BILL'S HOME TECH

Home & Small Business Tech Solutions

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# LinkedIn for People Who Hate LinkedIn

*The minimum profile that works: be findable by recruiters without posting a thing*

Tech Made Simple. Service Made Personal.

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# What's Inside

*Everything in this guide, with page numbers. Skip to whichever chapter answers your question right now.*

The Short Version 3

Why Bother With It At All 3

Making A Free Account 4

Your Photo: Plain And Friendly Is Perfect 4

Your Headline And 'About' Summary 5

Filling In Your Work History 6

Turning On 'Open To Work' 6

You Do Not Have To Post A Thing 7

Connecting With People You Actually Know 8

How Recruiters Find You, And Applying Yourself 8

Privacy Settings, And Phone Or Computer 9

Adding Your Skills 10

Making LinkedIn Easier To See And Use 10

Messages, Contact Details, And Staying Safe 11

Keeping It Current, And Doing It Together 12

Common Mistakes, And Questions People Ask 13

Everyday Cheat Sheet 14

A Note From Bill 15

Your Visit — and My Promise 16

# 1 The Short Version

If LinkedIn makes you roll your eyes, all that humble-bragging, the endless posts, the strangers asking to 'connect,' you are not alone, and here is good news. You can get everything useful out of LinkedIn without doing any of that. At its core, it is simply an online copy of your work history that the right people can find when they are hiring. Think of it as a listing in a directory, not a social club.

- Make a free account with an e-mail you check. You never have to pay 'Premium' to job-hunt.
- Add a plain, friendly photo and a one-line headline saying what you do or what you want.
- Fill in a short 'about' and your work history, mostly copied from your resume.
- Turn on 'Open to Work,' set to recruiters-only if you are looking quietly.
- Connect with a handful of people you actually know, then leave it be. Ignore any 'recruiter' who asks for money, your SSN, or bank details.

> **GOOD TO KNOW**
>
> Have your resume handy before you start. Nearly everything LinkedIn asks for is already written on it, so you are mostly copying across rather than inventing anything new. A complete, plain profile with 'Open to Work' switched on does ninety percent of what LinkedIn is good for.

# 2 Why Bother With It At All

The reason to bother, even if you dislike it, is simple: a great many employers and recruiters use LinkedIn as their first place to look for candidates. They search it the way you might search a phone book, looking for people with certain experience in a certain area. If you are not there, you are invisible to that whole channel, and it is a big one.

Even when you apply for a job the normal way, many employers will glance at your LinkedIn to see a fuller picture of you. A complete, tidy profile reassures them; an

empty or missing one leaves a small question mark. And unlike a resume you send and forget, a LinkedIn profile keeps working while you sleep. Someone can find you, read your history, and reach out without you lifting a finger.

## 3 Making A Free Account

Setting up LinkedIn is free, and the free version does everything in this guide. You sign up at linkedin.com or in the LinkedIn app with your name and an e-mail address, choose a password, and confirm your e-mail. That is the whole sign-up, and it takes just a few minutes.

You will almost certainly be nudged, over and over, to upgrade to a paid 'Premium' account. For job-hunting, you do not need it. The free account lets you build a full profile, be found, apply to jobs, and connect with people. When you make the account, use an e-mail you check regularly, because that is where LinkedIn and any interested recruiters will reach you.

> **WATCH OUT**
>
> LinkedIn will push 'Premium' hard, sometimes with a free trial that quietly turns into a monthly bill. You do not need it to job-hunt. Decline it, and watch out for any trial that asks for a credit card.

## 4 Your Photo: Plain And Friendly Is Perfect

A profile with a photo is far more likely to be looked at and trusted than one with a blank gray silhouette, so it is worth adding one. It does not need to be professional or fancy. A clear, friendly picture of your face, taken against a plain background in good light, is exactly right. A phone camera does the job perfectly well.

Dress the way you would for the kind of work you want, smile naturally, and have someone take it from a little above waist height so your face fills a good part of the

frame. Avoid sunglasses, hats that shade your eyes, busy backgrounds, or a cropped group photo with someone else's shoulder in it. People sometimes put off the whole profile because they dread the photo, but a pleasant snapshot taken by a family member in front of a blank wall is all any recruiter wants to see.

**TIP**

Have a relative take a few photos of you against a plain indoor wall near a window. Pick the friendliest one. That is a perfectly good LinkedIn photo, no studio required.

## 5 Your Headline And 'About' Summary

Right under your name sits your 'headline,' a single line that is the first thing anyone reads. LinkedIn fills it with your most recent job title by default, which is fine, but you can make it work harder. Say plainly what you do or what you are looking for: 'Experienced Retail Associate' or 'Bookkeeper seeking part-time work in Portage County.' Plain and clear beats cute.

Think of it as the label on a jar: it should say what is inside. Your headline is searchable, so including the kind of work you want and your area helps the right people find you.

The 'about' section is a short paragraph where you introduce yourself in your own words. Two or three sentences is plenty: who you are, what you have done, and what you are after. Write it the way you would tell a neighbor: 'I spent twelve years in retail helping customers and running a busy register, and I am now looking for steady part-time work close to home.' Plain, warm, and honest. Skip the stiff corporate phrases; they make everyone sound the same.

**GOOD TO KNOW**

'Part-time bookkeeper, Portage County' does more work than a clever phrase. If writing the summary feels like a chore, it is a fine spot to let an AI tool tidy your wording, so long as you give it the honest facts first and read what it gives back.

Rather not do this yourself? I'll come to your home and set it up for you — a flat $99 first visit across Portage County, Ohio and nearby communities. Outside the area? I also help remotely by phone or screen-share. Book at billshometech.com/book or call (330) 200-8042.

# 6 Filling In Your Work History

The heart of your profile is your work history, and the good news is you have already written it on your resume. Add each job with its title, the employer, and the years, and a line or two about what you did. LinkedIn gives you boxes to fill, so it is mostly a matter of copying across from the resume you already have.

As with a resume, you need not list every job back to the beginning of time. The last ten or fifteen years, or the roles most relevant to what you want, are plenty. And you can leave out the exact years on old schooling if you would rather keep your age out of the first glance. Fill in the location and your general area too, because recruiters search by region. If you want local work, making sure Portage County or Northeast Ohio appears helps the right people, nearby, find you.

**TIP**

Build your LinkedIn straight from your finished resume. If the resume is done, the profile is mostly copy-and-paste, an hour's work, not an afternoon's.

# 7 Turning On 'Open To Work'

LinkedIn has a setting called 'Open to Work,' and flipping it on is one of the most useful things you can do. It quietly signals to recruiters searching the site that you are available and want to hear about jobs. You can tell it what kinds of roles and what areas you are interested in, so the right opportunities find their way to you.

You get a choice about how visible this is. You can show a small green 'Open to Work' banner on your photo for everyone to see, or you can keep it private so that only recruiters, not your current boss or the public, can tell. If you are already employed and job-hunting quietly, choose the private option. Once it is on, recruiters can reach you through LinkedIn's messages even without being connected to you.

**GOOD TO KNOW**

'Open to Work' set to 'recruiters only' lets you job-hunt quietly without your current employer seeing. It is the setting most working people want.

## 8 You Do Not Have To Post A Thing

Here is the relief at the center of this whole guide: you do not have to post anything on LinkedIn, ever. All those opinions, articles, and 'thrilled to announce' updates you see are entirely optional. A complete profile with 'Open to Work' switched on does its job whether you ever write a post or not.

Posting is for people building a public presence or marketing a business, and if that is not you, skip it with a clear conscience. Recruiters find you through your profile and your history, not through your posts. The quiet, complete profile of someone who never posts is found and contacted just the same.

**WATCH OUT**

If posting feels like too much, simply do not. A finished profile is the whole job. Anyone who tells you that you must post daily is thinking of a different goal than finding a job.

# 9 Connecting With People You Actually Know

LinkedIn works partly through 'connections,' people you are linked to. You do not need hundreds; a modest circle of people you genuinely know is plenty and far more useful. Start with former coworkers, your boss from an old job, friends, and family who are on LinkedIn. LinkedIn will suggest people you may know, and you can send a connection request with a tap.

A handful of real connections makes your profile look established and active without any effort, and those are the very people most likely to pass along a lead or put in a good word. Quality beats quantity by a mile: ten people who know you are worth more than five hundred strangers. You will get connection requests from people too; accept the ones you recognize and feel free to ignore the rest.

**WATCH OUT**

Do not feel pressured to connect with strangers or to accept every request. Scammers and spammers use connection requests to get at you. Stick to people you actually know or clearly legitimate recruiters. Declining is invisible and painless.

# 10 How Recruiters Find You, And Applying Yourself

Once your profile is complete and 'Open to Work' is on, recruiters searching LinkedIn for someone with your experience in your area can find you and send you a message, all without you doing anything further. This is the real payoff, and it happens in the background while you get on with your life. When a recruiter messages you, LinkedIn lets you know by e-mail, and you can read and reply right in the app or on the website.

You do not have to wait passively, either. LinkedIn is a job board in its own right: you can search for openings by title and area, and many listings offer an 'Easy Apply' button that submits your profile and resume to the employer in a few taps. You can

also set up job alerts, telling LinkedIn the kind of work and area you want, and it will e-mail you new matching postings.

Still keep your resume polished, because many listings attach it and some employers want it even when LinkedIn has your history.

**GOOD TO KNOW**

Set a job alert for the work and area you want, and let LinkedIn e-mail you the new postings. It is far easier than remembering to go and look.

Rather not do this yourself? I'll come to your home and set it up for you — a flat $99 first visit across Portage County, Ohio and nearby communities. Outside the area? I also help remotely by phone or screen-share. Book at billshometech.com/book or call (330) 200-8042.

## 11 Privacy Settings, And Phone Or Computer

LinkedIn has privacy settings worth a quick look, tucked under 'Settings & Privacy.' The main one is whether people can see when you have viewed their profile; you can browse privately if you prefer. For a job-hunter, a sensible setup is: profile visible to the public and to recruiters so you can be found, 'Open to Work' set to recruiters-only if you are quietly looking, and activity kept modest since you are not posting anyway.

LinkedIn works as an app on a phone or tablet and as a website on a computer, and the two show the same profile and the same jobs. Many people set the profile up on a computer, where the bigger screen makes the typing easier, and then check messages and jobs on the phone app. If you install the app, get it only from your official app store, the Apple App Store or the Google Play Store. Use whichever suits you; there is no wrong choice.

**TIP**

If you are job-hunting while still employed, set 'Open to Work' to recruiters-only and keep your activity quiet. That way you are findable by the right people but invisible to your current boss.

# 12 Adding Your Skills

LinkedIn lets you add a list of skills to your profile, and it is worth a few minutes because those skills are among the things recruiters search for. Add the real, concrete ones your work calls for: the software you can use, the equipment you know, the practical abilities you have. Keep it honest; these are things you may be asked about.

You do not need dozens. A handful of the skills most relevant to the work you want does the job and keeps the profile tidy. Think of the words a posting for your ideal job would use, and make sure the true ones appear here. LinkedIn may invite your connections to 'endorse' your skills, a small nod that you have them. That is a pleasant bonus if it happens, but do not chase it.

**GOOD TO KNOW**

List the handful of skills most relevant to the work you want, in plain words. Those are what recruiters search for. A short honest list beats a long padded one.

# 13 Making LinkedIn Easier To See And Use

LinkedIn, like any website or app, can be made easier to see and use. On your phone or tablet, you can make the text larger through your device's own settings, which helps on every app at once. On a computer, you can zoom the web page in with a couple of keys so the print is comfortable.

The LinkedIn app and website can feel busy and cluttered, with a great deal going on besides the parts you actually need. Do not let that fluster you. Your profile and the

job search are simple, and the rest is noise you can ignore. You only ever need a few corners of it: your profile, the 'Open to Work' setting, your messages, and the job search. Everything else is optional.

> **TIP**
> Make the text bigger in your phone or tablet settings, and ignore the busy feed. You only need four corners of LinkedIn: your profile, 'Open to Work,' messages, and the job search.

# 14 Messages, Contact Details, And Staying Safe

Once your profile is up, you will get messages and connection invitations. Genuine ones, a recruiter with a real job or a former colleague reconnecting, deserve a prompt, polite reply. You will also get plenty you can simply ignore: sales pitches, vague invitations from strangers, and the occasional scam.

You never owe a stranger on LinkedIn a reply, and ignoring or declining is invisible and painless. Check, too, that the e-mail tied to your account is one you actually check, and peek in your junk folder now and then so a recruiter's message is never missed.

LinkedIn looks buttoned-up and professional, and mostly it is, but scammers use it precisely because it looks trustworthy. The same rules that protect you everywhere else apply here: a real employer never asks you to pay to get a job, never sends you a check before you have worked, and never asks for your Social Security number or bank details in an early message.

Be wary of a 'recruiter' who rushes you, moves the conversation off LinkedIn to a texting app, or offers a job that sounds too good with little detail.

**WATCH OUT**

A real recruiter never asks for money, your Social Security number, or bank details in an early LinkedIn message, and never needs to move you to a strange texting app. Any who do are scammers. Report and ignore them, and trust your instinct when something seems too good or too pushy.

# 15 Keeping It Current, And Doing It Together

A LinkedIn profile is not a thing you must tend constantly, but it is worth a quick update when something real changes: a new job, a finished course, a new skill. Because employers may look at it any time, a profile that quietly contradicts your resume can raise a small, needless question. The easy habit is to update LinkedIn at the same moment you update your resume, since the information is the same. Beyond that, you can leave it be.

A LinkedIn profile is a fine thing to set up side by side with a spouse, a friend, or a relative who is job-hunting, especially if they find the site intimidating. You can do the fiddly computer parts while they supply the facts, and talk through the headline and summary together; it is often easier to describe someone else's strengths than your own. Keep it to the minimum that works, and resist LinkedIn's pull to add more and more.

**GOOD TO KNOW**

Keep a parent's or spouse's LinkedIn login written down safely at home. A forgotten password is the single most common reason people lose access to a profile they liked having.

# 16 Common Mistakes, And Questions People Ask

Nearly every LinkedIn question comes down to one of a handful of simple things: leaving the profile half-finished with no photo or an empty history; forgetting to turn on 'Open to Work'; paying for 'Premium' in the belief it is required; connecting with or replying to strangers and scammers; thinking you must post constantly; and letting the profile go stale so it contradicts your resume. None is a disaster, and all are easy to put right.

A few questions come up again and again. Do I have to pay for LinkedIn? No, the free account does everything a job-hunter needs.

Do I really have to post? Not at all; a complete profile is the whole job. Will my current employer see that I am looking?

Not if you set 'Open to Work' to recruiters-only. How many connections do I need? Only a handful of people you actually know.

A recruiter messaged me, is it real? Often yes, but a real one names the company and role, talks on the phone, and never asks for money, your SSN, or bank details early on.

**TIP**

Complete the profile, turn on 'Open to Work,' connect with a few real people, and then walk away. That is the whole winning strategy, no daily effort required. If any part of it feels like more than you want to take on, that is exactly the sort of setup Bill is glad to handle, in person or over a screen-share.

CHEAT SHEET

# Everyday Cheat Sheet

Keep this in a drawer with your home papers. It is the whole minimum-profile plan on one page.

| I want to... | Do this... |
|---|---|
| Get started for free | Make a free account at linkedin.com with an e-mail you check; never pay 'Premium' to job-hunt |
| Look approachable | Add a plain, friendly headshot taken against a blank wall in good light |
| Say what I do | Write a one-line headline naming your work and your area, like 'Bookkeeper, Portage County' |
| Fill in the profile | Copy your work history and a short 'about' straight from your resume |
| Let recruiters find me | Turn on 'Open to Work,' set to recruiters-only if you are looking quietly |
| Skip the part I dread | Do not post anything; a complete profile does the job on its own |
| Stay safe from scams | Ignore any 'recruiter' who asks for money, your SSN, or bank details, or rushes you off LinkedIn |
| Get help | Call Bill: (330) 200-8042 |

**BEFORE YOU GO**

# A Note From Bill

A quick note from Bill. I write these guides to make home tech a little less frustrating, and I do my best to keep every step accurate and up to date. Still, every home, device, and setup is a bit different, so I can't promise a guide will match yours exactly or fix your particular problem. These guides are for general information only — they're not professional, legal, or financial advice, and they don't replace your device's own manual or the manufacturer's instructions. Please go slow, use your own good judgment, and use everything here at your own risk. If a step involves electrical wiring, a gas appliance, a water heater, plumbing, or climbing a ladder — or if anything just doesn't feel safe — please stop and call a licensed professional (or give me a call at 330-200-8042). Bill's Home Tech and Bill Davis can't be responsible for any damage, data loss, or injury that results.

HOW I CAN HELP

# Your Visit — and My Promise

*You don't have to remember all of it — just that a friendly, patient person is one call away, whenever you'd rather have a hand.*

**KEY SPECS**

In your home — $99 flat for the first visit, no contracts and no surprises, with a 30-day come-back-free follow-up. In-home visits cover Portage County, Ohio and nearby communities.
Outside the area? Remotely — $49 for a screen-share session (free for Support Plan members, $39/mo), refundable if I can't fix it — and credited toward a visit if you'd rather have me in person. Book either at billshometech.com/book.

**GOOD TO KNOW**

My promise — If you're not 100% satisfied with your visit, I'll come back at no charge, or refund the full $99. No questions, no awkwardness. That's how I'd want to be treated.

Whenever you're ready, I'll come to your home anywhere in Portage County, Ohio and nearby communities, at your pace. Too far for a house call? I also help remotely. Book at billshometech.com/book or call (330) 200-8042. — Bill

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