

Recruiters do not browse LinkedIn. They search it.

Here is how to show up in that search, written by a staffing firm that has been placing people since 2004.

**Bill Kasko, Founder, President, and CEO,
Frontline Source Group**

They type a job title and a location. Then they scan a list.

If your headline says "Finance Professional" and the search says "Controller," you are not ranked low.

You are not in the results at all.

No amount of good writing further down your profile fixes that, because nobody gets far enough to read it.

STEP 1

Fix your profile before you post anything.

Nobody follows a stranger. A person who has never met you should understand what you do in five seconds.

Paste your headline, About, and job history into an AI assistant and ask: **what is confusing, what is missing, and rewrite the weak parts in plain English.** Fix what it flags first.

STEP 2

Use the headline formula.

**[What you do] + [Who you do it for] +
[The result]**

WEAK

"Experienced Professional. Open to Opportunities."

STRONG

"Accounting Manager who cleans up messy books for growing companies in Dallas"

The test: if it could describe 500 other people, rewrite it.

STEP 3

Say what you do in one sentence.

"I help [who] with [what] so they can [result]."

"I help small business owners keep their books clean so they can stop dreading tax season."

Read it to someone outside your field. If they cannot repeat it back, it is not clear yet.

STEP 4

Pick three things to talk about. Only three.

- 1 **What you know best:** the work you actually do all day

- 2 **What your people are stuck on:** the problems you help solve

- 3 **What you think:** your honest take, in your words

If a post does not fit one of these three, do not post it.

STEP 5

Ten minutes a day. Comment before you post.

- 1 Comment on 5 to 10 posts with 2 or 3 real sentences. Never just "great post."
- 2 Reply to every comment on your own posts while people are still there.
- 3 Send 3 to 5 connection requests that mention something specific about the person.

STUCK ON WHAT TO SAY?

Five posts that work in every industry.

- 1 The lesson you learned the hard way

- 2 The question people ask you every week, answered properly

- 3 What changed in your line of work this year

- 4 A mistake you made, and what you do differently now

- 5 Something everyone in your field believes that you disagree with

MEASURE THE RIGHT THINGS

Track this, not that.

Track

Profile views after you
post
Saves
Messages that come to
you
Real conversations
Interviews and
introductions

Ignore

Impressions
Likes
Follower count
Views on any one post

Only one of those lists leads to a job.

IF YOU ARE JOB HUNTING

Turn on Open to Work in recruiter-only mode first.

It reaches the people who hire without telling your current boss.

Do not post "I am looking" and stop there. **Post what you are good at.** That is what gets forwarded.

THE PLAN

Your first 30 days, in order.

DAYS 1 TO 7

Fix the profile

Photo, headline, About. Post nothing yet.

DAYS 8 TO 14

Comment only

Ten minutes a day on other people's posts.

DAYS 15 TO 21

Post twice a week

Words only. Short. Use the five ideas.

DAYS 22 TO 30

Add one big one

One set of slides or one video.

Most people start at week three and wonder why nothing happens.

SAVE THIS. SHARE IT WITH SOMEONE JOB HUNTING.

Get the full playbook, free.

The one-page graphic, the recruiter's-eye view of how searches work, and the complete 30-day plan.

**[frontlinesourcegroup.com/
linkedin-job-search-playbook.html](https://frontlinesourcegroup.com/linkedin-job-search-playbook.html)**

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