



**EQUIPPED
TO WIN**

PREPARE. POSITION. GET CHOSEN.

The **7-DAY LINKEDIN** QUICK-START ACTION CHECKLIST

One Action Per Day.
Seven Days to Visible.



7-DAY LINKEDIN ACTION CHECKLIST

- DAY 1** Optimize Your Profile ☐
- DAY 2** Build Your About Section ☐
- DAY 3** Showcase Your Experience and Impact ☐
- DAY 4** Grow Your Network Strategically ☐
- DAY 5** Engage With Content and People ☐
- DAY 6** Share Your Value ☐
- DAY 7** Review, Refine and Keep Going ☐



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How to Use This Checklist

One action per day. Seven days to visible.

This checklist breaks the full LinkedIn optimisation system from the main guide into seven daily actions. One per day. Each takes between 15 and 45 minutes depending on how much work your profile needs.

Do not skip ahead. Each day builds on the previous one. Doing Day 4 before Day 2 produces a weaker result because the skills section you rank in Day 4 needs to support the headline you write in Day 2.

If you miss a day, pick up where you left off. Do not restart from Day 1.

If you have already worked through the main guide, use this checklist to confirm each step is done rather than repeat the work. Tick each day as complete and move on.

Your 7-Day Progress Tracker

Tick each day as you complete it.

Day 1 Audit	Day 2 Headline	Day 3 About	Day 4 Skills	Day 5 Recs	Day 6 Mirror	Day 7 Credentials
[]	[]	[]	[]	[]	[]	[]

The Seven Days

Day 1

Audit

Know exactly what is broken before you fix anything.

- ☐ Open LinkedIn on your phone or laptop.
- ☐ Go through all 15 items in the LinkedIn Audit Checklist from Chapter 1 of the main guide.
- ☐ Mark each item PASS or FAIL honestly. Look at your profile, do not guess.
- ☐ Count your FAIL items and write the number here: _____ / 15
- ☐ Keep this checklist open. You will refer back to it each day this week.

Note: Do not try to fix anything today. Just audit. Knowing the full picture before you start prevents you from fixing one thing and missing three others.

Day 2

Headline

The single highest-impact change you can make to your profile.

- ☐ Open the Headline Formula Card from Chapter 2 of the main guide.
- ☐ Identify your target job title, your sector, and one specific result or value you deliver.
- ☐ Write a draft headline using the formula: [What You Do] | [Sector] | [Result or Value]
- ☐ Check it is under 220 characters.
- ☐ Paste it into your LinkedIn headline and save.
- ☐ Activate Open To Work and fill in every configuration field correctly.
- ☐ Set Open To Work visibility to Recruiters Only if you are currently employed.

Note: Your headline update goes live the moment you save it. LinkedIn re-indexes your profile within hours. Some professionals see recruiter activity increase within 24 to 48 hours of this change alone.

Day 3

About Section

Tell recruiters what you do and where you are heading in plain language.

- [] Open your LinkedIn About section in edit mode.
- [] Delete whatever is currently there if it starts with 'I am a professional with' or anything similar.
- [] Write a new opening: one sentence on your background, one on your most relevant experience or result, one on what you are looking for or where you are heading.
- [] If you are transitioning sectors, add one sentence connecting your background to your target direction.
- [] Keep the total About section under 300 words.
- [] Save and review how it reads from a recruiter's perspective.

Note: Read it out loud before saving. If any sentence sounds like it was written for a brochure rather than by a person, rewrite it.

Day 4

Skills Section

Tell LinkedIn's algorithm exactly which recruiters to show your profile to.

- [] Open five to ten job postings for your target role on LinkedIn Jobs.
- [] List every skill, tool, or competency that appears across those postings.
- [] Go to your LinkedIn Skills section.
- [] Add every relevant skill from your research that is not already listed.
- [] Reorder your top three skills to match the highest-frequency terms from the job postings.
- [] Confirm you have at least 20 skills listed in total.
- [] If transitioning sectors, add the top skills from your target sector alongside your current ones.

Note: The order of your skills matters. Your top three display most prominently and carry the most algorithmic weight. Make them count.

Day 5

Recommendations

Get credible voices to speak for you.

- ☐ Open the Recommendation Request Tracker from Chapter 4 of the main guide.
- ☐ Identify at least three people to approach: one former supervisor, one former colleague, one subordinate or client if available.
- ☐ Personalise the message templates from Chapter 4 for each person.
- ☐ Send all three requests today.
- ☐ Write one recommendation for a former colleague while you wait for responses.
- ☐ Log each request in the tracker.

Note: Recommendations take time to arrive. Sending them on Day 5 means some will have come in by the time you finish the main guide and start your 30-Day Planner. Do not delay this step.

Day 6

Mirror Rule

One professional story, two documents, zero inconsistencies.

- ☐ Open your CV and your LinkedIn profile side by side.
- ☐ Run through all eight items in the Mirror Rule Alignment Checklist from Chapter 5.
- ☐ Fix every mismatch you find. Job titles, dates, organisation names, achievements, skills, certifications, and current role status.
- ☐ Rewrite at least one experience entry per role using the results-based formula: verb, context, scale, result.
- ☐ Apply the same update to your CV at the same time.
- ☐ If you have any project closeout entries, reframe them using the examples from Chapter 5.

Note: Do not move to Day 7 with mismatches still in place. Recruiters cross-reference. Inconsistencies get noticed.

Day 7

Credentials

The last layer. Visible, credible, and positioned correctly.

☐ Go to your LinkedIn Certifications section. Add any missing credentials. Fill in all fields for each one.

☐ Identify one new certification relevant to your target role. Begin it today, even if you cannot complete it immediately.

☐ Go to your Following list. Remove any account that does not reflect your professional identity.

☐ Using the Following Guide from Chapter 7, add at least 10 organisations, hashtags, and people in your target sector.

☐ Update your Featured section with one piece of work, a relevant post, or a link that demonstrates your professional capability.

☐ Do a final review of your profile from top to bottom. Fix any remaining gaps from your Day 1 audit.

☐ Tick all seven days on your progress tracker.

Note: Your profile is now built the way recruiters search. The 30-Day Visibility Planner in Chapter 7 of the main guide takes it from here.

What Comes After Day 7

The seven days above build the foundation. The 30-Day Visibility Planner in Chapter 7 of the main guide keeps it active.

Two things to do immediately after completing Day 7:

- Start the 30-Day Visibility Planner. Week 1 and Week 2 will largely confirm what you have already done this week. Use those days to check and tighten rather than rebuild.
- Check LinkedIn notifications. Some profiles start receiving recruiter activity within days of the headline and skills updates. If messages arrive, respond promptly. A recruiter who reaches out and gets no response does not usually reach out again.

Keep this checklist. If you ever go through a period of job searching again, run through these seven days first. A profile that has been sitting inactive for months needs a reset before you start applying. This is that reset.

Seven days. One action each.

Your profile is now built the way the platform actually works. You did not just update it. You rebuilt it from the ground up with the right structure, the right language, and the right signals.

They are already looking for you. Now they can find you.