



LinkedIn Audit With AI Prompts



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Introduction

Optimizing your LinkedIn profile means improving and tailoring each part of your profile so you can stand out to recruiters, hiring managers, potential clients, or collaborators. The goal is to make your profile more visible, attractive, and engaging for job opportunities or to be seen as an industry thought leader.

Why Optimize?

- Show up in more recruiter searches (using relevant keywords).
- Get more profile views and connection requests.
- Make a stronger first impression.
- Increase chances of being contacted for jobs, partnerships, or freelance work.

In essence, it's about presenting your best professional self online, using LinkedIn's features and innovative keyword strategies to maximize your reach and opportunities. Your goal is to complete every section.

There are two parts to this resource guide:

- 1.LI Assessment: 12 Quick Wins
- 2.LI Assessment Using AI Prompts: 5 Big Impacts (Instructions to assess Skills List, Headline, Experience, About Me, and how to use AI prompts to improve each section.)

Here is a helpful table to summarize your profile based on a green, yellow, and red rating system:

Rating	Meaning	Sections
Green	Complete/Strong	
Yellow	Need Improvement	
Red	Missing/Not Yet Included	
Unrated	Unable to Rate/Not Applicable	

The LinkedIn Audit

Our new LinkedIn Audit With AI Prompts Resource Guide and a LinkedIn Audit YouTube video demonstration provide step-by-step instructions on how to assess your profile. By tackling these 17 opportunities — many of them quick wins as summarized below — you’ll efficiently build a fully optimized profile.

LinkedIn Audit Item	Tip	LinkedIn Audit Item	Tip
Photo	If you don’t have a recent, professional headshot, consider an AI enhancement tool like dreamwave.ai.	Recommendations section	Aim for at least 2–3 new professional recommendations per year to build credibility.
Background Banner	Use Canva (free) to brand and customize your banner for your industry or occupation.	Network Size	Do you have 500+ connections? Larger networks expand reach, but focus on quality over quantity.
Contact Information	Make sure your email and web links are current. Avoid outdated emails (Hotmail, AOL), which may cause age bias. Be sure to include your cell phone number.	Engaging in Communities	Best practice is to dedicate at least 10 minutes daily to commenting on posts from your network.
Public Profile URL	Customize your URL link instead of using the one LinkedIn assigns. Try firstname-last name or add a middle initial or job title if your name is taken.	Prioritized Skills section	The top 2 skills on your list drive SEO searches and can be viewed on a cell phone. Many recruiters use the mobile LinkedIn App to find talent.
Location	Make sure your location aligns with your target job market; Recruiters search by zip code. If relocating, show where you plan to land.	Aligned Skills	Profiles with more than 5 skills aligned to your targeted role are 31× more likely to be contacted by recruiters [1]
Job Preferences (“Open to Work” Visibility)	Set the visibility to “Recruiters Only” for discretion or “All LinkedIn Members” for maximum visibility, especially when used with the green Open to Work banner.	Keyword-Rich Headline	Compelling headlines with strong keywords drive visibility in search results. You have 220 characters to make an impact.
Education section	Make sure your academic history is complete. Remove graduation dates older than 10 years to reduce age bias.	About Me section	Differentiate yourself by using the 2,600-character limit to share measurable results and memorable stories that showcase your value and critical success factors.
Licenses & Certifications	Include badges or verification links to professional credentials when possible.	Licenses & Certifications	Include badges or verification links to professional credentials when possible.
Accomplishments section	Feature career highlights that illustrate your expertise, including projects, awards, and publications.	Experience section that leverages keywords	Highlight industry-specific keywords, the complexity of your role, and measurable achievements to describe your impact. Take advantage of the 2,000 characters for each position.

[1] Kinsta.com, "Mind-Blowing LinkedIn Statistics and Facts"

LinkedIn Assessment: 12 Quick Wins

1. Photo Rating: Red, Yellow, or Green?

◆ *Does your photo pass this checklist for a Perfect LinkedIn headshot?*

- A recent, authentic headshot, clearly showing your face, well-lit, and high resolution.
- Face centered, eyes visible, warm and confident smile.
- Neutral, distraction-free background.
- Professional attire relevant to your industry – dressed “like your tribe.”
- No other people, pets, or objects.
- Updated annually or when your look changes.

◆ If you need a new photo, consider the AI tool (Dreamwave.ai). Send in eight pictures of yourself, and you receive back 120 professional headshots. Cost is \$35 for 120 headshots (As of Q3, 2025).

2. Background Banner Rating: Red, Yellow, or Green?

◆ *Do you have a colorful LinkedIn banner that showcases your brand?*

Create a banner with a representation of your professional brand, such as your company logo, a tagline, or a visual that highlights your field. Consider using CANVA to create a LinkedIn Banner.

Go to Canva and log in.

- Search for “LinkedIn banner” or use custom dimensions: 1584x396px.
- Pick a template or start with a blank design.
- Add photos, logos, colors, and text as you like.
- Make sure your LinkedIn profile photo doesn't cover important info. (place words on the right).
- Download your finished banner as PNG or JPG.
- Upload it to your LinkedIn profile background.

Note: You can use Canva to create a LinkedIn banner for free using the Canva Free plan, which gives you access to basic templates, graphics, and images, as well as the ability to download your finished design without any cost. If you want to use premium templates, stock photos, advanced tools, or AI features, you'll need Canva Pro, which costs \$12.99 to \$15 per month for individuals (with discounts for annual billing).

3. Contact Information Rating: Red, Yellow, or Green?

◆ *Do you have your current email listed? If you have a personal website or a creative portfolio, are the links included?*

Note: Make sure your email is not old (like a hotmail). “Old” emails may cause age bias.

LinkedIn Assessment: 12 Quick Wins

4. Public Profile URL Rating: Red, Yellow, or Green?

◆ Do you have a customized LinkedIn Public Profile URL?

Personalize your LinkedIn URL (e.g., linkedin.com/in/yourname) to look professional and help search engines index your profile.

- Log in to your account, go to your profile
- Go to contacts
- Click on Your url.
- Go to the top right and look for "Edit your LinkedIn Profile"
- Edit the URL by selecting the pencil icon, choosing a version of your name or a variation without spaces or special characters, then saving your changes.
- Your updated profile link will be in the format 'www.linkedin.com/in/yourname'. If taken, add a middle initial or professional credentials.



5. Location: Rating: Red, Yellow, or Green?

◆ Does your location match your target job market or your current location?

Recruiters often filter by location, even for remote positions. For example, if you are in Seattle, Washington, but want to work in Silicon Valley in a hybrid role, enter San Francisco as your location.



6. Open to Work Rating: Red, Yellow, or Green?

◆ Is Open to Work turned on?

If you're job hunting, activate "Open to Work" to signal recruiters you're available. Even if you're casually exploring roles or seeking gig work, this feature can boost your visibility.

- Configure Open to Work settings
- Include five relevant job titles using dropdown menus that align with your career goals.
- Complete this section by following the prompts.

When deciding whether to display your LinkedIn 'Open to Work' status to Recruiters Only or All Members, weigh your privacy needs, networking goals, and employment situation. Choosing 'Recruiters Only' is best for discretion if you are currently employed and want a confidential job search. This option targets professional recruiters, increases outreach by 40%, and reduces the risk of being discovered by your employer, though some exposure is still possible due to limitations in LinkedIn's system.

Selecting 'All Members' maximizes visibility, making your status public with a green Open to Work banner. This approach is ideal if you're unemployed or unconcerned about privacy, as it doubles your chances of recruiter outreach and increases the likelihood of receiving job leads from your network by 20%. However, it eliminates privacy, meaning current colleagues and managers will know you're searching. Also, if you use "All Members" for too long, some recruiters or decision-makers may be affected and hold a bias against long-term unemployment.

Many professional coaches recommend turning this feature on for only 2 to 3 weeks.

LinkedIn Assessment: 12 Quick Wins

7. Education Rating: Red, Yellow, or Green?

◆ Is your education section up to date, including years removed for degrees older than 10 years?

A complete and well-structured Education section on LinkedIn should list all academic achievements, enriched with relevant details, formatted consistently, and tailored to your career stage. Include keywords, notable accomplishments, and supplementary elements to enhance recruiter visibility.

- List full school names, degrees, field of study, dates, and GPA (if strong).
- Add activities, honors, relevant courses, projects, and descriptions of skills gained (Younger graduates). For more experienced candidates, highlight any memorable achievements or leadership stories with keywords
- Use reverse chronological order and create separate entries for each credential.
- Keep formatting consistent and attach relevant media (thesis, project links) (Younger graduates)
- Update regularly, tailor details to career stage, and optimize with industry keywords



8. Licenses and Certifications Rating: Red, Yellow, or Green?

◆ Are your certifications and licenses up to date?

Adding licenses and certifications to your LinkedIn profile can significantly enhance credibility, highlight your expertise, and improve recruiter visibility. To maximize impact, use LinkedIn's dedicated Licenses & Certifications section, ensuring all details are accurate, complete, and relevant to your career goals. Prioritize recognized, high-value credentials. Include verification links or badge images when possible and share new achievements with your network for greater engagement.

- Use the correct section: Add official credentials under Licenses & Certifications, not Courses.
- Be precise: Use full certification names, correct issuing organizations, and complete all available fields.
- Focus on relevance: Showcase only the most impactful and career-aligned certifications.
- Increase discoverability: Mention certifications in your headline, summary, and job descriptions.
- Maintain trust: Add verification links, badges, or certificate images to validate credentials.

LinkedIn Assessment: 12 Quick Wins

9. Accomplishments Rating? Red, Yellow, or Green?

◆ Are you showcasing your unique accomplishments?

To maximize visibility and impact, place each of these credentials in its dedicated LinkedIn section (so LinkedIn's algorithm indexes them) but also reference the most important ones in multiple profile areas—your headline, about section, and experience descriptions—where they support your professional story. Use quantifiable results, recognizable organizations, and keywords to align these achievements with your target roles.

- Organizations – Include leadership roles, achievements, and the organization's mission if relevant to your career.
- Test Scores – Add only if impressive, recent, and relevant to your industry (e.g., certifications, language proficiency, technical assessments).
- Volunteer Experience – Highlight leadership, project management, or skills transferable to your professional work.
- Publications – Link directly to articles, reports, or books; include context on your role and the audience reached.
- Patents – Include patent number, summary, and how it demonstrates innovation in your field.
- Projects – Describe scope, results, and collaboration—tag team members if appropriate.
- Honors/Awards – Use recognizable, competitive, or industry-specific awards that signal excellence.
- Languages – List proficiency levels (e.g., professional working proficiency, native) to help recruiters filter for global roles.



10. Recommendations Rating: Red, Yellow, or Green?

◆ Do you have 3 to 5 fresh recommendations in the last 18 months?

If you are in a job search, aim for 3 to 5 recommendations in the last 24 months and at least 2 in the previous year. Experts state that up to 7 to 10 will strengthen your profile.

Request recommendations from past managers, colleagues, or clients to add trust and social proof to your profile. To get and give impactful LinkedIn recommendations, focus on quality, timing, and personalization. Choose people who know your work well, ask soon after a notable achievement, and tailor your request. Always express gratitude, offer to reciprocate, and provide helpful context without scripting the recommendation for them.

- Select credible recommenders who know your work and skills well.
- Ask shortly after a significant win or successful collaboration.
- Personalize your request with reminders of shared work and desired highlights.
- Show appreciation and offer to return the favor.
- Offer context or prompts, but do not compose the content on their behalf.

To request a LI Recommendation: Go to Search > Find person > Open their profile > More > Request recommendation > Follow prompts.

Beyond receiving, giving recommendations is a powerful networking and branding strategy. Proactively offering well-crafted recommendations to colleagues, past managers, or clients not only strengthens your professional relationships but also subtly showcases your own leadership, generosity, and keen eye for talent. It often encourages reciprocity, builds goodwill, and positions you as a supportive, connected professional within your industry.

LinkedIn Assessment: 12 Quick Wins

11. Network Size Rating: Red, Yellow, or Green?

◆ Is your network a best practice – 500+?

Building a strong LinkedIn network means balancing quantity with quality. While hitting 500 connections boosts credibility and 1,000 or more expands your reach, the maximum limit is 30,000. Focus on relevant, valuable contacts like peers, recruiters, and leads, and regularly review your network to ensure mutual benefit. Grow intentionally within the weekly 100–200 connection request limit, setting achievable goals. Larger networks increase influence, visibility, and search appearances, with sales professionals often exceeding quotas once they surpass 5,000 connections.

- 500 connections boost credibility; 1,000+ expands reach; max is 30,000.
- Focus on relevant, valuable contacts and review regularly.
- Weekly request limit is ~100–200; grow intentionally.
- Larger networks increase influence, visibility, and search appearances.
- 5,000+ connections help sales pros exceed quotas.

Remember: Quality over quantity.



12. Engagement Rating: Red, Yellow, or Green?

◆ Do you engage daily on LinkedIn?

Building a strong presence on LinkedIn means being visible, available, and valuable to your network. According to personal branding expert William Arruda, the Father of Personal Branding:

"One of the most essential elements of successful personal branding is staying visible, available, and valuable to your community. Strong brands don't go into hiding. They regularly deliver value to their stakeholders. Constancy, the act of being steadfast and reliable, is one of the three essential Cs of branding (along with clarity and consistency)."

Show gratitude through:

- Genuine compliments
- Thoughtful insights
- Engaging questions or relevant tagging

Engagement audit:

- Green – Active, consistent, authentic engagement; regularly adding value to your network.
- Yellow – Sporadic or moderate participation; lacks steady presence or depth.
- Red – Little or no interaction; invisible to your network.

Best practices:

- Engage for 10 minutes daily and show gratitude.
- Engage and Share Content: Actively post or share relevant articles, comment thoughtfully, and follow industry leaders to grow visibility and establish thought leadership.

LinkedIn Assessment Using AI Prompts: 5 Big Impacts

After you assess and rate your skills, headline, experience, and About Me, use the AI prompts to help you improve the writing for each section

13. Skills Rating: Red, Yellow, or Green?

◆ Do your skills match desired roles and have colleagues endorsed them?

The right skills and keywords boost your chances of appearing in recruiter searches. If you need to refresh your skills, try these AI prompts:

Prompt 1: What are the top 20 skills required for the X position, and rank them in order of importance. Or Prompt: Review these job descriptions and list the hard and soft skills needed for the role [insert 2 to 3 job descriptions]

Prompt 2: Review the list of keywords from Prompt 1 and my list of skills [copy and paste your skills from LI] and tell me where there are gaps. Add the gaps to your skills list.



14. Skills Prioritization Rating: Red, Yellow, or Green?

◆ Are your top 3 skills aligned with your target role?

Prioritizing your LinkedIn skills list boosts recruiter visibility, strengthens search optimization, and sharpens your professional brand. The order of your skills—especially the top three—directly impacts how you appear in searches, align with target roles, and attract endorsements. By tailoring and regularly updating your list to match industry trends and desired roles, you signal credibility, stay relevant, and guide your career growth.

- Top Skills Matter Most: Your first two skills carry the most weight in LinkedIn searches.
- Enhances Search Visibility: Proper ordering boosts SEO and recruiter search results.
- Aligns With Career Goals: Highlights strengths relevant to target roles and industries.
- Builds Credibility: Top skills get more endorsements, validating your expertise.
- Supports Growth: Reordering skills reflect evolving experience and market trends.

To reorder skills:

1. Navigate to Skills and Endorsements
2. Click the pencil icon
3. Select the three dots (...)
4. Choose "Reorder"
5. Use the lines on the right to move skills up or down

LinkedIn Assessment Using AI Prompts: 5 Big Impacts

15. **Headline: Rating: Red, Yellow, or Green?**

◆ **Is your headline rich in keywords and valuable to be found by an SEO Search?**

Including relevant keywords in your LinkedIn headline boosts visibility in both LinkedIn's internal search and broader SEO by aligning with how recruiters search for professionals in specific roles or industries. LinkedIn's algorithm prioritizes headlines containing industry-specific keywords—such as job titles, skills, or areas of expertise—while penalizing overstuffed, unreadable headlines.

The most effective approach balances strategic keyword use with clarity, professionalism, and a compelling value proposition. Focus on high-impact, industry-relevant terms, avoid jargon, and regularly update your headline to reflect evolving job descriptions and trends, ensuring it remains concise, human-friendly, and optimized for search.

The Proven LinkedIn Headline Formula- Keep it 220 Characters or less

[Current Role/Desired Position] | [Strategic Keywords] | [Industry/Expertise] | [Key Skills/Certifications] | [Value/Results] | [Personality/Goal]

Must have:

1. Start with Your Current Role or Desired Position
2. Use Strategic Keywords to be found via an SEO Search (Choose a few job titles from Open to Work)
3. List Your Main Industry or Areas of Expertise. Example- E-Commerce Expert, for Finance and Data Analysis

Nice to have:

1. Highlight Key Skills or Certifications: Example PMP Certified
2. Showcase Your Unique Value or Results: Driving 40% Revenue Growth Through AI-Powered Campaigns
3. Add Personality: Passionate about Building Scalable Solutions

Examples:

Communications Consultant, Motorola Inc. ★ Executive Communications Expert ★ Corporate Communications Content Strategist ★ PR/Media Relations Experience ★ Deliver Impactful and Authentic Messages to Global Audiences.

Chief Operating Officer ★ Chief of Staff ★ VP of Global Operations ★ Transformation & Change Strategist ★ Culture Catalyst ★ Scaling Operations to Drive Rapid Growth, Improve Efficiencies, & Build Great Places to Work

◆ Product Marketing Leader ◆ Go-To-Market Leader ◆ Launch & Grow Revenue for New Product Lines in Fortune 500 companies by 10X ◆ Product Positioning, Messaging, Storytelling ◆ Build High Performance Teams ◆ Ex-AWS

Need help?

Try this AI Prompt using an AI version of your resume – delete your name and personal information.

Prompt: Review my resume and recommend 3 LinkedIn Headlines with only 220 characters (or 35 words) using this formula: Current Role/Desired Position] | Strategic Keywords | [Industry/Expertise] | [Key Skills/Certifications] | [Value/Results] | [Personality/Goal]

LinkedIn Assessment Using AI Prompts: 5 Big Impacts

16. LinkedIn Experience Rating: Red, Yellow, Green?

◆ Do your Experience entries share your accomplishment story, or are they just a copy and paste from your resume?

A strong LinkedIn Experience section should showcase your leadership story and achievements in a clear, engaging, and keyword-rich format that connects your role to business impact. Focus on results, not just responsibilities, and tailor content for your target audience rather than copying your resume. Use concise, first-person language, structure entries consistently, and update regularly to stay relevant. One outline you can use when writing this section is:

Formula: Context + Actions + Impact

This approach transforms mere bullet points into a compelling narrative, showcasing your value and growth.

1. Context (The "Why"):

- Job Title, Company, Dates.
- 1-2 Sentences: What was the core challenge, objective, or mandate for your role? Set the scene for your contribution.

2. Actions (The "How"):

- 1-2 Sentences (or 2-3 short bullets): Briefly describe your key responsibilities and scope. Focus on specific initiatives or solutions you implemented to address the "Context." Use strong action verbs.

3. Impact (The "Results"):

- 1-2 Sentences (or 1-2 strong bullets): Quantify your achievements directly linked to your actions. How did your efforts contribute to broader company goals or team success?

Example Application:

Senior Product Manager | InnovateTech Solutions | Jan 2021 – Present

Joined InnovateTech to spearhead next-generation SaaS product development, addressing market demand for integrated solutions. My role involved overseeing the entire product lifecycle, from ideation to launch, leading a diverse team.

- **Social Media & Engagement Growth:** Designed and executed a comprehensive social media strategy, incorporating targeted content and community engagement tactics. This directly led to a 50% increase in overall follower growth and significantly boosted brand visibility.
- **New Product Launch Success:** Spearheaded the go-to-market strategy for a flagship product, coordinating efforts across product development, sales, and PR teams. The successful launch resulted in a 20% increase in initial product sales within the first quarter.
- **Email Campaign Optimization:** Revitalized email marketing funnels by implementing A/B testing, personalization, and segmentation strategies. These optimizations achieved an average 15% increase in open rates and improved click-through rates, strengthening lead nurturing.
- **Cost Efficiency & Vendor Management:** Proactively negotiated with external marketing vendors and optimized campaign spending. Successfully reduced overall marketing spend by 10% while maintaining campaign effectiveness and quality.

(See page 14 for a detailed prompt you can use to generate Experience section impactful accomplishment stories.)

LinkedIn Assessment Using AI Prompts: 5 Big Impacts

16. LinkedIn Experience Rating: Red, Yellow, Green? - Continued

AI Prompt for LinkedIn Experience Section (Storytelling Formula)

Prompt: You are an expert LinkedIn profile optimizer. Your task is to rewrite resume content for a single job entry into a concise, storytelling format for the 'Experience' section of a LinkedIn profile. The goal is to move beyond bullet points to a narrative that follows the Context + Actions + Impact formula, highlighting 3-4 significant accomplishments.

Here's the desired structure and style for each job entry:

1. *Job Title, Company Name, Dates. (Standard)*
2. *Context (1-2 sentences): Describe the why of the role. What was the primary challenge, objective, or mandate the role addressed at the company? Set the stage for your contribution.*
3. *Accomplishment 1 (Actions & Impact):*
 - *Actions (1-2 sentences): Briefly describe the specific initiatives or solutions you implemented for this accomplishment. Use strong action verbs.*
 - *Impact (1-2 sentences): Quantify the results of this specific action. How did it contribute to broader goals? Include numerical data.*
4. *Accomplishment 2 (Actions & Impact):*
 - *Actions (1-2 sentences): Describe the specific initiatives or solutions you implemented for this second accomplishment.*
 - *Impact (1-2 sentences): Quantify the results of this specific action.*
5. *Accomplishment 3 (Actions & Impact):*
 - *Actions (1-2 sentences): Describe the specific initiatives or solutions you implemented for this third accomplishment.*
 - *Impact (1-2 sentences): Quantify the results of this specific action.*
6. *(Optional) Accomplishment 4 (Actions & Impact): Only if the input provides enough distinct, impactful content for a fourth.*
 - *Actions (1-2 sentences): Describe the specific initiatives or solutions.*
 - *Impact (1-2 sentences): Quantify the results.*

Key Guidelines:

- *Narrative Flow: Ensure the sentences flow smoothly within and between accomplishments, building a cohesive mini-story.*
- *Conciseness: Be brief but impactful. Avoid jargon.*
- *Professional Tone: Maintain a confident and strategic voice.*
- *Value Focus: Emphasize the value created, problems solved, and growth demonstrated.*
- *Output ONLY the revised job description in this format. Do not add conversational text.*

LinkedIn Assessment Using AI Prompts: 5 Big Impacts

17. LinkedIn About Me Rating: Red, Yellow, Green?

◆ Does your About Me tell a Story that makes you Memorable and Showcases Your Brand?

A great LinkedIn "About Me" section is a blend of storytelling, personal branding, and strategic positioning. It should open with a hook that captures attention, share your professional journey with authenticity, highlight the value you bring, and reflect your personality. Use a conversational tone, avoid jargon, and naturally incorporate measurable achievements and relevant keywords. End with a clear call to action and keep it updated as your career evolves.

A proper outline to follow is:

- Hook first: Start with an attention-grabbing sentence to draw readers in.
- Tell your origin story: Share your journey, motivations, and unique value in the first person.
- Tell stories, what you want to be known for: Brainstorm your critical success factors – a, b, c
- Show impact in your stories: Quantify achievements and focus on how you help others.
- Add personality: Reveal passions and values through examples, not clichés.
- Close strong: End with a call to action and keep it current.

Note: If you don't want your About Me Story to be a duplicate of your resume, and you have more memorable stories to share, using one of these storytelling themes:

- Superhero: Are you a superhero? Come into a new role and save the day?
- Transformation: Are you a transformation expert? Come into a new role and turn an operation around?
- Passion: Does passion drive you?

Need AI to help you get started?

Prompt 1: Write a LI about me story with no more than 2600 characters. Use my refreshed resume [insert your resume with no name and personal information]. Use this outline for the writing.

- *Hook first: Start with an attention-grabbing sentence to draw readers in. [If you have a personal branding statement, add it here.]*
- *Tell my origin story: Share my unique career journey in first person in 2 paragraphs [if you prefer a passion, superhero, or transformation story, ask AI to tell the theme that matches you best]*
- *Organize About me around these critical success factors I want to be known for: a, b, c]. Show impact in my stories by quantifying achievements. Use a CAPITALIZED HEADLINE with  on the left to showcase each attribute I want to be known for.*
- *Add personality: Add a story about my unique hobby [insert] and what I learned about leading teams or my leadership style from this hobby. Or add a story showcasing my leadership superpowers [add a, b, c] and my leadership values or philosophy.*
- *Close strong: End with a call to action and keep it current.*

OR:

Prompt 2: Write a LI about me story with no more than 2600 characters. Use this theme for the writing [insert theme]. Use this draft to write the story. Ensure you:

- *Start with a Hook first: Start with an attention-grabbing sentence to draw readers in. [If you have a personal branding statement, add it here.]*
- *Close strong: End with a call to action and keep it current. But don't make it evident that I am looking for a job.*

This informative document is presented by The Career Experts Group which is a select group of Master Career Practitioners and Personal Branding Strategists. We share one mission: to guide and support individuals at all stages of their career journeys, from new college graduates to C-Suite executives.

Our clients include neurodiverse workers, professionals of color, older workers, early-career professionals, career changers, and those returning to the workforce. Our own professional backgrounds are just as diverse: high-tech, education, counseling, marketing, human resources, recruiting, and entrepreneurship, to name a few.

Each member of the Career Experts Group is passionate about helping you get to work on your career. We've got you covered, no matter where you are in your career journey.

For a wealth of career-focused information, insights, and inspiration, visit the Career Experts Group website.

Check out our monthly "Your Career>Your Future" newsletter. Subscribe to get the latest information on hot career topics and trends in your email every month.

Do you have questions about career industry news and trends, job-finding strategies, career exploration, building your brand, or any other career-related areas? Just Ask the Experts!

CAREER EXPERTS GROUP



LET'S GET TO WORK ON YOUR CAREER!