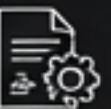




LinkedIn as a Lead Generation Engine

Turning your passive profile into an active opportunity magnet.



The Resume Is the Second Step. This Is the First.

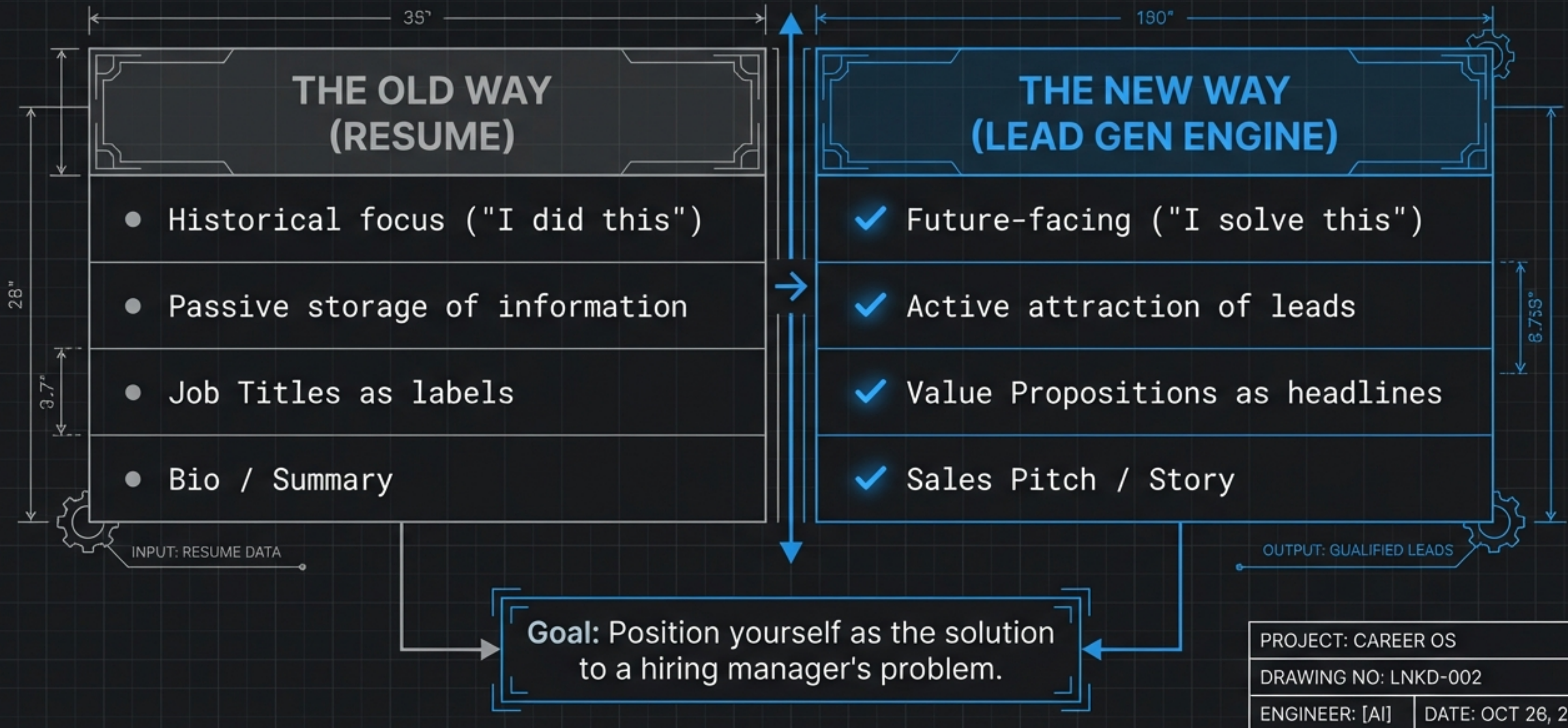
Before they read your resume or schedule a phone screen, they look you up here. What they find either confirms their interest or kills it.

Key Insight

LinkedIn is not just an online resume. It is a **24/7 sourcing machine**. When optimized, it attracts opportunities even while you sleep.

97% OF RECRUITERS USE LINKEDIN AS THEIR PRIMARY SOURCING TOOL.

Stop Writing a Resume. Start Building a Product Page.

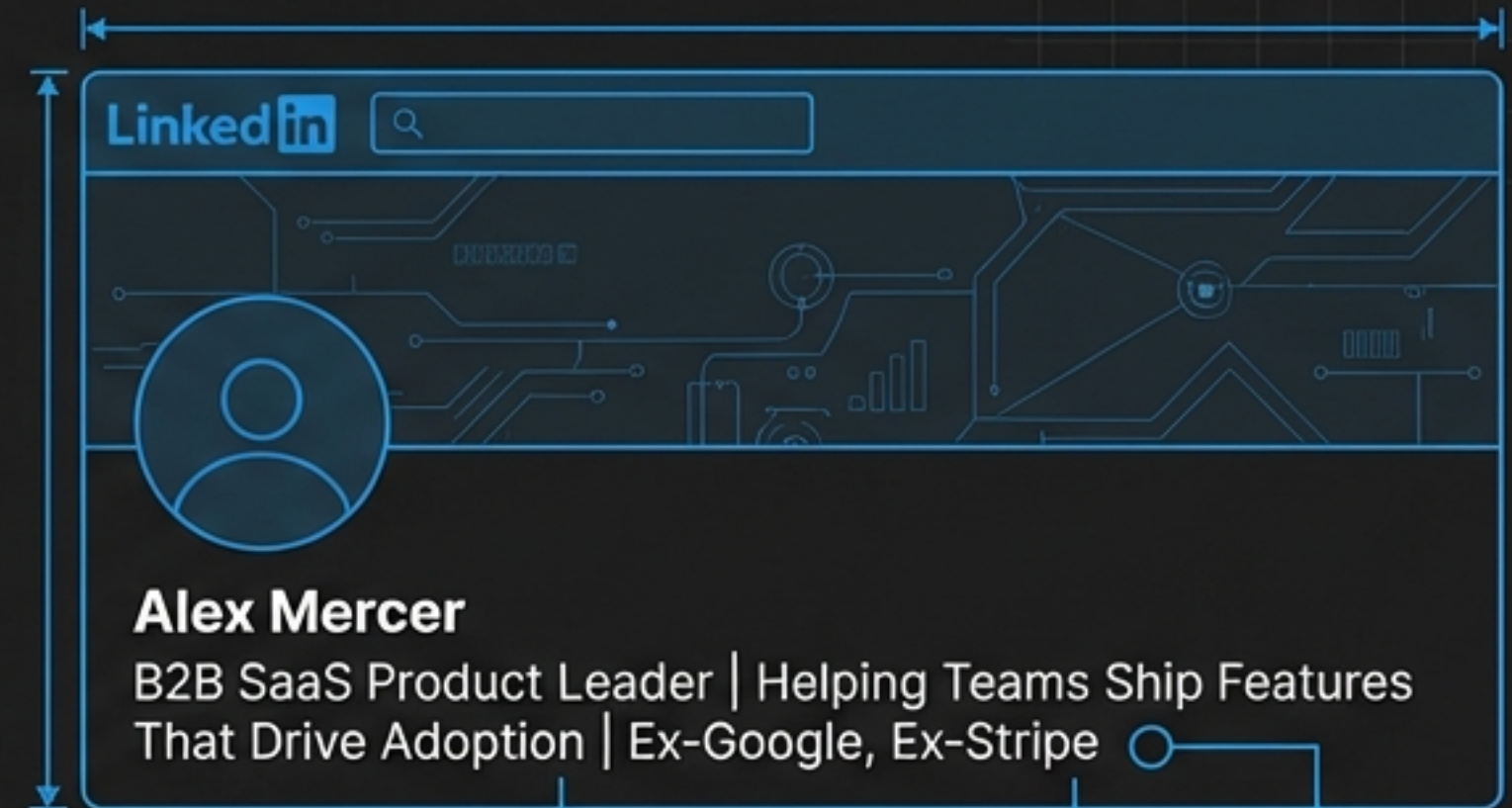


Your Headline Is a Billboard, Not a Label

This is the most important text on your profile. It dictates search ranking and first impressions.



✗ WASTED REAL ESTATE



WHAT YOU DO

SPECIFIC
RESULTS/VALUE

CREDIBILITY
MARKERS

Goal: Position yourself as the solution to a hiring manager's problem.

PROJECT: CAREER OS

DRAWING NO: LNKD-003

ENGINEER: [AI]

DATE: OCT 26, 2024

Visual Signals Trust Before Words Do

This is the most important text on your profile. It dictates search ranking and first impressions.

THE FACIAL RECOGNITION

Faces with clear eyes get 14x more profile views.

Requirements:

Current, high-quality, smile, good lighting, simple background.



THE BILLBOARD SPACE

Do not leave this grey.

Use for:

Career summary graphic, professional tagline, or industry-relevant visual.



PRO TIP:

Use free Canva templates for "LinkedIn Banners" to size correctly.

The About Section Is Your 2-Minute Career Story

// RULE 1: FIRST PERSON ('I', NOT 'ALEX IS...')

// RULE 2: CONVERSATIONAL TONE

// RULE 3: ALWAYS END WITH A CTA

About

I have spent the last 10 years obsessed with one problem: How do B2B companies cross the chasm?

My journey began in sales, with many agrived, straighter, and maining or ennagement confessioned mainteping goairt and now serss into maninges, content, and B2B companies.

Thers fades out gradually to simulate to length about long and boring career path.

I'm currently exploring product leadership roles at growth-stage B2B companies. If you're working on adoption challenges, I'd love to connect.

Keywords Drive Discovery

🔍 Senior Product Manager

EXPERIENCE

Mirror your tailored resume. Add depth.
Keywords must appear naturally in the description.



SKILLS

The Rule of 50: Use all 50 slots.
Your Top 3 drive the search ranking.



PROJECT: CAREER OS	DRAWING NO: LNKD-886
ENGINEER: [AI]	DATE: OCT 26, 2024

Pin Your Proof 'Above the Fold'

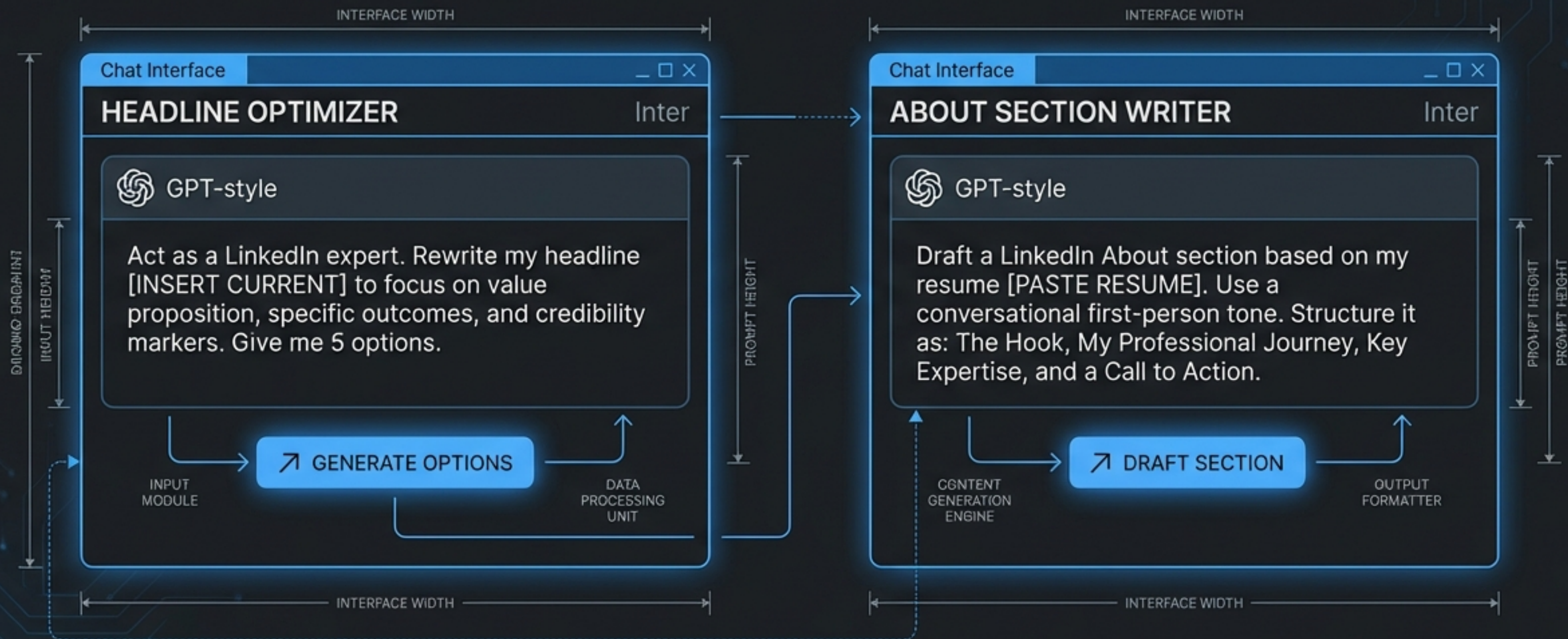
The Featured Section is your portfolio. Most candidates leave it empty.





Accelerate Your Build with AI

Don't write from scratch. Edit for voice.



BLUEPRINT

PROJECT: CAREER OS

DRAWING NO: LNKD-008

ENGINEER: [AI]

DATE: OCT 28, 2024

Understanding the Visibility Algorithm

THE POST



Text-only outperforms links. The first 3 lines (The Hook) are critical.

EARLY ENGAGEMENT



Likes are good.
Comments are 5x better.
Questions drive comments.

DISTRIBUTION



LinkedIn shows your post to 2nd and 3rd degree connections.

Consistency Rule: Post 2-3 times per week to signal activity.

PROJECT: CAREER OS

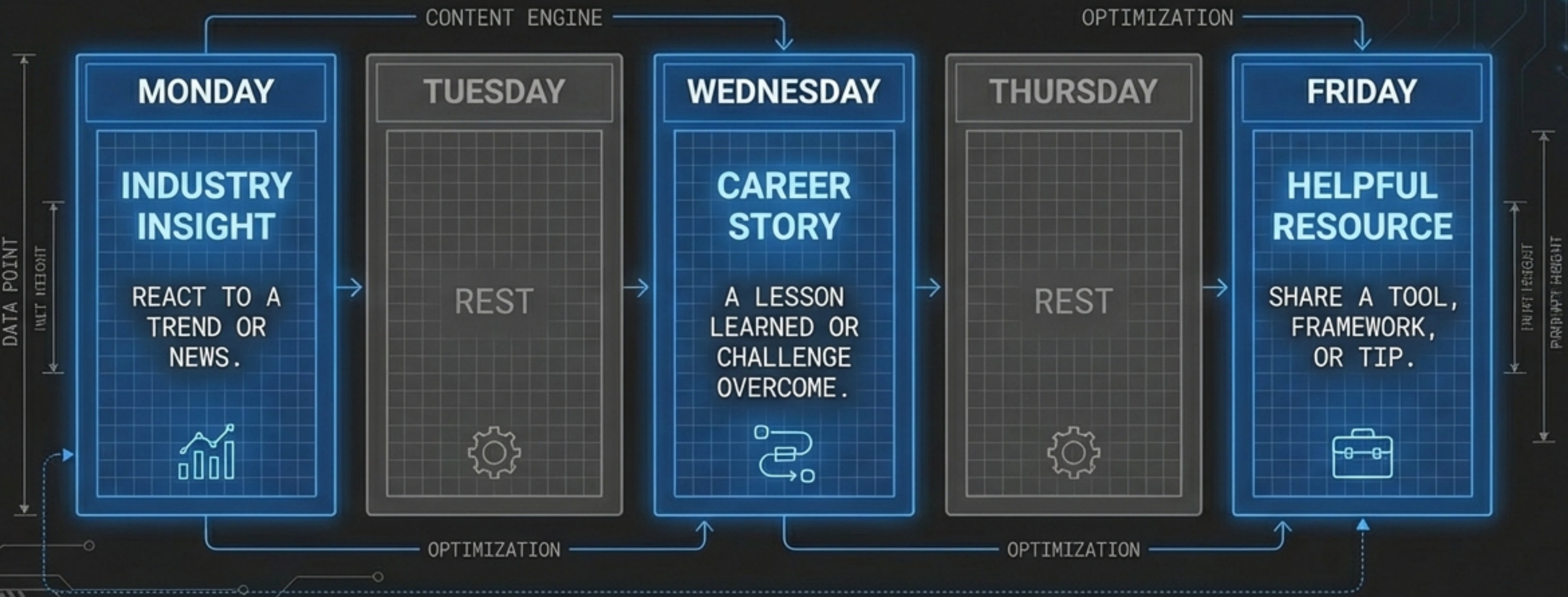
DRAWING NO: LNKD-889

ENGINEER: [AI]

DATE: OCT 26, 2024

The “Low-Friction” Content Calendar

You don’t need to be a creator; you need to be a contributor.

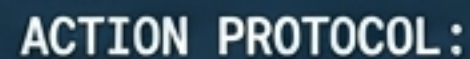


SCHEDULE: OPTIMIZED FOR CONTRIBUTOR FLOW

BLUEPRINT

PROJECT: CAREER OS	DRAWING NO: LNKD-810
ENGINEER: [AI]	DATE: OCT 27, 2024

The "Borrowing Audiences" Strategy.



1. Identify 5-10 influential leaders in your space.
2. Engage immediately after they post.
3. Leave thoughtful comments (add value, don't just say "Great post").

Configure the Recruiter Settings

Backend configurations for optimal visibility.

1.

ON

OPEN TO WORK

CRITICAL: Select "Recruiters Only".
Avoid the green profile banner frame
if currently employed.

2.

ON

CUSTOM URL

Claim "linkedin.com/in/yourname".
Looks professional on resumes.

3.

ON

KEYWORD DENSITY CHECK

Ensure target job title appears in
Headline, About, Experience, and Skills.

YOUR LAUNCH CHECKLIST

IMMEDIATE (THE BUILD)

- ☐ Rewrite Headline as Value Prop
- ☐ Update About Section (Story + CTA)
- ☐ Add 3 items to Featured Section
- ☐ List 50 Skills (Top 3 Prioritized)
- ☐ Enable 'Open to Work' (Recruiter Mode)

ONGOING (THE ENGINE)

- ☐ Post 3x Week (Mon/Wed/Fri)
- ☐ Comment on 5 Industry Leaders' posts weekly

Build It Once. It Works 24/7.



A resume waits in a folder. An optimized LinkedIn profile fights for you in the market, attracting leads and validating your expertise around the clock.

NEXT UP:

Lesson 4 | The Digital Presence Audit

BLUEPRINT PROJECT: CAREER OS

DRAWING NO: LNKD-013

ENGINEER: [AI]

DATE: OCT 30, 2024