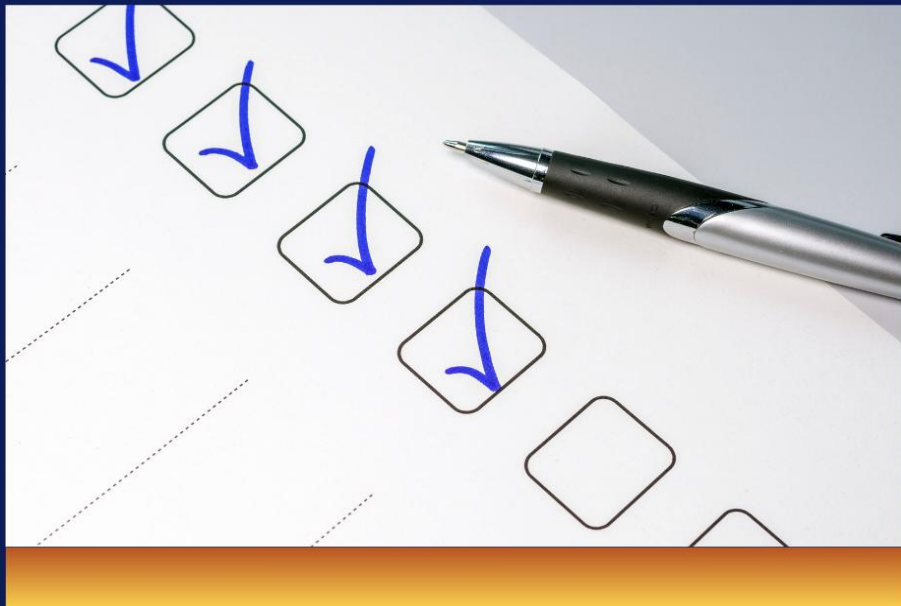


# The LinkedIn Checklist

A data-driven guide for using LinkedIn to get private sector jobs



[Transformations123.com](http://Transformations123.com)

## Meet Your Coach

I'm Amy Sindicic from Transformations123.com—where we pair powerful mindset shifts with practical career strategies to help federal employees thrive in private industry.

*"Amy took my 7-page federal résumé and turned it into a two-page powerhouse. Within 2 weeks, I had 3 interviews lined up after six months of total silence."*

With over 15 years of experience in career coaching, resume writing, and interview prep, I've helped hundreds of professionals to land higher-paying jobs faster, often with no private sector experience. I've also taught Business English and job strategy on four continents, and I specialize in helping people shift their mindsets and present their value clearly.



### Why LinkedIn? And why is it so hard to get right?

Most of my clients come to me frustrated.

They've spent years – sometimes decades – excelling in government, only to feel invisible on LinkedIn.

Their profiles read like internal duty statements, not the powerful career stories that hook private-sector decision makers.

- ❌ They worry they're coming off stiff, bureaucratic, or worse – out of touch.
- ❌ They wonder why recruiters aren't calling, even though they're more qualified than half the people posting about "new roles!"
- ❌ They've heard "network on LinkedIn," but feel awkward, unsure what to comment on, or how to reach out without sounding desperate.

Here's the truth:

LinkedIn isn't just a digital resume. It's your professional storefront. It's how you get noticed — and how hiring managers decide if you're "one of us."

Imagine getting messages from hiring managers *before* you apply. Imagine peers in your target industry seeing you as an insider, not a bureaucrat. That's what we're doing here.

I've helped countless federal professionals transform their online presence so it actually works. No more ghost town profiles. No more sending out dozens of resumes into the void. Just smart positioning — and the confidence to show up as the professional you truly are.

## This checklist will guide you through the process.

---

### 1: Spruce up your profile so it shines

- Profile photo: Professional, approachable — don't use stiff badge pics. Smile like someone you'd want to work with!
- Banner image: Swap the standard blue. Try something tied to your industry (tech, healthcare, consulting) or even a skyline.
- Custom URL: Shorten to [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname). Looks so much cleaner on your resume.

### 2: Tell a story that clicks with private employers

- Headline: Not just "Program Analyst at DOJ." Try: "Project Manager | Streamlining Ops | Ex-Federal Driving Business Results."
- About section: Short, punchy. Who you are, your strengths, what private employers can count on.
- Experience: Focus on impact, not just duties. "Reduced processing time by 30%, improved compliance reviews."
- Try this format: WHAT I did, HOW I did it, RESULTS I delivered.

### 3: Build trust fast

- Skills & endorsements: Show what translates — leadership, project management, compliance, stakeholder work.

- ☑ Recommendations: Ask a manager or peer to write a few lines about working with you.
- ☑ Certificates & training: Add PMP, Agile, cybersecurity, or any industry courses.

#### **4: Get active (this is huge!)**

- ☑ Follow target companies & execs: See what they post (and start commenting).
- ☑ Like & comment: Thoughtful comments on posts in your future field build visibility.
- ☑ Share or post: Articles with a quick takeaway: “Interesting 2025 trends — curious how mid-size firms are tackling this?”

#### **5: Make sure recruiters can find (and contact) you**

- ☑ Turn on “Open to work” for recruiters only.
- ☑ Add contact info: Personal email, maybe a Calendly link for easy chats.
- ☑ Connect intentionally: When sending invites, add a note: “Hi Susan, saw you’re in private-sector compliance — would love to connect!”

**Tiny final touches: Check spelling (especially job titles!). Adjust privacy so recruiters see your activity. Revisit monthly.**



**One client came to me after six months of total silence — not a single call, no interviews.**

**Just two weeks after we revamped her LinkedIn profile and résumé together, she had three interviews lined up.**

You *could* keep tweaking your profile on your own, guessing at what private employers want — and risk waiting months longer.

Or you could let me take it off your plate.

I offer a done-for-you LinkedIn profile rewrite service designed especially for federal employees moving into private industry.

We’ll turn your government-heavy history into a compelling story that private-sector hiring managers can’t ignore.

Ready to see what’s possible? Let’s hop on a free 30-minute intro call. I’ll walk you through how we can transform your profile — and your job search.

👉 <https://amysindicic.simplybook.me/>

**You’ve got this — and I’ve got your back**

# Ready to Transform Your Career?

**7 → 1**

Resume  
Pages

Shrink your  
government  
CV into a  
private-sector  
friendly  
document

**1:1**

Personalized  
Support

Get individual  
guidance through  
your entire career  
transition journey

**30 min**

Free Intro Chat

Schedule your  
Complimentary  
Consultation to Discuss  
Your Goals

Let's make your career change less  
intimidating. You've got this!

<https://amysindicic.simplybook.me>

