LINKEDIN FOR MEDICAL WRITERS
A guide for freelancers and job seekers
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LEARNING OBJECTIVES

- Craft a stellar profile
- LinkedIn as a networking tool
- Build authority to attract opportunities
HOW TO BUILD A STELLAR LINKEDIN PROFILE?
PROFILE PHOTO: POWER OF A PICTURE

**DO:**
- ✔ Dress professionally
- ✔ Face is clearly visible
- ✔ Smile
- ✔ Make eye contact

**DON'T:**
- ✗ No photo
- ✗ Blurred/low-res pictures
- ✗ Group photos/selfies
- ✗ Poorly lit/busy background
HEADLINE: POWER OF 120 CHARACTERS

DO:
✓ Searchable keywords
✓ Identify your niche
✓ Showcase accomplishments

DON'T:
✗ Generic
✗ "Looking for..."
✗ Brag/use buzzwords
SUMMARY: THE POWER OF YOUR STORY

PROMPTS TO HELP YOU WRITE YOUR SUMMARY:

✓ Elevator Pitch: I help (ideal client/potential employer) who are struggling with (problem/pain point) by doing/providing (skill/service) so they can (result/impact).

✓ What motivates you? What problems are you passionate about solving?

✓ Describe your 'why', 'how' and 'what'

✓ What's a challenge you faced? What did you learn from it?

✓ Transferable skills + Technical expertise/deliverables = Measurable result
THE PILLARS

EXPERIENCE
STAR method

EDUCATION

CERTIFICATIONS

VOLUNTEER EXPERIENCE

SKILLS

ACCOMPLISHMENTS
HOW TO MAKE AUTHENTIC CONNECTIONS ON LINKEDIN?
DO:

- ✅ Send personalized connection requests
- ✅ Share, Comment, Congratulate, Connect
- ✅ Keep it professional

DON'T:

- ❌ Ask for favors before you provide value
- ❌ Spam their inbox
- ❌ Make inappropriate/personal remarks
HOW TO BUILD AUTHORITY AND ATTRACT OPPORTUNITIES?
WHAT CAN YOU SHARE?

- Insights on the latest industry trends
- Your published articles
- Answers to frequently asked questions
- "How to" explainer articles or videos
- Guides or industry best practices
- Lessons from your past experiences/what you learned from failure
- Resources (especially if they are free)