



## LinkedIn Branding for Career Professionals

*Investment begins at \$397 and are quoted based on experience and job level.  
Lowest investment is normally for college students/grads.*



### This package includes:

- Consultation to discuss your needs and develop a strategy to get you there
- Revamped / re-written job title to ensure it aligns with your career goal(s)
- Develop a headline to catch the attention of recruiters and hiring managers
- A professionally written personable summary capturing your unique value as a professional
- Work experience highlighting key achievements using keywords targeted to your desired industry
- Selection of key featured skills & endorsements to align with your career goal(s)
- Royalty free background image that aligns with your profession or career focus. It will be yours to keep and use across all your social media platforms
- Strategy on how to get recommendations that speak to your worth
- A recommendation request template to request recommendations from people you have worked with, directly or indirectly
- 1-hour Coaching on how to leverage the use of LinkedIn

### Here are 8 top reasons why you need to add LinkedIn to your Career Branding Strategy

1. It's your professional bio, career track record, and online résumé all wrapped up in one.
2. Opportunities come to you. Recruiters love looking for passive job seekers on LinkedIn.
3. Connect with those in your industry and network with people all around the world.
4. Write articles to showcase your expertise and become a thought leader in your field.
5. Grow your network by commenting on articles to showcase your expertise and perspective.



6. When someone "googles" your name, your LinkedIn profile will come up first. Don't get caught with an undone profile.
7. It's a place to collect endorsements and recommendations to build your credibility.
8. After reviewing your résumé, recruiters use LinkedIn to research you before calling you.

In essence, LinkedIn has many benefits and the eight above are just the crux of what it can offer. Building an awesome profile will pay great dividends now, and in the future. Let's work together to transform your LinkedIn profile into a powerful career branding tool.

**Rates are quoted based on experience and job level. Quoted rates are good for 14 days.**

**Please review our [Terms & Conditions](#)**

**iRock is closed on Sundays and nationally recognized holidays.**