

The LinkedIn Profile Fix Checklist

Four fixes, in priority order, that change who finds you — plus a headline you can fill in right now. You don't need to post every day. You need a profile that does the work while you sleep.

1. Headline — your first impression

“Open to work” alone wastes your most-searched line. Say what you do and what you want.

- ☐ Lead with the **role you do (or want)**, not just your current title.
- ☐ Add 2–3 real skills or a value phrase. Keywords here help you get found.

Fill in: [Role you want] · [2–3 skills] · helping [who] do [what]

2. About — your 3-line pitch

- ☐ Line 1: who you are and what you do. Line 2: proof (a result or focus). Line 3: what you're looking for.
- ☐ Written like a person talking, not a press release.

3. Featured — show, don't tell

- ☐ Pin 1–3 things: a project, a portfolio piece, a post, a doc. Proof beats adjectives.

4. Experience bullets — impact, not duties

- ☐ Same rule as your resume: action + task + result + context, with a number where you can.
- ☐ A short, specific outreach note (“I saw X — quick question about Y”) beats a copy-paste pitch every time.