

Linked In Profile Quick Check

Profile Basics

- Professional photo (clear, current, neutral background)
- Headline reflects target roles or direction (not just job title)
- Location and industry are accurate
- Custom LinkedIn URL

About Section (Clarity First)

- States who you are and what you're targeting
- Highlights strengths and areas of focus (not a life story)
- Skills and keywords align with target roles
- Written in a clear, professional voice

Experience (This Carries the Most Weight)

- Role titles are clear and aligned with target roles
- Bullets follow Impact → Action → How (not task lists)
- Key skills are demonstrated within the experience
- Entries are clear, concise, and consistent
- Relevant media attached when appropriate

Education (Support, Not a Transcript)

- Degrees listed accurately (completed or expected)
- Details included only if they strengthen positioning
- GPA listed only if 3.5 or higher
- Expected dates used when applicable (no inferred class standing)
- Academic projects uploaded as media when experience is limited

Skills (Signals, Not Proof)

- Skills align with target roles and job postings
- Top skills appear in Experience and About
- Skills are relevant and current
- Focus on quality and alignment over quantity

Engagement & Visibility

- Following companies of interest
- Joined relevant alumni or industry groups
- Light engagement (comments, reposts, reactions)
- Activity feels consistent and manageable

Final Check

- Profile tells a clear, credible story
- Easy for someone to understand your direction in 10 seconds
- Ready to share before networking or applying

Reminder: You need perfection. One clear update is better than doing nothing.



LinkedIn Networking & Outreach Message Guide

Purpose: Help you start professional, genuine LinkedIn conversations that increase visibility and access – especially in today’s competitive job market.

Before You Reach Out (Read This First)

- Seek first to understand. Approach networking with curiosity – not requests.
- Lead with how you can learn or contribute, not what the other person can do for you.
- Your profile should be ready. People will click before responding.
- Short > long. Aim for 2–4 sentences.
- Be specific. Reference a role, company, post, or shared connection.
- Focus on learning, not asking for a job. Conversations come first.
- Personalize every message. These are starting points, not scripts.

Message Templates (Adapt – Don’t Copy)

Alumni/Career Path Outreach

Hi [Name], I’m a National University student exploring roles in [field]. I came across your profile through the NU alumni network and would love to learn more about your career path if you’re open to connecting.

Why this works: Clear context, shared affiliation, low-pressure ask.

Company Interest (Pre- or Post-Application)

Hi [Name], I’m exploring opportunities at [Company] and noticed your role on the [team/department]. I’d appreciate any insight you’re willing to share about the work or culture. Thanks for considering a connection.

Tip: If you’ve already applied, keep the focus on insight – not the application.

Hiring Manager/Recruiter Outreach

Hi [Name], I recently came across your work at [Company] and I’m interested in the direction of the team. I’d welcome any perspective you’re willing to share as I explore roles in this space.

Avoid: Asking for interviews, referrals, or calls in the first message.

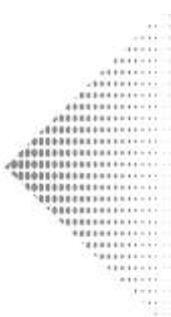
Peer or Company Employee Outreach

Hi [Name], I noticed we’re both connected through [group/school] and that you work in [department] at [Company]. I’m learning more about this space and would appreciate any insight you’re open to sharing.

Leveraging a Mutual Connection (Indirect)

Hi [Name], I hope you’re doing well. I’m preparing an application for a role at [Company] and noticed you’re connected with [Person]. If appropriate, would you be open to sharing who the best contact might be for learning more about the team?

Note: Ask for information – not favors.



Follow-First Strategy (Highly Recommended)

1. Follow the person or company
2. Engage with 1–2 posts (like or comment thoughtfully)
3. Send a connection request later with a brief note

Why: Recognition improves response rates.

What to Avoid

- Copy/paste templates
- Long explanations or resumes in messages
- Immediate requests for calls or referrals
- Generic openers (“Just checking in...”, “Hope you’re well...”) without context

Helpful Resources (Optional Reading)

[The Muse: 5 Rules of Asking LinkedIn Connections for Help](#)

[LinkedIn: The Right Way to Message Hiring Managers with Messaging Scripts](#)

Use these as guidance – not scripts.

Final Reminder

Networking works best when it’s human, relevant, and consistent. Not every message gets a response – and that’s okay. Each thoughtful outreach increases visibility and access over time.

