

# Creating & Strengthening your LinkedIn profile

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(The difference between your CV & LinkedIn)
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By Andrew Fennell

StandOut **CV**

# Why do you need a LinkedIn Profile?

LinkedIn is the world's largest professional networking website with over 450 million active members across the globe.

In addition to this, the majority of people who use LinkedIn are **recruiters** and **hiring managers** – the exact people that you need to be connecting with.

I know for a fact that every recruiter I've ever worked with uses LinkedIn frequently to find candidates for their jobs, and some even work exclusively on LinkedIn.

To cut a long story short... **If you are not on LinkedIn, you are missing out on endless opportunities.**

In summary, LinkedIn allows you to:

## Connect directly with recruiters and hiring managers

Having access to thousands of people who could potentially hold the key to your next role is a massive advantage to your job search. This kind of direct access is not available on the job websites.

## Passively attract recruiters & employers

If your profile is set up correctly and optimised to contain the right amount of in-demand keywords for your industry – your profile will appear in lots of relevant recruiter searches, and you will be regularly contacted by recruiters to discuss suitable roles. This could potentially provide you with a constant supply of opportunities, without having to apply for roles every day.

## Build a network of valuable contacts

By building your network on LinkedIn, you will develop a huge list of industry contacts who you can broadcast your availability to with one simple profile update.

# Creating Your Profile

In order to create the most effective profile, I have created a comprehensive guide (in this pack)

You are quite different to most people and you need to make a difference to your profile

There is only one way to do this

That difference is your unique selling point

Get the full guide in the **Pro Job Hunter Pack**

[Access the full guide](#)

Land your perfect job quickly

- Using the data and insights available I deliver regular, compelling content across a range of mediums, both on and off line and publish it via the relevant channel.  
- I produce engaging, strategic and inspirational content – including sourcing UGC, briefing,



Underwriting Analyst at Funding Circle  
UK

When a recruiter is viewing your profile online, they will always be presented with lists of similar candidates to you down the right hand side of the page, as you can see above.

This means that you are competing for the same jobs as other candidates, and you are not getting the attention.

I would suggest that you take the time to create a strong profile, and then you can stand out from the crowd here.

The best way to do this is to get the full guide in the Pro Job Hunter Pack, which will give you all the information you need to get started.

## How to

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You need to strengthen your profile further and start opening yourself up to more opportunities.

Get the full guide in the **Pro Job Hunter Pack**

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# Strengthening your LinkedIn profile further

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There are template messages included in the pack to help you connect with recruiters and senior people on LinkedIn.

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After a while you should start to build a good list of endorsements from others which is another way of giving recruiters reason to believe in your skills.

Get the full guide in the **Pro Job Hunter Pack**

[Access the full guide](#)

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