



CMG LinkedIn F.A.Q.

1. Why do I need a profile?

From job opportunities and networking to learning and staying in the loop, like it or not, LinkedIn is a fundamental part of being a professional and maintaining a consistent brand in today's world.

2. Do recruiters use it?

Yes. 95% of recruiters use LinkedIn to source and research candidates.

3. Can't I just copy and paste my resume into LinkedIn?

No, this is the worst strategy.

Unlike your resume, a LinkedIn profile uses an informal style of writing and personality is encouraged.

LinkedIn is not tailored for each role (like a resume). Rather, it focuses on your overall *strategy* by summarizing your career portfolio. However, be cautious. Don't give away the farm. You *want* the recruiter to contact you for more information.

4. Should I write it myself or hire someone?

Our philosophy toward LinkedIn profiles and resumes is the same: ***You can't read the label from inside the jar.***

This is your brand, so be honest with yourself. How long will it take you to write it? Are you familiar with career writing, optimization, and the ins/outs of recruitment, networking, and LinkedIn algorithms?

An experienced CMG career writer will:

- ask the right questions
- use an unbiased strategic writing style
- focus on what's important
- use optimization techniques
- ensure your brand is consistent
- serve as your advocate—*never adversary*

5. How does my finished LinkedIn profile benefit me?

It enhances your:

- **Job search** (i.e., job postings, network with decision makers, company research)
- **Learning** (i.e., LinkedIn Learning classes, certifications, etc.)
- **Network** (connect with decision makers, join groups, contribute to discussions)

[Hire a LinkedIn Writer](#)