



# **YES, YOU DO NEED LINKEDIN!**

## **SIMPLE STEPS TO CREATING A PROFILE THAT GETS YOU NOTICED**

**HORTON CONSULTING, LLC**

**[www.DiscoverYourAha.com](http://www.DiscoverYourAha.com)**

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# *Introduction*

## **Welcome!**

**Thank you for downloading this career resource. This LinkedIn Guide can be used by anyone at any stage of their career.**

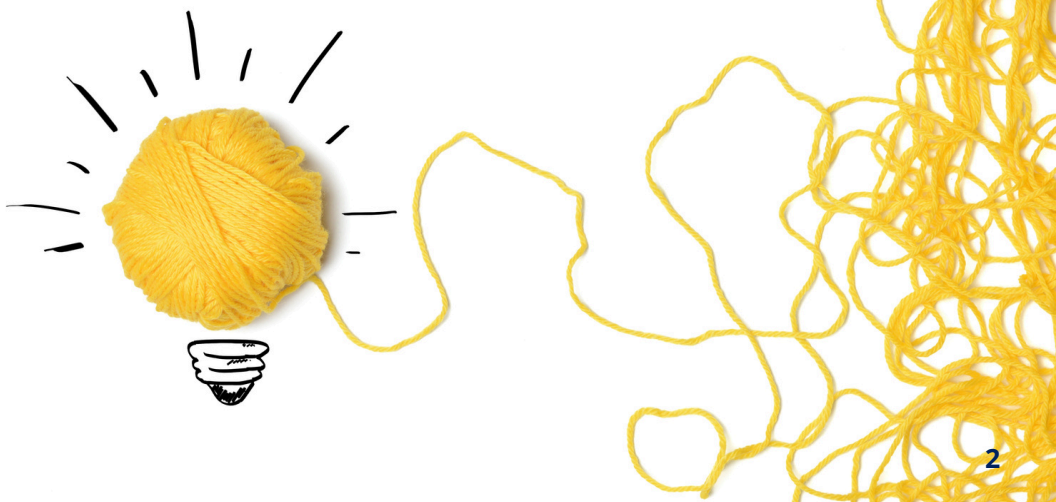
**We believe in those cool little light bulb moments in life that can truly define the path you take. Those "aha" moments happen when you open yourself up to new possibilities, new ideas and new thought processes. This comprehensive resource hopefully leads you to one of those light bulb moments or, as we like to call them, "aha" moments.**

**Take your time...fill out ALL of the worksheets, check off completed items, read through ALL of the materials, and take ALL of the necessary steps so you can find your career home. If you feel stuck right now, there is something in here that will help you get unstuck!**

**Good luck in your journey and in finding the career you were meant to have!**



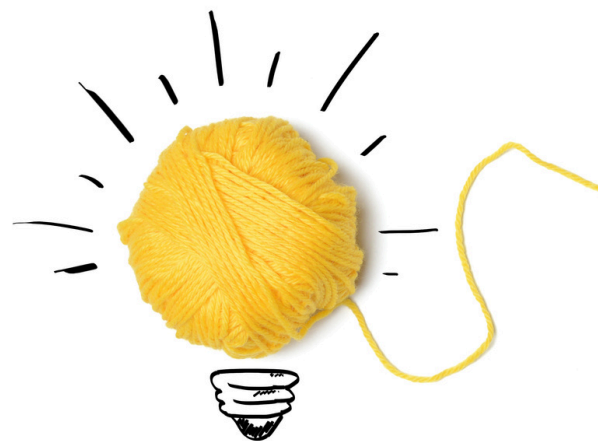
**Judy Horton  
Horton Consulting, LLC**



# Yes, You do need LinkedIn

## Why LinkedIn?

- 200 countries
- Over 69 million companies
- 96% of Fortune 500 companies are active on LinkedIn
- Over 1 billion users globally. 234 million in US.
- Between 72 and 95% of recruiters use LinkedIn every day
- Over 77% of recruiters use to find candidates
- Over 20 million open jobs. Nearly 7 million in US.
- Professionals on LinkedIn are 4x more likely to get a call from a recruiter -- and 9x more likely to get hired -- when they've been referred by a connection than if they apply without a referral.



## Build Your Profile

Your profile can be your **FIRST IMPRESSION**, so take the time and build and refine your profile.

- Create a LinkedIn profile.
- Subscribe to Premium.
  - It gives you a certain number of in-mail messages which can be used for sending a message to someone you are not connected to.
  - Shows how many searches you appeared in and who and how many people viewed your profile.
  - Allows you to compare your LinkedIn profile to a job posting as well as provides information on other applicants that have applied to that job.
  - Access to on-demand learning videos.
  - **Military Veterans get a free one-year subscription.**

- Ensure contact information is correct. No funny-sounding email addresses.
- Your profile picture should be professional. A profile picture boosts your profile 21 times. Cell phones take perfectly good pictures so find a nice backdrop, wear something professional and smile. No selfies! Focus on a head and shoulders picture. Your profile picture is your first impression!
- Add a cover photo. Shows your network a little something more about you and shows you are engaged. No personal photos.
- Edit your profile URL if the LinkedIn default is complex. You can do this by clicking on your small profile picture, then View Profile then Edit public profile & URL (which is found in upper right with current LinkedIn desktop version).
- Create a Headline. This is what shows up just under your name. It can be found under the top profile section. It defaults to your job title. You need something descriptive. Follow this format:
  - Role or Title using Keywords | Industry or Area of Expertise | Value you bring.
  - As a recent college grad you may find this hard. Here is an example to get you started: Marketing Coordinator and Brand Builder | Manufacturing | Emotionally intelligent with a can-do attitude.
  - If you get stuck, use Google Bard AI or ChatGPT to help you craft a LinkedIn Headline. Copy your resume and skills into the AI and asked it to create a LinkedIn Headline for you.
- Utilize About section to share a little bit more about yourself and what makes you unique as a professional. Write in first person. A starting point can be using the Summary from your resume. Tell your story about what drives and motivates you. It's one of the top things recruiters using LinkedIn look at every day.
- Add work experience and ensure it matches your resume at least at a high level. Include internships, apprenticeships, on-campus jobs and any other work done since high school.

- Add your skills. Add both soft skills and hard skills. This is how you get found by Hiring Managers and Recruiters. LinkedIn has a large inventory of skills so use that before adding a new skill. Be mindful not to add skills that aren't in your field of interest. Depending on the skill, it can be confusing to a recruiter as to what you are looking to do. Note: If you are unsure of what skills to add, look at a job description that interests you and look at the skills listed. Do you have those skills? If so, add them to your LinkedIn profile.
- Have a minimum of 10 skills in your profile; however, more is better. 87% of recruiters say skills are crucial on LinkedIn as it boosts your profile by more than 31 times. Skills help you get found by recruiters during their searches.
- Other people can endorse your skills by clicking on the Endorse button next to your skill. Endorsing skills for other people prompts them to endorse your skills.
- Include any foreign languages in your skills list, whether it is conversational or proficient.
- Ensure the Career Interests feature is turned on if you're looking for a new role.
- Ensure you select your job and school from the LinkedIn list so that the military branch, company and school logos are visible. If you have a grayed-out company logo next to your work experience then you have either not connected to your company or your company doesn't have an established LinkedIn page...and most companies have a page!
- Add in community involvement under Volunteering. This gives a Recruiter and Hiring Manager a little bit more rounded picture of you.
- Ask for LinkedIn Recommendations and write recommendations for others. These get noticed. Ask your colleagues, professors, collegiate organization sponsors or previous employment managers to write a recommendation. Do not ask someone unless they've witnessed your skills at work.

**LIGHT BULB:  
USE LINKEDIN LEARNING TO ADD TO YOUR SKILLS  
LIBRARY. FREE TO LINKEDIN PREMIUM USERS.**





# *What to Say When Sending a Connection Request*

Shy about reaching out and connecting with someone you don't know?

Don't know what to say?

First off, be genuine. And always include a short message when sending connection requests to someone you don't know. Here are a few suggestions to get you started.

"Hi Darryl. I just moved to the area and wanted to connect with other Human Resource professionals. Thanks so much, Judy"

"Hi Jeff. It was really nice meeting you at the networking event yesterday. I appreciate your insights on potential career paths. Thanks so much, Darryl."

Hi Darryl, I really enjoyed hearing you speak last night. I wanted to reach out and connect. Thanks, Jeff."

"Hi Cynthia, I want to connect with fellow military veterans in the area. Thanks and have a great week - Matthew."

"Hi Nathan, I searched for sales professionals in my area and found you. I enjoyed your post about how to close a deal. Just wanted to connect! Thanks, Matt."

You can easily adapt these for any situation. And yes, you can use AI to help craft a genuine connection request. Just tell AI the type of person you are connecting to and what you would like it to convey. It will give you a variety of examples to choose from.

So go on, build your network!



## **LIGHT BULB:**

- **ENGAGE WITH YOUR CONNECTIONS AND GROUPS. LIKE, COMMENT, AND SHARE POSTS.**
- **SAY HAPPY BIRTHDAY OR HAPPY ANNIVERSARY. PEOPLE NOTICE AND WILL REMEMBER YOU. THE KEY IS TO REMAIN TOP OF MIND.**



## Need additional help finding your path?

Everyone needs a little extra help from time to time.  
If you need help finding your career home, let's chat.

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Have the career you were meant to have!

And follow us for other tips:



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