

FREE RESOURCE

# AI LinkedIn Optimisation Prompts Pack

ChatGPT & Claude prompts to optimise your profile, boost your visibility, and attract the right opportunities.

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## GETTING STARTED

## How to use this prompts pack

These prompts work with ChatGPT (GPT-4o) and Claude. Copy the prompt, replace the bracketed placeholders with your own information, and paste it into your chosen AI tool. LinkedIn rewards profiles that use natural, specific, and human language — so always review and personalise the output before you publish. The more context you give the AI, the better the result.

<b>Be specific</b>	Include your job title, industry, years of experience, and the audience you want to attract — recruiters, clients, peers, or all three.
<b>Use your real voice</b>	LinkedIn is a personal platform. After the AI drafts the content, read it aloud. If it doesn't sound like you, adjust it until it does.
<b>Iterate</b>	If the first output isn't quite right, reply with: "That's close — can you make it more [conversational / senior / concise]?"
<b>Check for keyword fit</b>	LinkedIn's search algorithm favours profiles that use the exact terms recruiters search for. Ask the AI to "include these keywords naturally: [list them]".
<b>Try both tools</b>	Claude tends to produce more natural, nuanced writing; ChatGPT can be bolder and more direct. Try the same prompt in both and compare the results.

**Why LinkedIn matters:** Over 90% of recruiters use LinkedIn to find and vet candidates. A well-optimised profile can generate inbound interest — meaning opportunities come to you, not just the other way around. These prompts help you build a profile that works while you're not.

## SECTION 01

## Optimise your LinkedIn headline

Your headline is the most visible line on your LinkedIn profile — it appears in search results, connection requests, comments, and messages. Most people simply put their job title. A well-crafted headline tells people not just what you do, but the value you bring and who you help.

**PROMPT 01****Write a headline from scratch**

I'm a [job title] with [X] years of experience in [industry/sector]. I want to attract [target audience — e.g. recruiters in financial services / senior HR leaders / potential consulting clients]. My key strengths and the value I offer are: [list 2–3 things]. Write five different LinkedIn headline options for me — ranging from straightforward and professional to more distinctive and benefit-led. Each headline should be under 220 characters.

*Tip: Having five options lets you choose the one that feels most authentically you. Avoid anything that sounds like a job advert for yourself.*

**PROMPT 02****Rewrite a weak or generic headline**

My current LinkedIn headline is: [paste your headline]. It's too generic / doesn't stand out / doesn't reflect my value. Rewrite it to be more specific and compelling. I want it to attract [target audience] and communicate that I [key value or outcome you deliver]. Give me three alternative versions — one concise, one mid-length, one that uses a format like "[What I do] | [Who I help] | [Key outcome or credential]".

*Tip: The pipe-separated format is popular on LinkedIn because it's easy to scan and packs in a lot of information efficiently.*

**PROMPT 03****Write a headline for a job seeker**

I am actively looking for a new role as a [target job title] in [industry/sector]. My background includes [briefly describe your most relevant experience]. I do not want my headline to just say "open to work" — I want it to lead with my professional value and also signal that I am available. Write three headline options that balance credibility with availability.

*Tip: Leading with your value rather than your availability positions you as a candidate, not just a job seeker — an important psychological distinction for recruiters.*

**PROMPT 04****Write a headline for a career changer**

I'm transitioning from [previous role/sector] to [target role/sector]. My most transferable strengths are: [list 3–4]. I want a headline that positions me credibly in my target field without making my career change the main story. Write three headline options that lead with the value I bring to my new direction.

*Tip: For career changers, the headline should signal where you're going, not just where you've been. Ask the AI to "emphasise destination over history".*

## SECTION 02

## Write a compelling About section

Your LinkedIn About section is prime real estate — yet most professionals either leave it blank or copy their CV summary into it. Your About section should do something different: it should speak to your reader, tell your professional story, and give them a reason to connect or reach out.

**PROMPT 05****Write an About section from scratch**

I'm a [job title] with [X] years of experience in [sector]. My professional mission or focus is: [describe what you care about in your work]. My key achievements or credentials include: [list 3–4]. I want to attract: [target audience — recruiters / clients / collaborators]. Write a LinkedIn About section that opens with a strong hook, tells my professional story in a natural, first-person voice, highlights my key strengths and achievements, and ends with a clear call to action (e.g. connect, visit my website, book a call). Keep it to 300–400 words. Avoid buzzwords.

*Tip: The first two lines are critical — they're all that shows before the "see more" cut-off. Make sure the hook makes someone want to keep reading.*

**PROMPT 06****Rewrite and improve an existing About section**

Here is my current LinkedIn About section: [paste it here]. Rewrite it to be more engaging and specific. The current version is too [formal / generic / CV-like / long / short — choose what applies]. I want it to feel more human and personal while still being professional. Keep it in first person, remove any clichés, and make sure it ends with a clear invitation to connect or get in touch. Target length: 250–350 words.

*Tip: After the rewrite, read it aloud. If you wouldn't say it in a conversation, rewrite that sentence.*

**PROMPT 07****Write an About section for a career changer**

I'm transitioning from [previous career] to [new direction]. My background includes: [summarise key experience and skills briefly]. I'm moving into [new area] because: [give your genuine reason — curiosity, values alignment, etc.]. Write an About section that frames this transition positively — acknowledging my history but clearly pointing to where I'm headed. Make it honest, confident, and human. Avoid language that sounds defensive or apologetic about the change.

*Tip: Own your story. Recruiters and clients respond well to professionals who can articulate their "why" clearly and with conviction.*

**PROMPT 08****Write a strong opening hook for your About section**

My LinkedIn About section currently opens with: [paste your opening line or describe what you've got]. It's not grabbing attention. Write five alternative opening lines for my About section. My role is [job title], I work in [sector], and the one thing I want people to know about me professionally is: [one sentence]. The hooks should be varied in style: one question, one bold statement, one insight, one personal moment, one achievement-led.

*Tip: A question, a provocative statement, or a surprising fact all work well as hooks. Avoid opening with "I am a..." — it's the most common (and weakest) start.*

## SECTION 03

## Strengthen your Experience section

Many professionals treat their LinkedIn Experience section as a copy of their CV. It can work harder than that. LinkedIn allows more space, a more conversational tone, and richer storytelling than a CV. These prompts help you write role descriptions that showcase your impact and resonate with the people reading them.

**PROMPT 09****Write a LinkedIn role description from scratch**

I want to write a LinkedIn description for my role as [job title] at [company]. I have been in this role for [duration]. My key responsibilities include: [list 3–4 main areas of work]. My key achievements in this role include: [list 2–3, with numbers if possible]. My audience on LinkedIn includes [recruiters / clients / peers — choose what applies]. Write a role description that opens with a one-sentence summary of the role's purpose, followed by 4–5 bullet points of achievements and impact. Use active language and specific results.

*Tip: Unlike a CV, LinkedIn role descriptions can have a brief narrative opening before the bullets — this helps humanise the entry and gives context.*

**PROMPT 10****Rewrite a weak or duties-focused role description**

Here is my current LinkedIn description for [job title]: [paste it]. It reads too much like a job description — it lists what I was responsible for rather than what I achieved. Rewrite it so each bullet point shows an outcome, result, or impact. Where you don't have enough detail to add impact, ask me one specific question per bullet to uncover the result.

*Tip: Even if you don't have exact numbers, relative language works: "reduced processing time significantly", "led the largest project in the team's history".*

**PROMPT 11****Write a role description that attracts your target audience**

I am a [job title] and I want my LinkedIn experience section to attract [specify: recruiters hiring for X / potential clients in Y sector / senior leaders who might sponsor me]. Here is a basic summary of what I do and have achieved in this role: [describe briefly]. Rewrite my role description with this specific audience in mind — use their language, focus on what they care about, and make the entry feel directly relevant to them.

*Tip: Thinking about your audience changes everything. The same role looks completely different written for a recruiter versus a potential client.*

**PROMPT 12****Strengthen bullet points using the impact formula**

Here are [number] bullet points from my LinkedIn Experience section: [paste them]. Rewrite each one using the formula: [Action verb] + [what I did] + [result or impact]. Where a metric is missing, suggest a plausible way to quantify it and ask me to confirm the number. Use strong, varied action verbs and avoid starting multiple bullets with the same word.

*Tip: Strong action verbs include: Delivered, Transformed, Grew, Reduced, Designed, Led, Secured, Launched, Streamlined, Negotiated.*

## SECTION 04

## Build your LinkedIn presence & activity

A great profile is just the foundation. LinkedIn's algorithm rewards consistent engagement — and so do the people who might hire you or work with you. These prompts help you show up professionally through posts, messages, and meaningful interactions.

**PROMPT 13****Write a LinkedIn post sharing your expertise**

I want to write a LinkedIn post sharing something useful about [topic in your area of expertise]. My audience includes [describe: mid-career professionals / HR leaders / job seekers, etc.]. The key insight or practical takeaway I want to share is: [describe it in a sentence or two]. Write a post that opens with a hook to stop the scroll, shares the insight in a clear and readable format (short paragraphs or a numbered list), and ends with a question to invite engagement. Keep it to 150–250 words. Use my professional voice — not corporate or salesy.

*Tip: Posts that start with "I" or a question or a surprising statement get more engagement than those that start with the topic itself. Test different hooks.*

**PROMPT 14****Write a personalised connection request message**

I want to connect with [describe who: a recruiter at X company / a potential client / someone I met at a conference / a peer in my industry]. My name is [your name], I am a [your role], and my reason for wanting to connect is: [brief genuine reason]. Write a short, warm, and personalised connection request message of no more than 250 characters. It should feel human, not like a template.

*Tip: LinkedIn limits connection request notes to 300 characters. The best ones are specific — reference something real about the person or a genuine shared interest.*

**PROMPT 15****Write a message to ask for a LinkedIn recommendation**

I want to ask [name or describe: a former manager / colleague / client] for a LinkedIn recommendation. We worked together on [briefly describe the context and your role]. The aspects of my work I'd most like them to highlight are: [list 2–3 things]. Write a warm, polite, and specific message requesting the recommendation. Include a brief guide to what I'd like them to focus on — framed as a helpful suggestion, not an instruction.

*Tip: Making it easy for the recommender increases the chance they'll actually do it. A brief steer on content is helpful, not cheeky — most people appreciate the guidance.*

**PROMPT 16****Write a thought leadership post from an article or insight**

I have just read [name/describe an article, report, or piece of research relevant to your field]. The key finding or idea that struck me was: [describe it briefly]. My take or professional perspective on this is: [share your view]. Write a LinkedIn post that references this insight, adds my own perspective, and invites my network to share their thoughts. It should be original and opinion-led — not just a summary of the article.

*Tip: Your perspective is what makes a post valuable. Anyone can share a link. Sharing your opinion on what it means in practice is what builds your professional reputation.*

## SECTION 05

## Quick-win prompts

Short, sharp prompts for common LinkedIn tasks. Paste these in when you need a fast improvement without overhauling your whole profile.

**PROMPT 17****Audit your full LinkedIn profile**

Act as a senior LinkedIn career coach. I'm going to paste in my LinkedIn profile content. Review it and give me: (a) the top three things that are working well, (b) the top three things that would most improve my profile's impact and visibility, (c) one specific rewrite of the weakest section. Here is my profile: [paste headline, About, and top 1–2 role descriptions].

*Tip: Do this audit every 6 months, or whenever your career direction changes. LinkedIn profiles go stale quickly.*

**PROMPT 18****Generate a keyword list for your Skills section**

Here is my current job title and role: [describe briefly]. Here is a job description for the type of role I want to be found for: [paste the JD]. Give me a list of 15–20 LinkedIn skills keywords I should include on my profile to appear in recruiter searches for this type of role. Split them into: technical/hard skills and professional/soft skills.

*Tip: LinkedIn allows up to 50 skills. Prioritise the ones that align with your target roles and ask your network to endorse the most important ones first.*

**PROMPT 19****Write a LinkedIn summary of a project or achievement**

I want to add a notable project or achievement to my LinkedIn profile. Here are the basic facts: [describe: what the project was, your role, the team size, the timeline, the outcome or result]. Write a concise 80–100 word LinkedIn project description that leads with the impact or outcome, explains my specific contribution, and uses language a non-specialist in my field could understand.

*Tip: Specific, quantified project entries significantly boost profile credibility. Even one or two strong entries make a real difference.*

**PROMPT 20****Check your profile reads at the right seniority level**

I'm targeting [senior / director / head of / C-suite] level roles or clients. Here is my LinkedIn headline and About section: [paste them]. Does the language, framing, and tone reflect someone operating at this level? Flag any phrases that sound too junior, too operational, or too passive. Suggest specific rewrites for the weakest two or three sentences.

*Tip: This is especially important when making the leap from functional expert to strategic leader. The language shift is subtle but significant.*

**Bonus prompt:** Once you're happy with your profile, run this final check: "Read my LinkedIn profile as a recruiter who specialises in hiring [your target role] and has 60 seconds to decide whether to reach out. What would make you get in touch? What would make you move on? Be direct."

## About Lisa Howe

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I'm Lisa Howe — a certified Career Coach and AI Productivity Trainer with over 20 years of experience supporting professionals across the UK and internationally. I help mid to senior professionals gain clarity, build confidence, and get measurable results in their job search, career development, and professional positioning — including on LinkedIn.

- ✓ Licensed Firework Career Coach
- ✓ Certified Résumé Writer & Career Coach
- ✓ Imposter Syndrome Practitioner
- ✓ AI Productivity Trainer

### Want personalised support with your LinkedIn profile?

These prompts are a powerful starting point — but sometimes you need an expert to review your specific profile, understand your goals, and tell you exactly what to change and why. That's where coaching makes the difference.

**Book a free 20-minute consultation at [lhcvolutions.com/contact](https://lhcvolutions.com/contact)**

Find more free career resources, AI tools, and guides at [lhcvolutions.com/career-resources](https://lhcvolutions.com/career-resources)

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