'All', '1st Connections', '2nd Connections (4)' (which is selected with a blue checkmark), 'Group Members', and '3rd + Everyone Else'.

SO THERE YOU HAVE IT -  
THE ONLY 4 THINGS THAT MATTER

THANKS FOR READING!

WILL YOU DO ME A BIG FAVOR +  
SHARE THESE TIPS?

