

LinkedIn Profile Optimization — Workbook

This workbook guides you through the hands-on application of every framework covered in the course. Complete each section in order, as each exercise builds on the previous one. By the end, you will have a fully optimized LinkedIn profile, a 90-day content and engagement plan, and reusable templates for ongoing profile management.

Profile Foundations and Search Visibility

Audit your current profile, conduct keyword research, and build the visual and headline foundation for maximum search visibility.

Exercise: LinkedIn Keyword Research Sprint

Search LinkedIn for 5 job titles or roles you want to attract. Open the top 10 profiles for each title and copy their headlines and first 200 words of their About sections into a document. Count keyword frequency across all profiles to identify your top 15 target keywords.

- List the 5 target job titles or personas you searched for:

- What are the 10 keywords that appeared most frequently across the profiles you reviewed?

- Which of these keywords are currently absent from your headline and top 3 skills? List them.

- Cross-reference with 3 job postings: which keywords appear in the Required Skills section that you haven't included yet?

Worksheet: Profile Completeness Audit

Check off each element below and note what is missing or outdated. Incomplete items become your immediate action list.

Profile photo (yes/no — resolution, framing notes):

Banner image (yes/no — current content or planned content):

Headline (current text — note if it includes primary keyword):

About section (yes/no — character count, last updated):

Current position with description (yes/no):

Number of past positions listed:

Education section complete (yes/no):

Skills count (current number out of 50 maximum):

Featured section items (list current items or "empty"):

Recommendations received (number):

Connection count:

All-Star status reached (yes/no):

Checklist: Headline Optimization Checklist

- Draft 3 headline versions using the Value Proposition Formula: [Primary keyword] | [Specific outcome] | [Credibility signal]
- Confirm your primary keyword appears within the first 60 characters of the headline
- Read each headline aloud — remove any version that sounds robotic or confusing
- Search your primary keyword on LinkedIn and review the headlines of the top 10 results to benchmark your version
- Update your headline and record your profile view count for the baseline
- Schedule a 14-day check-in to measure the impact of the new headline on search appearances

Crafting a Compelling About Section and Experience

Write your About section using the PAS framework and rewrite your top 3 Experience entries with quantified achievement bullets.

Exercise: PAS About Section Draft

Use the Problem-Agitate-Solution framework to draft your About section. Write each of the five components separately before combining them into your final draft. Aim for 1,800–2,200 characters total.

- Hook (1–2 lines): write a bold statement, a specific result, or a question your ideal reader would ask. Remember — LinkedIn truncates after ~220 characters. Does your hook earn the click?
- Problem (2–3 lines): what specific challenge does your ideal reader (recruiter, client, or collaborator) face? Be specific enough that they recognize themselves.
- Agitate + Solution (3–5 lines): why does the problem persist, and how do you solve it? Include 2–3 concrete results with numbers.
- CTA (1–2 lines): what is the exact next action you want a visitor to take? Write the specific call-to-action text you will use.

Worksheet: Experience Entry Rewrite — XYZ Format

For each of your top 3 roles, list your duties as-is, then rewrite each as an achievement using the XYZ formula: Accomplished X, as measured by Y, by doing Z. If you cannot quantify, use a concrete relative measure (e.g., "from 5 days to same-day").

Role 1 — Job Title and Company:

Role 1 — Duty 1 (as currently written):

Role 1 — Duty 1 rewritten as XYZ achievement:

Role 1 — Duty 2 (as currently written):

Role 1 — Duty 2 rewritten as XYZ achievement:

Role 1 — Duty 3 (as currently written):

Role 1 — Duty 3 rewritten as XYZ achievement:

Role 1 — Tools/technologies to add as keywords:

Role 2 — Job Title and Company:

Role 2 — Top 2 XYZ achievement bullets:

Role 3 — Job Title and Company:

Role 3 — Top 2 XYZ achievement bullets:

Media to attach to any role (portfolio link, PDF, case study URL):

Checklist: Featured Section Setup Checklist

- Identify your single most impressive result or case study to pin first in Featured
- Locate or create a PDF version of your best portfolio piece, case study, or framework
- Identify a LinkedIn post with strong engagement to feature (or draft one to publish first)
- Add a link to your booking page, portfolio site, or lead magnet if applicable
- Review the Featured section on mobile to confirm images display correctly and text is readable
- Order Featured items so the strongest social proof or portfolio item appears first

Exercise: Certification Gap Analysis

Search 10 job postings for your target role and extract every certification mentioned. Compare against certifications you currently hold.

- List the top 5 certifications mentioned most frequently across the 10 job postings you reviewed:

- Which of these certifications do you currently hold? List them and confirm they are in your LinkedIn Licenses and Certifications section.

- Which 1–2 high-frequency certifications are you missing? Are any free or low-cost (Google, HubSpot, LinkedIn Learning)? Note your plan to pursue them.

Skills, Endorsements, and Social Proof

Build a structured 50-skill list, execute an endorsement campaign, and collect 3 high-quality recommendations using the Guided Request method.

Worksheet: 50-Skill Strategy Planner

Using the three-tier skills framework from the course, plan your full 50-skill list before editing your profile. Record your planned skills across the three tiers.

Tier 1 — Top 3 pinned skills (highest search volume, must match recruiter filter terms):

Tier 2 — Core 15 skills (positions 4–18, each appearing in 3+ target job postings):

Tier 3 — Supplementary 32 skills (adjacent skills, tools, methodologies, soft skills):

Skills currently on your profile that do NOT appear in any target job posting (candidates for removal):

LinkedIn Skill Assessments completed or planned (list skill names):

Current endorsement counts for your top 5 skills (record baseline):

Exercise: Endorsement Campaign Execution

Identify 15 genuine professional contacts and execute the reciprocity-first endorsement strategy from the course. Track outreach and results.

- List 15 former colleagues, clients, classmates, or collaborators you genuinely worked with (name and relationship):

- For each contact, identify 3–5 skills you actually observed them using — only endorse skills you can honestly confirm.

- Draft the personalized message you will send after endorsing each contact (reference the SERVE framework — be specific, not generic):

- After two weeks, record how many endorsements were returned and which skills received the most new endorsements.

Checklist: Recommendations Collection Checklist

Identify 5–7 people who can speak to your highest-impact work (prioritize managers and clients over peers)

For each person, identify the specific project, result, or skill you want them to reference in the recommendation

Send a personal message to each contact with the specific brief before sending the LinkedIn recommendation request

Offer to draft a first-version recommendation they can edit — this reduces their effort and improves quality

Send the LinkedIn recommendation request as a follow-up after the personal message

Write an unsolicited recommendation for at least 2 colleagues using the XYZ format

Review all received recommendations and confirm they reference specific results, not just character traits

Content Strategy, Engagement, and Profile Analytics

Build a 90-day content and engagement plan, establish your analytics baseline, and set measurable profile growth targets.

Exercise: 90-Day Content Plan Builder

Design a sustainable 90-day content and engagement schedule using the 4-1-1 rule and the five post formats from the course.

- What is your primary content niche — the specific intersection of your expertise and your target audience's interests? Write one sentence.

- Using the 4-1-1 rule, plan your first 6 posts: identify 4 pieces of external content you can share with commentary, 1 original insight post topic, and 1 promotional/CTA post. List them.

- Which 2 post formats will you lead with in the first 30 days (text-only, carousel, native video, document, poll)? Why those two?

- Name 10 LinkedIn accounts (people or companies) in your niche whose posts you will comment on consistently as part of your engagement routine.

Worksheet: LinkedIn Analytics Baseline

Record your baseline metrics today (before implementing course changes) and your 90-day targets. Revisit this worksheet monthly.

Date of baseline measurement:

Profile views (trailing 90 days):

Search appearances (trailing 90 days):

Top 3 job titles of people who found you via search:

Top 3 companies of people who found you via search:

Current connection count:

Social Selling Index (SSI) score (check at [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)):

Number of active recommendations on profile:

90-day target — profile views:

90-day target — search appearances:

90-day target — connection count:

90-day target — SSI score:

Month 1 check-in date:

Month 2 check-in date:

Month 3 check-in date:

Checklist: Monthly Profile Maintenance Checklist

- Check Search Appearances: do the job titles and companies match your target audience? If not, update headline keywords.
- Review profile views trend: is it flat, up, or down? Diagnose the cause if declining.
- Update any outdated information: new projects, certifications earned, promotions received.
- Swap in stronger content to the Featured section if you have produced better portfolio pieces.
- Request one new recommendation from someone you worked with in the past 3 months.
- Run the keyword audit: search 5 target job postings and confirm your top 5 skills still match current recruiter vocabulary.
- Check your SSI score and identify which of the four components dropped — focus your next month's activity there.
- Review connection request acceptance rate: if below 40%, revise your personalization message template.

Your Action Plan

1. Complete the Profile Completeness Audit worksheet today and identify the 3 most urgent gaps to close in the next 48 hours.
2. Run the Keyword Research Sprint — spend 30 minutes searching 5 target job titles, then extract your top 15 target keywords.
3. Rewrite your headline using the Value Proposition Formula. Publish the new headline and record your current profile views as a baseline.
4. Draft your About section using the PAS framework. Aim for 1,800–2,200 characters. Have a trusted colleague read it and confirm the hook earns a click.
5. Rewrite your top 3 Experience role descriptions using the XYZ achievement format. Attach at least one media item to your current role.
6. Complete the 50-Skill Strategy Planner, update your LinkedIn Skills section, and take LinkedIn Skill Assessments for your top 3 skills.
7. Execute the Endorsement Campaign: endorse 15 contacts this week and send the personalized follow-up message to each.
8. Send Guided Recommendation requests to your top 5 contacts using the specific brief method.
9. Record your Analytics Baseline (SSI score, profile views, search appearances, connection count) before you begin posting.
10. Publish your first 2 posts in Week 1 using formats from the course. Begin your daily commenting routine on 3–5 posts from target-niche accounts.

