

THE WORKBOOK

The LinkedIn Profile Overhaul

*The section-by-section guide to a LinkedIn
profile that actually works for you*

10

PROFILE SECTIONS

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TRACKS TO FOLLOW

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FOCUSED AFTERNOON

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Every section ends with a quick checklist and space to write, so you're not just reading, you're actually fixing things as you go.

START HERE

How to use this guide

Your LinkedIn profile isn't one thing. It's ten small decisions, and most people get them wrong without ever knowing it. Your LinkedIn isn't just your online resume. It's usually your first impression in the professional world, and something to be taken seriously.

This guide walks through every section of your profile, in the order people actually read it, and tells you exactly what to fix and why it matters.

You're (probably) using this guide for one of three reasons. Maybe you're job searching and need recruiters and hiring managers to take one look and take you seriously. Maybe you're building a personal brand and want your name to mean something in your industry: visibility, credibility, people coming to you instead of the other way around. Or maybe you're a founder, CEO, or entrepreneur who knows LinkedIn is where people check you out before they invest, buy, or sign, and you want that page to actually work for you.

Every section in this guide has a piece for you specifically, labeled:



JOB SEARCH

for anyone actively looking for their next role



PERSONAL BRAND

for anyone building visibility and credibility in their career or industry



REVENUE

for founders, CEOs, and entrepreneurs using LinkedIn to drive business

Read the whole thing, or skip straight to your lane in every section. Doesn't matter to me, I get paid the same.

So grab a coffee. Open your LinkedIn profile in another tab. Let's fix it.

Ten sections. Check them off.

Read it, fix it, date it. Come back to this page every time you finish a section.

§	SECTION	READ	FIXED	DATE
01	Profile Photo & Cover Photo	☐	☐	_____
02	Headline	☐	☐	_____
03	About	☐	☐	_____
04	Featured	☐	☐	_____
05	Activity & Comments	☐	☐	_____
06	Experience	☐	☐	_____
07	Education	☐	☐	_____
08	Connected Apps & Skills	☐	☐	_____
09	Licenses, Certifications & Volunteering	☐	☐	_____
10	Recommendations	☐	☐	_____

MY TRACK FOR THIS PASS

☐ Job Search ☐ Personal Brand ☐ Revenue

01 Profile Photo & Cover Photo

Including a plug-and-play AI prompt to design your own banner.

You have three seconds before someone decides whether the rest of your profile is worth reading. Your photo and your banner make that decision before anyone reads a single word you've written.

Your photo: the non-negotiable rule

Clear headshot. Good lighting. Shoulders up. No group photos, no sunglasses, no photo cropped out of a wedding or a vacation. This isn't a place to be creative. It's a place to look like someone worth doing business with. If you don't have a decent one, ask a friend to take five photos of you against a plain wall in daylight. There are also plenty of AI headshot options now, so there's really no excuse not to have a professional photo. If it makes sense and matches your branding, add a fun color background. But that's it. That's the whole rule.

Your banner: the biggest miss on the whole profile

The banner is the free space right at the top of your profile. It's there to catch the eye and start building the message you want viewers to leave with, and almost everyone leaves it as the default LinkedIn gradient.

Your banner should say something. What that something is depends on why you're on LinkedIn in the first place.

JOB SEARCH

Your banner formula: target role + key skills + why they should hire you.

Something like: "Senior Product Marketer | B2B SaaS, 5X ROAS, Ad Manager | [why they should hire you]." A recruiter should be able to screenshot your banner and know exactly what to search you for.

▲ PERSONAL BRAND

Your banner formula: what you do + who you help + a proof point.

Something like: *"I help mid-career marketers land 6-figure roles | 200+ clients placed."* This is your billboard, the same instinct as a good headline, just bigger and more visual.

◆ REVENUE

Your banner formula: your company or personal brand name + a one-line tagline + a clear next step.

Something like: *"[Company Name]: We help founders raise their Series A | \$60M+ raised."*

Anyone checking you out before they invest, buy, or sign should see exactly what you do and exactly what to do next.

How to actually make one

You don't need a designer. Canva has free LinkedIn banner templates sized exactly right (1584 x 396px). Search "LinkedIn banner" in their template library, drop in your formula, match your brand colors, done in ten minutes.

Want something more custom? Use this prompt with an AI image tool:

COPY THIS PROMPT

"Design a clean, professional LinkedIn banner, 1584x396px, [your brand colors/style, e.g. navy and white, minimalist]. Include bold text that says '[your formula from above]'. Leave the bottom-left third empty so it doesn't overlap with a profile photo. [Optional: add a subtle background element related to your industry, e.g. a skyline for real estate, a laptop for tech]."

Fix your photo and your banner, and your profile already looks more intentional than 90% of what's out there.

SECTION 01 · WORK IT

Quick checklist

☐ Photo: clear headshot, good lighting, shoulders up, nothing else in frame

☐ Banner isn't the default LinkedIn gradient

☐ Banner says what you do, who it's for, and what to do next (using your persona formula above)

☐ Text on banner is readable at thumbnail size, not just full screen

☐ Nothing important sits in the bottom-left corner (your photo covers it)

DRAFT YOUR BANNER LINE HERE

02 Headline

Plus the real, screenshot-proven math on how much of it people actually see before it gets cut off.

Your headline is the most valuable real estate on LinkedIn. It follows you everywhere (search results, comments, connection requests) before anyone ever clicks into your profile. It's what they see first. Most people just drop their job title there and call it done. That's a missed opportunity. A good headline does three things: it tells people who you help, what you actually do for them, and a reason to keep reading.

A very important thing to know: your headline gets cut off depending on whether the reader is on mobile or desktop, and a few other factors.

LinkedIn gives you 220 characters for your headline. But that's not what people actually see. In most places you show up (search results, connection requests, comments) LinkedIn only displays a portion of it before cutting it off with "..."

Here's the thing: it's not a fixed character limit, it's a *width* limit. LinkedIn cuts your headline off at a certain pixel width, not a certain number of characters. That means a headline full of emojis, arrows, and symbols gets cut off sooner than a plain-text headline with the same character count, because those characters take up more visual space. Narrow letters (i, l, t) and short words let more characters fit in that same space.

In practice, that means the safe zone is roughly your **first 60 characters**, sometimes a little more if your text is plain, sometimes less if you're using emojis or special characters. Don't gamble on it. Put your who-you-help and what-you-do in the first 60 characters, and treat anything after that as a bonus most people will never scroll to see.

Here's what that actually looks like. This is my headline, in full:

Accidental LinkedIn influencer ✨ | 1M+ impressions | I turn stories into content | Founder @ Ashlee Makes Content | Enterprise AE @

"Accidental LinkedIn influencer ✨ | 1M+ impressions | I turn stories into content | Founder @ Ashlee Makes Content | Enterprise AE @ a SaaS startup"

And here's the same headline, on one of my own posts, cut off in a comment:



Ashlee Starr • You

1h ...

Accidental LinkedIn influencer ✨ | 1M+ impressions | I turn stories into conten...

hahaha this is epic!!

"Accidental LinkedIn influencer ✨ | 1M+ impressions | I turn stories into conten..."

That's 79 characters before it cuts off, on the higher end, because my headline is mostly plain text with only one emoji. Yours might cut off sooner. Either way: everything I actually need someone to read (who I am, the proof point, what I do) happens before the cutoff. That's not an accident.

Your headline formula, by persona

○ JOB SEARCH

Formula: target role + top skill(s) + a result.

Example: "Enterprise AE | Cold-Calling Queen | \$3M ARR Closed, 2X President's Club"

A recruiter searching for your exact role and a hiring manager skimming your headline both get what they need in one line, no clicking required.

▲ PERSONAL BRAND

Formula: a hook (question or bold statement) + who you help + what you do + a proof point.

Example: "Too busy to post on LinkedIn? | I help founders build a personal brand | 1M+ impressions"

This one's a little different from a straight statement. It opens with a question that makes the exact right person stop scrolling, then backs it up with who you help and proof it works.

Example: "Founder @ Happy Lane Co. | I help people be happier | 3M+ happy customers"

[illegible]

Quick checklist

NOTES

03 About

The 4-part formula that earns the "see more" click.

LinkedIn only shows the first couple lines of your About section before someone has to click "see more", roughly your first 100 characters, about two lines on desktop. Your first two lines have to earn that click. Everything after it is a bonus for the people who were already interested.

Here's the formula: hook, what you actually do, proof, and a clear next step, including your actual contact information (email and website or calendar link).

Hook (line one)

Open with something that makes someone want to keep reading: a bold stat, a surprising story, a little self-deprecating humor, or a direct question aimed at the exact right person. Not "results-driven professional with 10 years of experience." Nobody clicks "see more" for that.

What you actually do

Say it plainly. Who you help and how. If you serve more than one type of person or company (like a lot of founders and consultants do), it's fine to break this into a couple of short labeled sections ("for job seekers," "for teams," whatever your version is), so each reader can find themselves fast instead of wading through someone else's pitch. Don't use jargon or acronyms. They're not as widely understood as you'd think. Keep it simple enough that anyone, in or out of your industry, could read it and understand exactly what you do.

Proof

A number, a result, a specific story. Not adjectives. "Hardworking and dedicated" convinces nobody. "Grew ARR 3x in under 2 years" does.

What's next

Tell the reader exactly what to do, and make it easy: book a call, follow you, check out your work, reach out. Include the actual email, website, or calendar link so there's no extra step between "I'm interested" and taking action.

You don't need all four parts to be long. You need all four parts to exist. Your About section is meant to be a high-level overview, a way to build intrigue and move people toward whatever action you want them to take next, not tell your whole story.

Your About formula, by persona

○ JOB SEARCH

Hook: a specific result or a quick, honest line about what you're looking for right now.

What you do: your role, your specialty, the kind of work you're best at.

Proof: 1-2 concrete results with numbers attached, the same instinct as your Experience bullets, just told as a quick story instead of a list.

What's next: what kind of role or company you're looking for, and how to reach you.

"I've spent 6 years turning messy sales processes into predictable pipeline. Most recently, I grew a team of 5 into a top-performing group that hit 120% of quota two years running. I'm looking for my next Sales Ops or RevOps role at a growing B2B company. Open to a conversation. Reach me here or at [email]."

▲ PERSONAL BRAND

Hook: a bold statement, a question, or a bit of vulnerability that makes the right person stop scrolling.

What you do: who you help and how, in plain language.

Proof: your results, your following, a transformation story, something concrete, not "passionate about X."

What's next: an invite to follow, connect, or reach out.

"I turned a side hustle into 40K followers and real income in under 2 years. Now I help other [role/industry] professionals do the same. Most people think you need a personal brand strategy. You actually just need to start telling the truth about what you do. Follow along, or DM me if you want to talk through where to start."

◆ REVENUE

Hook: a credibility stat or a founder-story opener, something that proves this isn't day one.

What you do: what your company does and who it's for. If you serve a couple of different audiences, a short labeled breakdown works well here (see the note above).

Proof: a business result: revenue, clients served, funding raised, retention, whatever's real and specific.

What's next: a sales-oriented CTA: book a call, apply, visit the site, DM.

"I've generated \$200K+ in revenue since launching [Company] two years ago, while helping 30+ clients do the same. Here's what I do: [plain-language description of the offer]. If you're ready to [outcome], apply at [link] or send me a DM."

Quick checklist

- ☐ First line earns the "see more" click on its own, it's not your job title restated
 - ☐ Says plainly who you help and what you actually do for them
 - ☐ Has at least one real number or specific story, not just adjectives
 - ☐ Ends with exactly one clear thing you want the reader to do next
 - ☐ If you serve more than one audience, each one can find their part fast
-

DRAFT YOUR FIRST TWO LINES, THE ONES THAT EARN THE CLICK

YOUR PROOF POINT + YOUR CALL TO ACTION

04 Featured

What to pin so it does the convincing your About section doesn't have room for.

Featured sits right under your About section, and it's basically your living portfolio. Most people either leave it blank or fill it with something random from three years ago that has nothing to do with what they do now.

An empty Featured section is a missed opportunity no matter what your goals are. Think of it as a way to choose what people see first out of your posts and links, right after they've read your About section and they're interested to learn more, let's make it as easy as possible. One click away.

What to pin, by persona

○ JOB SEARCH

Pin: a portfolio piece or work sample, a website with your full resume or more detail on your professional experience if you have one, and your strongest post(s) about your work (a project you led, a result you drove).

The goal is to prove what your About section told them: writing samples, designs, decks, dashboards, whatever your work actually looks like when someone can see it instead of just reading about it.

▲ PERSONAL BRAND

Pin: your best-performing posts, any media features or press mentions, and speaking or podcast clips if you have them.

This is where someone decides if your content is worth following. Don't pin your most "professional" post. Pin your most proof-you're-good-at-this post, even if it's not the polished one.

◆ REVENUE

Pin: a case study, a product demo, press coverage, a client testimonial, and your website. Anyone checking you out before they buy, invest, or sign should be able to see the proof without having to ask for it. This section does a lot of the convincing your About section doesn't have room for.

If you're starting from zero, start small. One good link and one good post beats five random ones.

A REAL EXAMPLE

It doesn't need to look like a resume.

Here's what mine actually looks like: one pinned link to my content package offer, and then several of my best-performing posts, not the polished announcement-style ones, the ones where I told a real, specific story. One of them is a post I wrote comparing my bad haircut to Lord Farquaad. It's not "professional." It's also one of the reasons someone became a ghostwriting client, because it got 100K+ views and showed exactly the kind of writing they'd be paying for.

That's the actual lesson: your Featured section doesn't need to look like a resume. It needs to prove you're good at the thing you say you're good at, in the format someone would actually experience it.

SECTION 04 · WORK IT

Quick checklist

-
- ☐ Featured isn't empty
 - ☐ Everything pinned is current, nothing from years ago that no longer represents you
 - ☐ At least one item is proof, not just a link (a result, a sample, a testimonial)
 - ☐ If you have a service, offer, or portfolio site, it's linked here
 - ☐ You'd be comfortable if this was the only section a stranger read
-

THE FIVE THINGS I'M PINNING

☐ 1

☐ 2

☐ 3

☐ 4

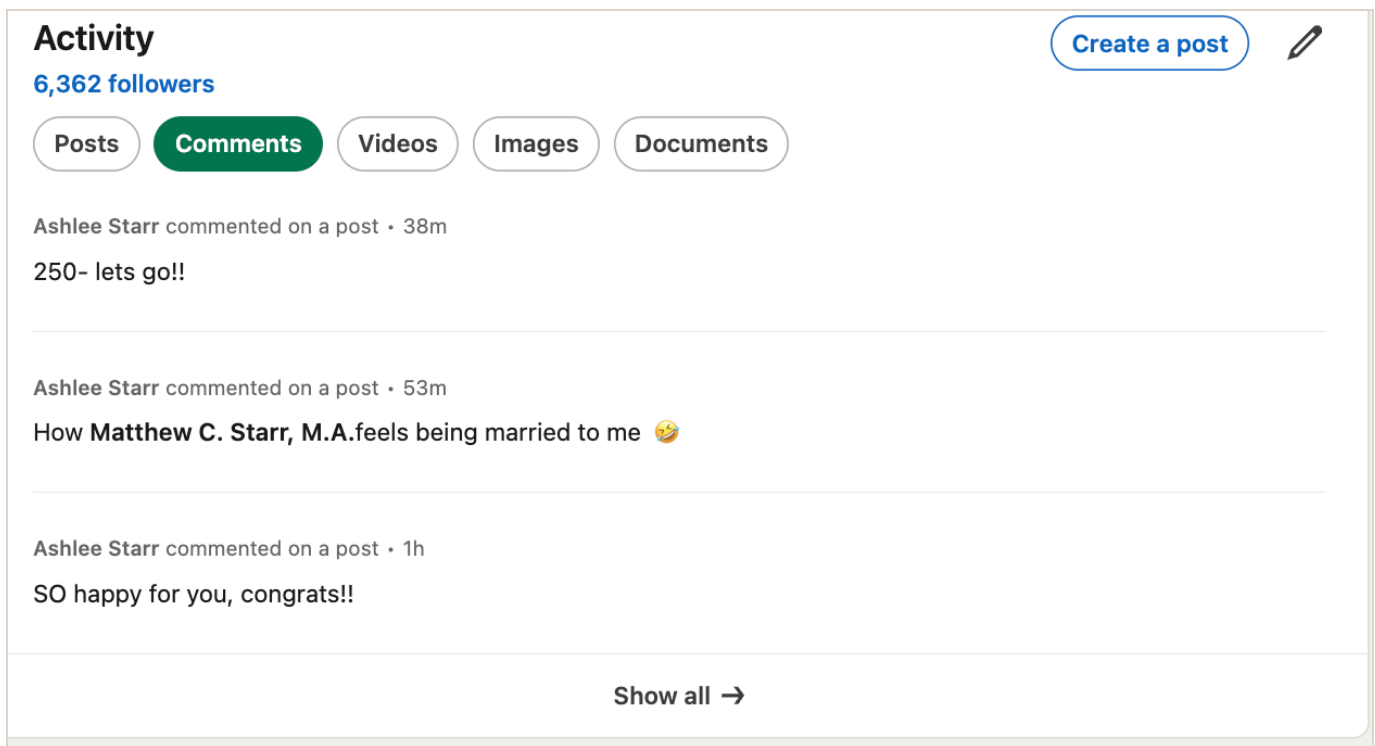
☐ 5

05 Activity & Comments

The one section most people don't know is public, and what it says about you.

Did you know that with just one click, anyone can see every comment you've ever left on other people's posts? Most people have no idea how visible it is.

Here's where to find it: go to your profile, scroll to your Activity section, and click the "Comments" filter (right next to Posts, Videos, Images, and Documents). That's your entire comment history, laid out for anyone (a recruiter, a client, an investor) to scroll through.



The screenshot shows a Facebook profile's 'Activity' section. At the top, it says 'Activity' and '6,362 followers'. There are five tabs: 'Posts', 'Comments' (which is selected and highlighted in green), 'Videos', 'Images', and 'Documents'. In the top right corner, there is a 'Create a post' button and an edit icon. The main area displays a list of comments. The first comment is from 'Ashlee Starr' posted '38m' ago, saying '250- lets go!!'. The second comment is also from 'Ashlee Starr' posted '53m' ago, saying 'How Matthew C. Starr, M.A.feels being married to me' with a laughing emoji. The third comment is from 'Ashlee Starr' posted '1h' ago, saying 'SO happy for you, congrats!!'. At the bottom of the list, there is a 'Show all →' link.

Your profile → Activity → Comments

Go look at yours right now. Really, before you keep reading.

When I was a hiring manager, that was the first place I'd go. Before the resume. Because a comment tells you someone's true character in a way a resume never can. Are they hyping other people up, supporting people in their network and industry, adding real value to a conversation? Or are they trolling people in the comments, arguing, adding nothing? Everything you comment is representing your brand, whether you're thinking about it that way or not. Choose your words wisely.

Commenting is where the actual networking happens on LinkedIn.

If you're nervous about creating your own content, this is your way in. Find 10 posts relevant to your industry or your goals, and leave a thoughtful, value-add comment on the conversation. If you're job searching, raising funds, or looking for new clients, this is the spot to be. Support other people, build familiarity, before you ever ask them for anything. If you want to be seen as a thought leader for your personal brand, you need to be in the comments, sharing your knowledge, your thoughts, and supporting other creators, not just posting your own stuff and disappearing.

Spend at least 15-20 minutes a day seeking out this kind of content and starting real conversations in the comments. It's one of the most visible, lowest-effort ways to demonstrate your value that exists on this entire platform.

Where to focus, by persona

JOB SEARCH

Comment on posts from people at your target companies, industry leaders, and recruiters in your field. You're building familiarity before you ever apply or reach out, so when your name shows up in an application or a DM, it's not the first time they've seen it. Keep it thoughtful and professional. This is not the place for hot takes.

▲ PERSONAL BRAND

Comment on posts in your industry daily. This is literally how you become known as a thought leader, not by posting constantly yourself, but by consistently showing up with real insight in other people's comment sections. Support other creators too. Visibility compounds when you're generous with it.

◆ REVENUE

Comment on posts from prospects, investors, and the people you actually want to do business with. Build familiarity before you ever pitch. Nobody wants to hear from a stranger with an ask, but they'll take a call from someone whose name they already recognize from adding value in their feed for weeks.

SECTION 05 · WORK IT

Quick checklist

- ☐ You've checked what your own Activity tab actually shows, go look, right now
- ☐ Nothing there you wouldn't want a recruiter, client, or investor reading
- ☐ You're commenting somewhere daily, not just posting and disappearing
- ☐ You've got a running list of 10+ accounts worth regularly engaging with
- ☐ You're spending 15-20 minutes a day here, treat it like part of the job, not an afterthought

MY 10 ACCOUNTS WORTH ENGAGING WITH

01

02

03

04

05

06

07

08

09

10

06 Experience

How to turn duties into proof, with a bullet formula that works.

Nobody hires you, refers you, or partners with you because you "managed a team." They're deciding based on what happened because you were there. Most Experience sections read like a job description because that's the easiest thing to write: list the duties, move on. The fix is simple to say and takes real effort to do: every bullet needs a number or a result attached to it.

TELLS YOU NOTHING

"Managed key accounts for a SaaS company"

TELLS YOU EVERYTHING

"Grew ARR 3x in under 2 years"

Same job, same person, completely different profile.

How many bullets, and how to pick them

Three to five bullets per role is the sweet spot. Fewer than that and it looks thin, even if the role mattered. More than that and your best bullet gets buried under ones that didn't need to make the list. Lead with your strongest result, not your longest sentence.

If you genuinely can't think of a number for a bullet, that's worth sitting with. It usually means the bullet needs to change, not that the result doesn't exist. Almost everything moves a number: a process, a launch, a client relationship, a team. Find it.

How this section changes by persona

○ JOB SEARCH

Every bullet: what you did + how + the measurable result. Recruiters and hiring managers are scanning fast. Put the number where they can't miss it. Lead each role with your single best result, not your job title's default responsibility.

▲ PERSONAL BRAND

Same instinct, slightly different angle: your bullets aren't just proving you did the job, they're proving you're worth listening to. A result that demonstrates expertise ("Built the onboarding process now used by 40+ reps") does double duty, it's a career fact and a credibility marker for your content.

◆ REVENUE

If you're a founder or CEO, don't write your own company like a job description. Write it like a track record. Company name, a one-line description of what it does or who it's for, then bullets of real traction: revenue, funding raised, users, team grown, retention, notable partnerships. This section should read like momentum, not a role you were hired into. If you have past roles before founding, treat those the same way as the Job Search formula, the result is still the result.

SECTION 06 · WORK IT

Quick checklist

-
- ☐ Every bullet has a number or a specific result attached, not just a duty
 - ☐ 3-5 bullets per role, strongest one first
 - ☐ Nothing reads like a copy-pasted job description
 - ☐ If you're a founder, your current role reads like traction, not a title
 - ☐ You could defend every number in an interview or a conversation, on the spot
-

REWRITE YOUR CURRENT ROLE, ONE NUMBER PER BULLET

What you did + how + the measurable result.

1 _____

2 _____

3 _____

4 _____

07 Education

How much space it should, and shouldn't, take up.

Education is the section almost everyone fills out and almost nobody thinks about. Here's the one rule that matters: the further out you get from it, the less real estate it deserves.

If you graduated in the last few years, or you're making a career change into a field your degree actually supports, it can carry more weight: relevant coursework, honors, a leadership role in a club or organization. If it's been a decade or more and your career has spoken for itself since, keep it short. Degree, school, done. Nobody's deciding whether to work with a 15-year sales veteran based on their college minor.

How this section changes by persona

○ JOB SEARCH

Recent grad or career changer: expand it a little: relevant coursework, GPA if it's strong, honors, a leadership role. It's doing real work for you right now. Experienced professional: keep it to degree, school, graduation year (or leave the year off if you'd rather not date yourself), nothing more.

▲ PERSONAL BRAND

Keep it brief, but don't be afraid to let it support your story if it's part of how you got here. If your content leans on a credential or a field of study, a short mention here reinforces it. If it doesn't connect to your niche at all, a plain one-liner is enough.

◆ REVENUE

Founders and CEOs get more leeway here than anyone. A relevant degree can add credibility, but plenty of respected founders list a degree that has nothing to do with what they built, or skip a degree entirely and let the traction in their Experience section do the talking. Don't overthink this one: list what's true, keep it short, and let your results carry the weight.

Quick checklist

- ☐ Listed, even if brief, an empty Education section looks unfinished
 - ☐ Length matches how recent and how relevant it is to what you do now
 - ☐ No outdated details doing more work than they should (a GPA from 12 years ago doesn't need to be there)
 - ☐ If it supports your story or niche, it says so
-

08 Connected Apps & Skills

LinkedIn's newest feature, and why almost nobody has it filled out yet.

Connected Apps

This is the newest section on LinkedIn, and almost nobody has it filled out yet, which is exactly why it's worth doing now.

Here's what it is: you link tools you actually use, and LinkedIn writes a short, auto-generated description of how you actually use them, based on your real account activity, not something you typed in and hoped someone believed. If you're a genuine power user of a tool, you can also earn a "Top User" badge that shows up right alongside it. It's the difference between claiming a skill and having the platform verify it.

As of mid-2026, roughly 30 tools are supported, including HubSpot, Descript, Duolingo, Buffer, Replit, JetBrains, Webflow, Gamma, HeyGen, and Airtable, with more being added every few months (GitHub, Zapier, Adobe Express, and Gong were all listed as "coming soon" as of this writing). Check LinkedIn's current list before deciding what to connect, since it's expanding fast.

It only takes a couple minutes: go to the Connected Apps section on your profile, connect the tools you already use daily, and opt in to displaying the capabilities that actually make you look good. Nothing shows up automatically. You choose what's visible.

Which apps to connect, by persona

○ JOB SEARCH

Connect the tools that match the role you're going after: HubSpot or a CRM if you're in sales or marketing, JetBrains or GitHub if you're technical, Descript or design tools if you're in content or creative. This is verified proof you already use the exact tools listed in the job description.

▲ PERSONAL BRAND

Connect your content and creator tools: Buffer, Descript, Gamma, HeyGen, whatever's actually part of how you create. It reinforces your niche with real, verified activity instead of just claiming you "know content."

◆ REVENUE

Connect your business operations tools: HubSpot, Webflow, Zapier, whatever runs your company. It's quiet, credible proof that this is an active, real business, not just a LinkedIn page.

Because it's new, the people who set this up now stand out just for having it. That won't be true in six months, once everyone's caught up.

Skills

Skills is one of the most functional, least glamorous sections on your whole profile, and one of the most searchable. Recruiters and hiring managers filter and search by exact skill keywords before they ever read your About section. If a skill isn't listed, you don't show up in that search, even if you genuinely have it.

Add every real skill relevant to what you want to be found for, not just what you've always listed out of habit. Pin your top three so they're the first thing anyone sees. This takes five minutes and directly affects whether you show up in a search at all.

SECTION 08 · WORK IT

Quick checklist

-
- ☐ Connected Apps section isn't empty, at least one real tool you actually use is linked
 - ☐ The apps you connected match what you want to be known for (your persona above)
 - ☐ Every real, relevant skill is listed, not just the ones you thought of first
-

☐ Top 3 skills are pinned to the top

☐ You've searched your own target keyword to see if you show up

APPS TO CONNECT

☐☐☐☐

MY TOP 3 PINNED SKILLS

01

02

03

Search your own keyword. Did you show up?

09 Licenses, Certifications & Volunteering

What actually counts, even if you think you have nothing to add.

Licenses & Certifications

You don't need a formal license for this section to matter. A free certificate from a weekend course counts. LinkedIn Learning, HubSpot Academy, Google's free certifications, an industry association course. If you actually did it, add it, with the issuing organization and the date. It shows initiative, and it's more searchable proof of the skills you already listed.

○ JOB SEARCH

Add anything relevant to the role you're targeting, even something small and free. It signals you're actively investing in the skill, not just claiming it.

▲ PERSONAL BRAND

Add certifications that reinforce your niche's credibility. If you talk about a topic constantly, a certification in it quietly backs up that you're not just opinionated, you're qualified.

◆ REVENUE

Less critical here, but not irrelevant. A credential that builds trust with the people you're trying to close (investors, clients, partners) is worth the two minutes it takes to add.

Volunteering

This is one of the most skipped sections on LinkedIn, usually because people assume they don't have anything to put there. You probably do. Volunteering isn't only formal nonprofit board work. It's coaching a kids'

sports team, mentoring someone earlier in their career, organizing a community event, serving on a PTA or HOA, doing pro bono work in your field, being active in your church or community group.

It shows what you care about outside of a paycheck, and it comes up more than you'd think: in interviews, in sales conversations, in the moments where someone's deciding not just if you're qualified, but if they want to work with you.

JOB SEARCH

It rounds you out beyond your resume and often signals leadership or initiative that doesn't show up anywhere else on your profile.

PERSONAL BRAND

It humanizes you, and it's often genuinely good content, a real, values-driven story is more compelling than another industry tip.

REVENUE

It builds trust. People buy from and invest in founders they'd want to grab coffee with, not just ones with the best numbers. This is a low-effort way to show you're a real person with real values.

SECTION 09 · WORK IT

Quick checklist

-
- ☐ At least one certification listed, even a free one, with issuing org and date
 - ☐ Certifications relevant to what you want to be found for
 - ☐ Volunteering section isn't empty, if you've done something, it's here
 - ☐ What's listed actually reflects something true about you, not padding for padding's sake
-

10 Recommendations

The exact message to send to get them, and why writing them matters just as much.

If you have zero recommendations on your profile, it's not because nobody would write one for you. It's probably because you haven't asked.

Recommendations are the best social proof you have on LinkedIn, and they carry a ton of weight precisely because you can't write them yourself. Anyone can claim they're great to work with. It means something different when somebody else says it for you.

Two ways to get them

Ask while you're still working with someone. Once you've been on a project together for a while and you're comfortable in the relationship, send something like this:

COPY THIS MESSAGE

"Hey [Name], I've really enjoyed working on [Project] with you. I hope I was able to add a lot of value, and I'm really proud of [specific result] that we achieved together. In an effort to grow my professional network on LinkedIn and my credibility in our industry, I was curious if you'd be willing to write me a quick recommendation on my profile, outlining what it was like to work with me and the results we achieved. No pressure either way, it was great partnering with you. In return, I'd be happy to write one for you as well. I really admired [specific thing they did on the project] and how you taught me [specific thing they helped you with]. Let me know if you have any questions, or if I can send over the request link. Thanks!"

Message this to people from your recent work, as well as past coworkers, mentors, teachers, and anyone you did nonprofit or volunteer work with too. If they say yes, don't just blind-send the LinkedIn invite. Go to your profile,

scroll to Recommendations, click the plus sign, and send the request, but remind them why you're asking and how you helped them first. Don't assume they'll say yes just because you clicked a button.

Give them out first. Find 5 people you genuinely liked working with, or who added real value to your career, and write each of them a thoughtful recommendation, no strings attached. They might turn around and do the same for you.

Either way, writing recommendations for other people is worth doing on its own. The recommendations you write are public on your profile too. When I was a hiring manager, or considering working with someone, how they gave feedback and complimented other people told me a lot about them. So this builds your own credibility even if you never get a single one back.

What to ask for, by persona

○ JOB SEARCH

Ask former managers, colleagues, or clients to speak to your results and how you work. A recommendation that echoes the proof points already in your Experience section (the same numbers, told by someone else) is the strongest kind, it's independent confirmation of what you're claiming.

▲ PERSONAL BRAND

Ask clients, collaborators, or even engaged followers who've worked with you directly. A recommendation that speaks to your expertise or the transformation you helped create reinforces exactly what your content is already telling people.

◆ REVENUE

Ask clients, customers, or investors. This is the closest thing your profile has to a testimonial page. Treat it that way. A specific result ("worked with [Name] and grew X by Y%") does more for a buyer's confidence than almost anything else on your profile.

Quick checklist

- ☐ At least 2-3 recommendations on your profile
 - ☐ They're from people who can speak to your actual work, not just character references
 - ☐ At least one echoes a specific result, not just "great to work with"
 - ☐ You've written one for someone else recently
 - ☐ You've sent the ask to people from your work (paid or volunteer) this week, not "someday"
-

WHO I'M ASKING

☐☐☐☐☐

WHO I'M WRITING ONE FOR

☐☐☐☐☐

NOTES

Post ideas, people to message, next steps

THE END OF THE GUIDE

Now what?

You just got the complete rundown: every section of your profile, section by section, with the exact formula for your specific goal. If you work through this guide top to bottom, your profile will be in better shape than 90% of the people you're competing with for that job, that audience, or that client.

Here's the honest truth, though: knowing what to fix and actually sitting down to rewrite ten sections of your profile (while still doing your actual job) are two very different things. If you'd rather have someone just do it with you, that's exactly what I do.

A LITTLE PROOF FIRST

I've posted on LinkedIn for 8 years, on and off, like most people, just work announcements and company updates. On January 1, 2026, I locked in and decided to actually build a personal brand. Since then:

1.2M+

IMPRESSIONS

500K+

MEMBERS REACHED

8K+

PROFILE VIEWS

80%+

OUT-OF-NETWORK
REACH

That's new reach, not the same people seeing me over and over. Look at your newsletter or your current marketing efforts. Are they reaching this many people? And at what cost?

MY OFFERS

Or have someone just do it with you.

Profile Overhaul

\$249

I do everything in this guide for you, section by section, and make sure your profile is fully optimized.

Founding Member Special

\$995

NO COMMITMENT

One 30-minute interview gets you 20 written posts, 5 video scripts, and 5 LinkedIn carousels, built around everything in this guide. No commitment after. It's a chance for you to see if it actually works, and for both of us to see if we're a fit to keep going. If it's a fit, ongoing support runs \$695/month: 12 text posts, 4 carousels, and 4 video scripts a month (roughly 3 text posts + 1 video + 1 carousel a week), a 30-minute investment from you, monthly. A \$149/month add-on is available if you want your recorded videos fully edited for you too.

1:1 Consulting

\$79 / \$95

\$79 for 30 minutes, \$95 for 60 minutes.

Full details at ashleemakescontent.com, or email me directly at ashlee@ashleemakescontent.com.

Go fix your profile.

Then come tell me it worked.

ashleemakescontent.com

ashlee@ashleemakescontent.com