teach:able

6 LinkedIn profile hacks for growth-focused creators

(Actionable checklist included)



6 LinkedIn profile hacks

Hack #1

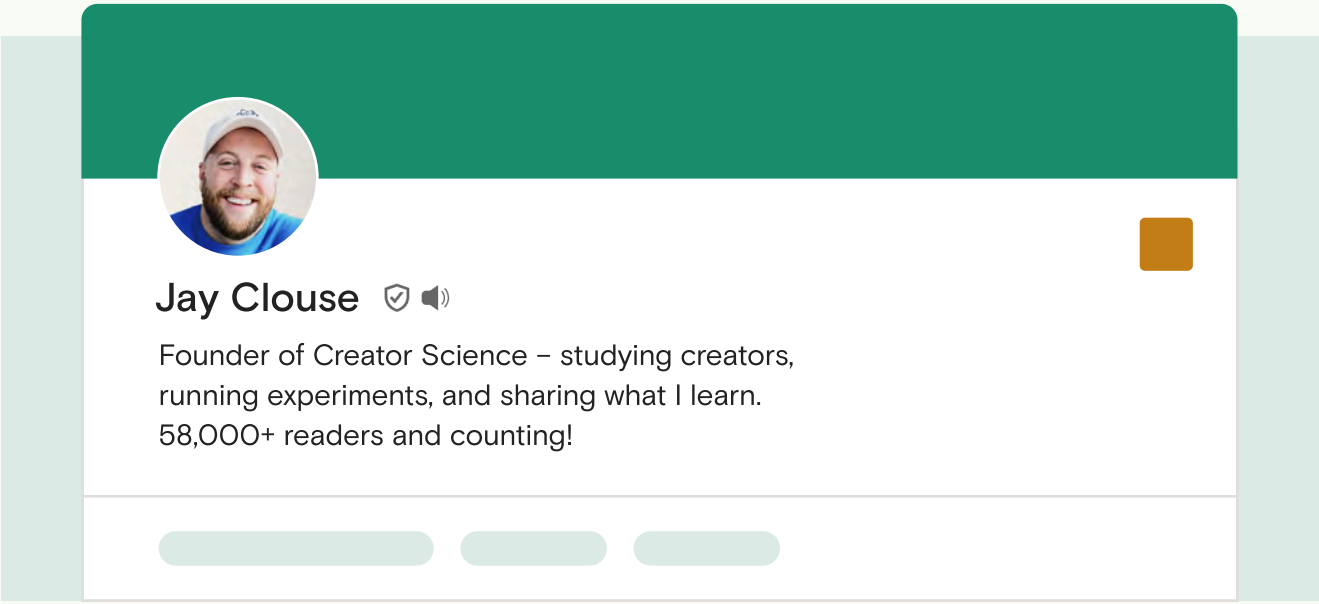
Craft a magnetic headline with a twist

Your headline isn't just a job title; it's your first impression. It should sing like the hook of your favorite song—catchy and unforgettable. Mix in your unique value proposition with a dash of personality. For instance, "Forward-Thinking Marketing Consulting | Turning Clicks into Clients | Coffee Enthusiast". It's professional yet personal and gives you a good shot at being remembered.

Hack #2

Test out audio on your profile

Sure, profile audio is *usually* used to keep people from mispronouncing your name, but you can also use it to give your profile a voice—literally. Drop a quick, engaging, punchy message to your profile videos (try to fit it into the 10-second limit) to turn your profile into an interactive experience.



Hack #3

Make your ‘About’ section about them

Skip the extended monologue and the elevator pitch. As backward as it sounds, your ‘About’ section should be about your audience. Think about their pains, their desires, and the things they might be asking. Then, weave in how your expertise, products, or services are the answers they've been searching for.

For example, if you’re a marketing specialist you can say, “For every marketer staring at their screen, wondering why their campaigns aren't resonating—I've been there. You're looking for strategies that not only capture attention but convert.”

> “LinkedIn is not about collecting connections. It's about building relationships.”
>
> LEWIS HOWES

Hack #4

Collect recommendations and endorsements for social proof

Testimonials are worth their weight in gold both on and off of LinkedIn. Handpick skills that resonate most with your personal brand and the story you're telling. Then, rally your network to back you up. Try giving recommendations to previous co-workers, managers, or contract partners. Reciprocity wins!

Hack #5

Place and pin your keywords

Get your keywords to do more than take on SEO duty. Thread them throughout your profile with finesse—in your headline, your “About” section, right down to your experience details. You can also feature a post that showcases your keywords and serves as a prime example of what you do best.

Hack #6

Give your viewer a chance to shine

You can turn your featured section into an engagement hub by adding interactive elements. Think polls, quizzes, and hot takes—the floor’s all yours. Your LinkedIn profile shouldn’t just be about flexing achievements (which you should still do), it should be about sparking conversations.

> “LinkedIn is the most important social media platform for business professionals. It's where you go to establish your credibility and showcase your expertise.”
>
> JOHN NEMO

BONUS HACK

Create a link to a tripwire offer on your Linkedin profile

LinkedIn can be a great place to grow with free or paid offers like digital downloads or mini courses. Try using a product builder like Teachable to build your irresistible offers. Start with a free plan today and build your first digital download to share on LinkedIn.

Dos and Donts for your LinkedIn profile

Do

- [ ] Set your profile to ‘Public’
- [ ] Complete a full LinkedIn profile level meter for an all-star profile
- [ ] Use a high-quality profile image
- [ ] Try adding a video to your profile
- [ ] Craft a compelling ‘About’ section
- [ ] Feature work samples and achievements
- [ ] Optimize your headline with keywords
- [ ] Regularly update your experience
- [ ] Use recommendations and endorsements

Don't

- Set your profile on private
- Pitch your products with a hard call-to-action on every post
- Use industry jargon or buzzwords
- Be inactive on your profile
- Forget to customize your URL
- Forget to personalize your profile for your target audience
- Use a generic profile banner
- Overlook LinkedIn view analytics
- Forget to engage with connections