



EDGE

CAREER SOLUTIONS

A LINKEDIN PROFILE THAT ATTRACTS RECRUITERS

- ➔ Is 100% complete and search-optimized with the proper keywords
- ➔ Includes a professional looking headshot (no selfies or edited group shots)
- ➔ Begins with a compelling headline that differentiates you from your peers
- ➔ Tells your "going forward" career story in a conversational tone
- ➔ Extends the personal brand established by your resume
- ➔ Introduces you as a person, your career drivers and business philosophy
- ➔ Is aspirational in nature to position you strategically for your next role
- ➔ Clearly and concisely conveys your unique value (consider this is a writing sample)
- ➔ Highlights your professional achievements with metrics and specific examples
- ➔ Is age-neutral and shows that you are tech savvy (vanity URL)
- ➔ Contains your current contact information and a Call to Action

Gain the competitive EDGE you need to succeed[®]



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