



# If someone lands on your LinkedIn profile, will they know where you fit next?

That's the test.

People are not studying your profile; they're trying to figure you out quickly.



That happens faster than most people think.

## MOST PROFILES TRY TO DO TOO MUCH

- They show everything
- Keep every option open
- Try to speak to too many roles

It feels thorough... but it makes it harder to understand where you actually fit.

## MAKE YOUR VALUE CLEAR EARLY

Let your first lines answer:

- What you do best
- Where you're most effective
- What problems you solve

If that isn't obvious, people move on.

## CHOOSE RELEVANCE OVER COMPLETENESS

You don't need to explain everything you've done.

You need to highlight what matters now and where "future you" fits.

Strong leaders stall when their story tries to cover too much ground.

## MANY ROLES YOU WANT AREN'T POSTED

They're filled through search, outreach, and internal networks. That means you're not being compared in a stack of applications.

You're being found, or you're not.



# YOU'RE ONLY FOUND WHEN YOU'RE EASY TO UNDERSTAND

If someone has to figure you out, they move on. Most profiles make that harder than it needs to be.