

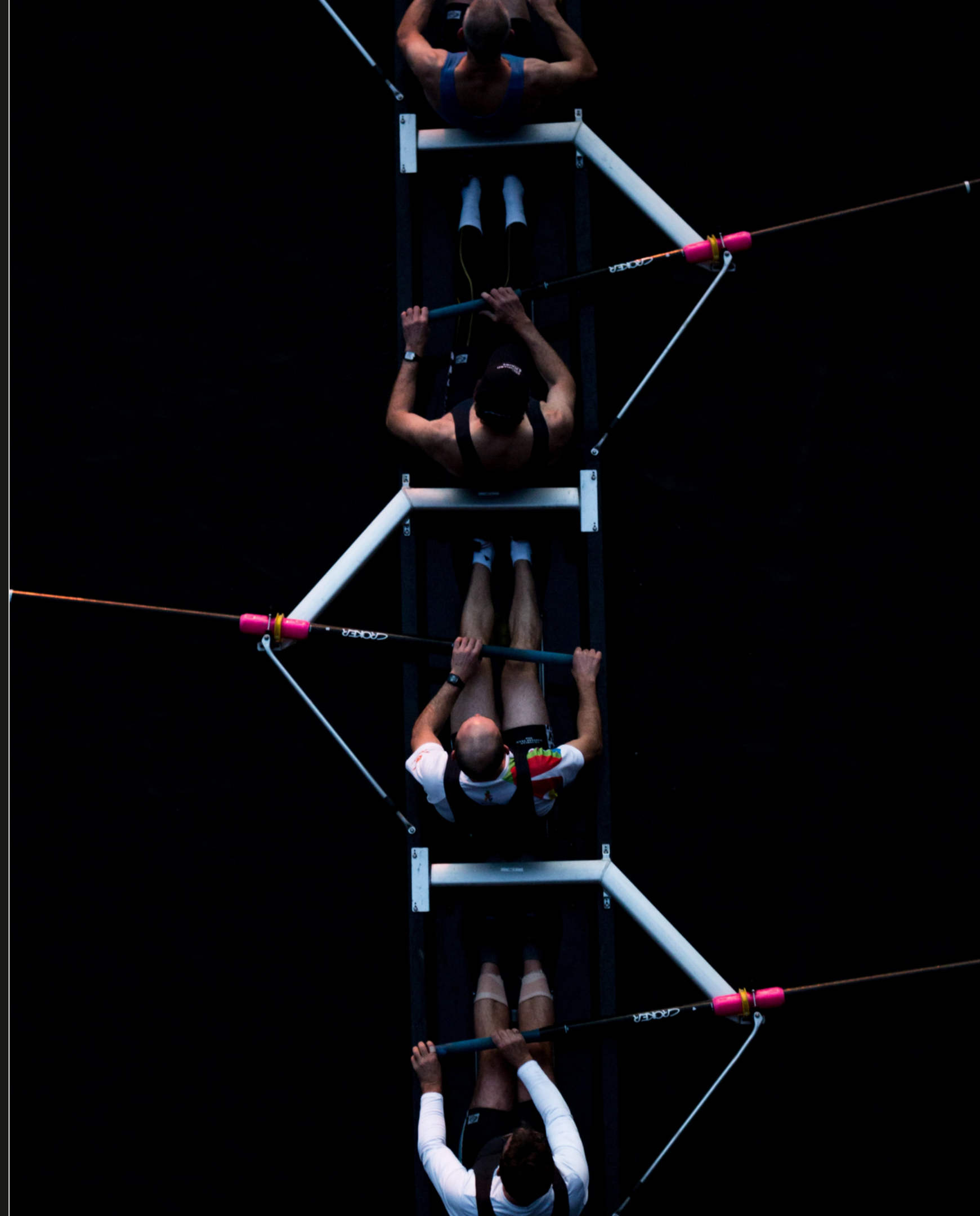
LEVEL UP YOUR LINKEDIN PROFILE WITH CHATGPT



Step by step guide to stand out from the crowd
in minutes, not days!!

What's your LinkedIn profile's purpose?

To drive meaningful connections
to you even when you sleep



A person in a blue shirt is working at a desk. On the desk, there is a white laptop, a white coffee cup with a black lid, and a small green potted plant on a wooden coaster. The person's arm is visible, and they are wearing a watch. The background shows a window with a view of a building.

Aspirations

Attracting Potential Employers or Clients

Aspirations



**Establishing a
Professional
Brand**



Aspirations

**Building a
Professional
Network**

Aspirations

Advancing
Career
Opportunities



Aspirations



Enhancing
Credibility
and Authority

O novo significado do Trabalho
e o futuro da Gestão

Alexandre Pellaes
www.alexandrePELLAES.com.br

LinkedIn Instagram @pellaes

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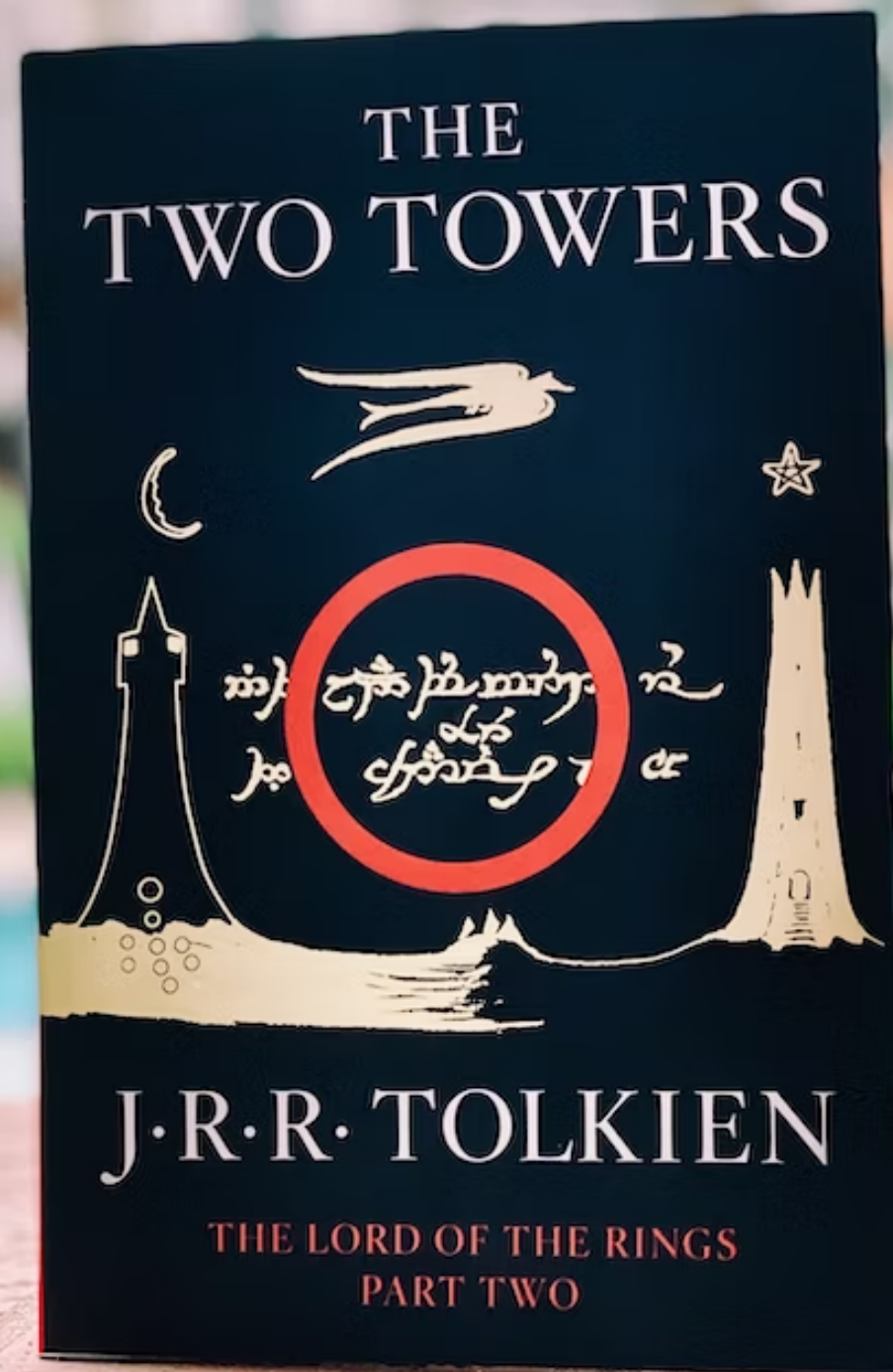
Linked Instagram @pellaes

A person with their hair in a bun is sitting at a desk with a laptop, looking frustrated. The background shows a living room with a brown sofa and a bookshelf.

Frustrations

- Choosing the right profile Photo
- Writing a strong About section
- Crafting a compelling Headline
- Highlighting Achievements and Accomplishments
- Optimizing the profile for search

Never judge a book
by its cover ...



But unfortunately,
that is exactly what
happens!

7 Seconds

A recruiter typically spends **7-seconds** on your profile looking at these things to **decide** whether to **proceed** and dig deeper or not.

The image shows a LinkedIn profile for Giridhar Narayanan. Annotations include: 'Banner' pointing to the top header area; 'Profile Picture' pointing to the circular profile photo; and 'Headline' pointing to the text 'Giridhar Kalpathy Narayanan (He/Him) Technology Leader @ Amazon (ex-Microsoft) | Builder at heart | Simplifying real-time communications as a platform'. The profile also shows a background image of a desk with a laptop, a coffee cup, and earbuds. The profile name is 'Giridhar Narayanan' with the title 'Technology Leader'. The headline is 'Giridhar Kalpathy Narayanan (He/Him) Technology Leader @ Amazon (ex-Microsoft) | Builder at heart | Simplifying real-time communications as a platform'. The profile includes a bio: 'Talks about #leadership, #technology, and #amazonchimesdk', location 'Bellevue, Washington, United States', and 'Contact info'. It also shows '917 followers' and '500+ connections'. The profile is associated with 'Amazon' and 'International Institute of Information Technology Hyderabad (IIITH)'.

Benefits of a Good Profile Picture



36%

increase in perceived influence



33%

increase in perceived competence



21x

more engaging to potential connections



25%

increase in perceived likability

Profile photo *and* Banner



YouTube Video



Headline

- Your headline is your hook
- Typically contains
 - Job title
 - Outcome statement
 - Reason to follow you
 - Industry
 - Keywords
 - Personal brand statement
 - Unique value proposition
- You get 220 characters, make them count!



Headline Prompt



I'd like for you to act as my personal LinkedIn profile expert, with perfect knowledge of popular profiles on LinkedIn. Each time I interact with you I will be asking you create a LinkedIn headline for a profile by giving you some context about the profile.

In response I would like for you to create 10 headline suggestions for the LinkedIn profile using the context provided in that interaction only and keep each headline shorter than 220 characters..

You can use the following formats for headline or use one of your own:

- Job Title | Outcome Statement | Reason to follow you on LinkedIn
- Job Title | Keywords | Outcome Statement
- Outcome Statement | Industry | Job Title
- Personal Branding Statement | Job Title | Industry
- Unique Value Proposition | Job Title | Industry

If any information is not provided, you can ask for it one at a time and use the information to then proceed to generate the headline.

Please ensure different parts of the headline are separated by a |

If you understand, respond "I'm ready to supercharge your LinkedIn headline!"

About Section

Austin Belcak - *"If your LinkedIn Headline is your hook, your LinkedIn Summary is where you expand on your story, your value, and where you drive your reader to take action."*

- Drives your first impression
- Largest free-form text area
- Keywords included here help drive your search rankings



About Structure

- **Elevator pitch** - personal brand, passion at work, avoiding jargon
- **Your current role** - outcome-focused, greatest accomplishment first, give data (X->Y)
- **Your Past roles** - prioritize, describe pivots and breaks
- **Your passions outside work** - personal stories, conversation starter, grounds in reality
- **Your summary of skills** - subject matter expertise, top leadership skills, awards
- **Your call to Action** - why should someone reach out and how

About Section Prompt



Interview me to help me write the about section of my LinkedIn profile. I want the about us to have the following sections:

- Elevator pitch to describe my values & expertise.
- Current Job
- Past Experiences
- Personalized content such as hobbies etc.
- Takeaway with some keywords.
- CTA to people viewing my profile, such as connecting with me via email

Give me a lot of variety and build it based on the most popular and highly engaging LinkedIn profiles in my industry.

Ask me questions one by one and make it interactive. Give me enough opportunities to provide feedback along the way, so that we can iteratively build the about section.

Experiences Section Structure

- Mandatory Fields - Employer, Title, Type, Date, Location, and Industry
- Description -
 - **Introduction** - describe the product, employer or specific team, role, the major measurable outcome you drove
 - **Responsibilities** - not generic, match future job descriptions, keywords, use action verbs
 - **Accomplishments** - outcome-focused, metrics with X->Y
 - **Summary** - key takeaways - skills demonstrated, learnings

Experiences Section Tips

- Use your potential job descriptions to identify key responsibilities and keywords to include
- Use specific action verbs - delivered, managed, saved, led, created
- Use Capitals, bullet points, and emojis
- Use data and metrics, provide X->Y



Experience Prompt



Interview me to help me write the experience section of my LinkedIn profile. I want the about us to have the following sections:

- Introduction
- Responsibilities but not generic. More specific that future employers may look at and have relevant keywords Also use specific verbs to start the sentence with.
- Bullet list of 3 to 5 Key Accomplishments
- Summary which is outcome focussed.
- Takeaway with some keywords.

Give me a lot of variety and build it based on the most popular and highly engaging LinkedIn profiles in my industry.

Ask me questions one by one and make it interactive. Give me enough opportunities to provide feedback along the way, so that we can iteratively build the experience section.

All Star Profile

- Education
- Skills
- Recommendations
- Certifications
- Patents
- Featured

Try these on your own..



Build your own prompt!

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Session Recording →