

Career & Resume Tools

Craft a LinkedIn presence that attracts recruiters, clients, or partners — including three headline options, a hook-driven About section, and a skills audit.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: LinkedIn Optimization, Personal Branding, Professional Networking

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Why This Prompt Exists

Most LinkedIn profiles fail because they're job descriptions with a photo.

You get:

- headlines that just repeat your title (“Marketing Manager at X”)
- About sections that read like a resume in paragraph form
- no hook, no personality, no reason to keep reading
- skills sections that are random or outdated
- no content pinned to the top (wasted real estate)

But LinkedIn is not a resume database.

It is a discovery engine for opportunity.

- Your headline is searchable — fill it with what you actually do
- The About section should hook, prove, show personality, then ask
- The Featured section is prime real estate — use it
- Skills ordering affects search ranking

Without strategic optimization, your profile works against you.

This framework forces AI to think like a recruiter scanning for signal.

The Prompt

Assume the role of a LinkedIn profile strategist and personal brand architect who optimizes for recruiters, clients, or partners.

Your task is to generate headline options, an About section, and a skills audit.

Generate:

1. THREE HEADLINE OPTIONS (under 220 characters each)
 - No "visionary," "guru," "ninja," or "rockstar"
 - Include value + target audience + differentiator
2. AN ABOUT SECTION (150-200 words) structured as:
 - Hook (who you help and how, 2 sentences)
 - Proof (one specific result or method, 3 sentences)
 - Personality (one unexpected detail, 1 sentence)
 - Call to action (what you want, 1 sentence)
3. FEATURED SECTION PROMPT
 - What one piece of content they should pin at the top of their profile
4. SKILLS AUDIT
 - 3 skills to add
 - 2 skills to remove
 - 1 skill to reorder to the top

INPUTS:

Current Job Title:

[INSERT TITLE]

What You Actually Do (not official duties):

[E.G., "I turn messy data into boardroom-ready dashboards"]

Target Audience:

[RECRUITERS / CLIENTS / PEERS / PARTNERS]

One Specific Result You're Proud Of:

[WITH METRIC IF POSSIBLE]

One Unexpected Detail About Your Work Style (optional):

[E.G., "I'm a former barista, so I'm obsessive about workflow"]

RULES:

- Headlines must be under 220 characters (LinkedIn's display limit)
- About section must have all four parts (hook, proof, personality, CTA)
- The Featured prompt must be specific, not "anything you've written"
- Skills must be actual LinkedIn skill categories where possible
- No clichés: "passionate," "dedicated," "results-driven"

How To Use It

- Test headline options with friends — which one makes them ask a question?
- The About section's "personality" detail is the only thing they'll remember.
- Pinning a post to Featured signals what you're most proud of; choose wisely.

- Reorder your skills every 3 months based on what you want to be found for.
- Update your headline when you change targets (e.g., from “seeking” to “open to work”).

Example Input

Current Job Title: Operations Manager

What You Actually Do: “I find the bottlenecks in small business workflows and build systems that double output without doubling headcount.”

Target Audience: Recruiters (for Director of Operations roles)

One Specific Result You’re Proud Of: Reduced customer support ticket resolution time from 48 hours to 6 hours by implementing a new triage system.

One Unexpected Detail: “I once ran a 100-person volunteer event with a printed spreadsheet and a clipboard — no tech, just process.”

Why It Works

Most LinkedIn profiles fail because they’re written for the profile owner, not the searcher.

This framework improves outcomes by forcing:

- searchable, value-driven headlines
- hook → proof → personality → CTA structure
- featured content strategy
- skills audit for discoverability
- cliché elimination

Great LinkedIn profiles don’t tell people what you do — they make people want to talk to you.

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