

THE MAGNETISING LINKEDIN PROFILE CHEAT SHEET

To transform your profile from a passive resume list into a professional landing page designed to attract high-value recruiters, clients and collaborators while maintaining a personable and authentic personal brand.

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01 VISIBILITY

THE SEO & VISUAL PRIORITY

Goal: Ensure your profile appears in the top results and establishes a strong, professional first impression.

PROFILE PHOTO

Magnetizing Strategy	**High-Resolution, Professional, and Approachable.** Use a clear headshot (should take up 60% of the circle). Smile with teeth or eyes.
Key Tip	**MUST :** Wear professional attire. **AVOID :** Selfies, distractions, or busy backgrounds.



BACKGROUND/BANNER PHOTO

Magnetizing Strategy	Use a high-quality image that subtly reinforces your brand, industry, or expertise (e.g., abstract tech pattern, relevant architectural shot, or company value graphic)
Key Tip	**AVOID:** Generic images or photos that are pixelated. This is valuable visual real estate.

HEADLINE

Magnetizing Strategy	**MUST be keyword-focused.** Use your target high-demand titles and core skills.
Key Tip	**Formula: [Target/High-Demand Role] | [Top Hard Skill 1] + [Top Hard Skill 2] | [Industry Niche + Quantified Expertise]**

"ABOUT" SECTION HOOK

Magnetizing Strategy	Hook+Audience Value proposition + 3-5 keywords Credibility micro proof (years, roles, industries or wins)
Key Tip	Use specific tools and methodologies (e.g., "Agile," "GTM Strategy," "TensorFlow").

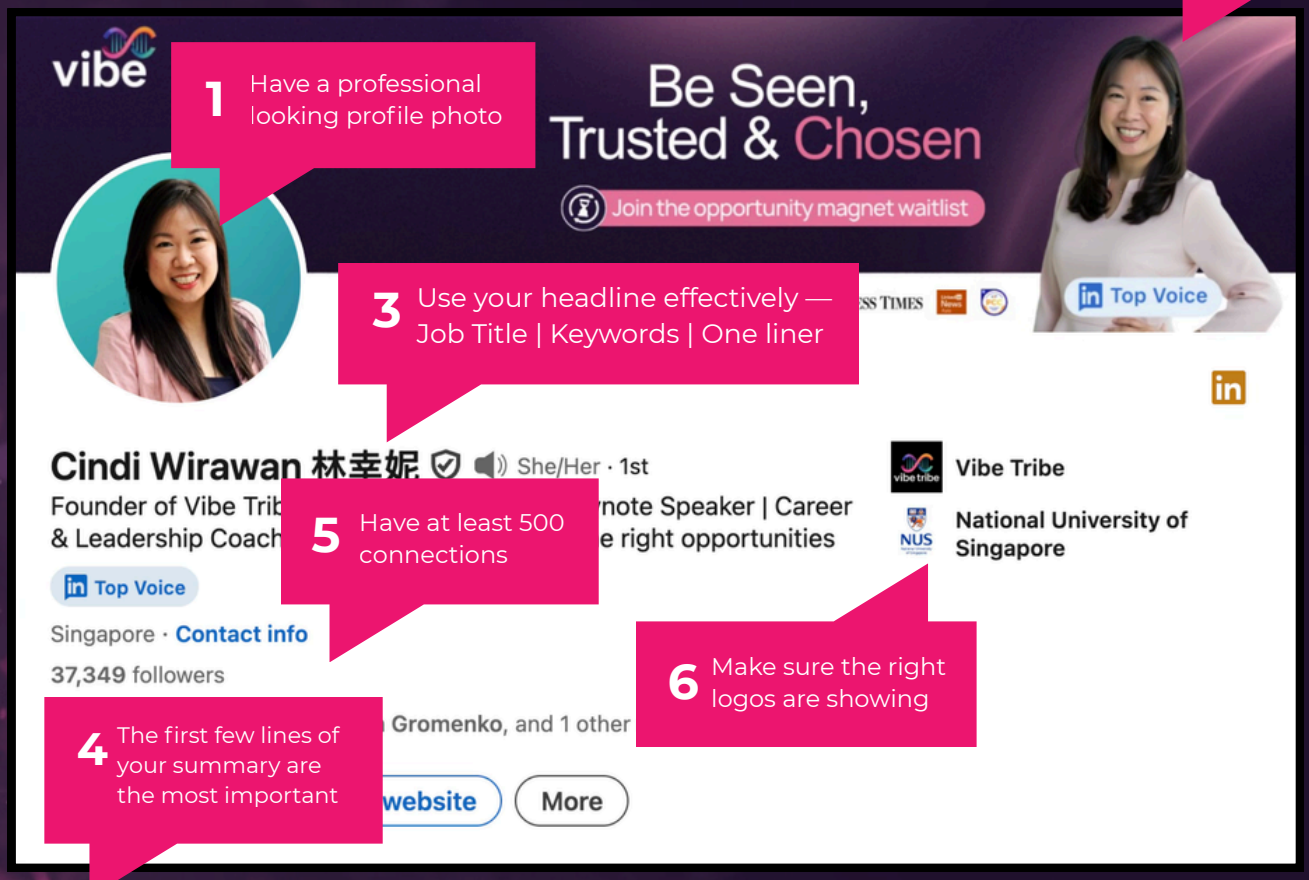
SKILLS SECTION

Magnetizing Strategy	Utilize all **50 slots**. Blend **Hard Skills** (e.g., Python, SQL) with strategic **Soft Skills** (e.g., Change Management, Stakeholder Management).
Key Tip	Prioritise the skills recruiters are actively searching for in job descriptions.

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01 VISIBILITY

VISUAL EXAMPLE



02 CREDIBILITY

EARNING TRUST & AUTHORITY

Goal: Provide compelling, quantified evidence that you are the expert your headline claims you are.

EXPERIENCE DESCRIPTIONS

Focus on results, not responsibilities. Use the **STAR** method and preface each bullet point with a powerful **impact verb** (e.g., Engineered, Mobilised, Transformed).

Quantify everything: Use numbers, percentages, and dollar amounts (e.g., “Reduced operational costs by 22%”).

MEDIA ATTACHMENTS

Attach proof directly to relevant roles (e.g., case studies, links to published articles, portfolio samples, reports).

Visual proof is significantly more powerful than text alone.

RECOMMENDATIONS

Aim for 5+ detailed recommendations from former managers, senior colleagues, or clients.

Ask them to specifically validate your key skills and achievements.

CERTIFICATIONS

List all relevant professional training, degrees, and licenses (e.g., PMP, CISSP, specific Cloud Certifications).

Shows dedication to current, continuous learning and expertise.

Legend:

Magnetising Strategy | Key Tip

03 OPPORTUNITY

DISCREET SIGNALING

Attract inbound high-value inquiries by signaling your expertise and availability without the "Open to Work" badge.

Recruiter Setting (Private)	Go into your profile settings and **privately signal** your target job titles and locations to recruiters.	This makes you searchable by paid LinkedIn Recruiter accounts **without the public badge.**
"About" Section CTA	End your summary with an inviting but **selective** connection prompt. **Do NOT** explicitly say "I am looking for a job."	**Subtle Example**: “I am always open to connecting with professionals leading the charge in **Tech, AI, and Big Data**.”
Activity & Posts	Post strategic, high-value content 2-3 times a week (original insights, personal stories, industry analysis).	Establish yourself as **a trusted expert or a thought leader**; the opportunities will come to you.
Interests (Following)	Follow the companies and leaders in your target industry. Engage thoughtfully on their posts so you get on their radar.	Signals your professional direction by association and provides networking opportunities.



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ONE-PAGE ACTION SUMMARY



VISUALS

Is your photo professional and does the banner support your brand?

HEADLINES



Is it 100% keyword-optimized for what you want to be found for?



EXPERIENCE

Do your bullet points show quantified results and not just job duties?

OPPORTUNITY



Is your final "About" section sentence a subtle invitation to the right person?

LINKEDIN PROFILE ANALYSIS SUPERPROMPT



Use this prompt for your preferred AI chat interface, inserting your profile details where indicated by the brackets.

Here is the **AI Superprompt:**

AI GOAL: Act as a highly selective LinkedIn recruiter, career coach, and SEO specialist. Your task is to critique my current LinkedIn profile against the three pillars of a Magnetising Profile: Visibility, Credibility, and Opportunity.

MY CURRENT PROFILE DATA: (you may also upload a PDF copy of your LinkedIn profile or do a copy/paste)

1. Headline: [INSERT YOUR CURRENT HEADLINE TEXT HERE]
2. About Section: [INSERT YOUR ENTIRE ABOUT SECTION TEXT HERE]
3. Experience (Current Role Only): [INSERT YOUR CURRENT JOB TITLE AND THE BULLET POINTS DESCRIBING IT HERE]
4. Skills (Top 10): [INSERT YOUR TOP 10 LISTED SKILLS HERE]
5. Target Role/Industry: [INSERT THE SPECIFIC JOB TITLE/INDUSTRY YOU ARE TARGETING NEXT]

ANALYSIS AND ACTION STEPS REQUIRED (Output must include all five sections below):

1. Visibility Pillar Score & Critique

* Critique: Analyse my Headline and About Section for keyword density and relevance to the Target Role/Industry. Are the most searched terms present?
* Action: Provide 3 completely new, keyword-optimised Headline options (using the format: Role | Skill 1 + Skill 2 | Impact) that maximise my search visibility for the Target Role/Industry.

2. Credibility Pillar Score & Critique

* Critique: Analyse my Experience section bullet points. Are they focused on results/impact or just responsibilities? Are they quantified with numbers/metrics?
* Action: Rewrite 3 of my current Experience bullet points (from my current role) to be highly quantified and focused on results, using a strong impact verb (e.g., Engineered, Mobilised).

3. Opportunity Pillar Score & Critique

* Critique: Analyse the About Section for the presence of a subtle, high-value Call-to-Action (CTA). Does it signal my future intent without sounding desperate or using the phrase "Open to work"?
* Action: Provide 3 options for a subtle, selective CTA (1-2 sentences) to replace the end of my About Section, guiding high-quality connections interested in the Target Role/Industry.

4. Skill Gap Analysis

* Critique: Compare my Top 10 Skills against the necessary skills required for the Target Role/Industry.
* Action: Recommend 3 missing high-demand hard skills that I should add or acquire to improve my appeal for the Target Role/Industry.

5. Overall Profile Summary

Action: Provide a final summary sentence that concisely states the single most urgent optimisation I need to make to magnetise my profile. Let me know if you run into any issues filling in those sections or ask me questions to give me the best response.

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