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Best Practices



Linked **in**

COMPANY's

Networking

GROUPS

visibility

AI

technology

SKILLS

validation



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Best Practices



INTRODUCING MY
AI CLONE



AI isn't going to make life easier
it's going to make hard things better.

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Best Practices



**BUILDING AI
CLONE WITH
MY LINKEDIN
AVATAR**



AI isn't going to make life easier
it's going to make hard things better.



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USING CLAUDE FOR MY AI CLONE



I use prompt for Claude to write my script, then edit the script for my audience.

Hello everyone, I'm Bruce's AI clone, and I'm basically the AI equivalent of a LinkedIn notification that actually has something useful to say. Today I'm here to introduce Bruce Bixler, who's been mastering LinkedIn for 17 years... which is longer than most of us have had smartphones. Bruce has watched LinkedIn evolve from a place where people just stuff their profile with keywords to a platform that they can list their professional skills, accomplishments as well as successes.

And lately, he's figured out how AI tools like me can actually make your LinkedIn game sharper, not weirder. So, whether you are job hunting, selling, or just trying to figure out why your posts get zero engagement, Bruce is the guy who'll show you the playbook. Take it away, Bruce."



Best Practices



USING
ELEVEN
LABS FOR
MY AI CLONE
VOICE



I take a copy of my script and upload it to Eleven Labs to convert from text to audio

"Hello everyone, I'm Bruce's AI clone, and I'm basically the AI equivalent of a LinkedIn notification that actually has something useful to say. Today I'm here to introduce Bruce Bixler, who's been mastering LinkedIn for 17 years... which is longer than most of us have had smartphones. Bruce has watched LinkedIn evolve from a place where people just stuff their profile with to a platform that they can list their skills, accomplishments as well as successes.

And lately, he's figured out how AI tools like me can actually make your LinkedIn game sharper, not weirder. So, whether you're job hunting, selling, or just trying to figure out why your posts get zero engagement, Bruce is the guy who'll show you the playbook. Take it away, Bruce."

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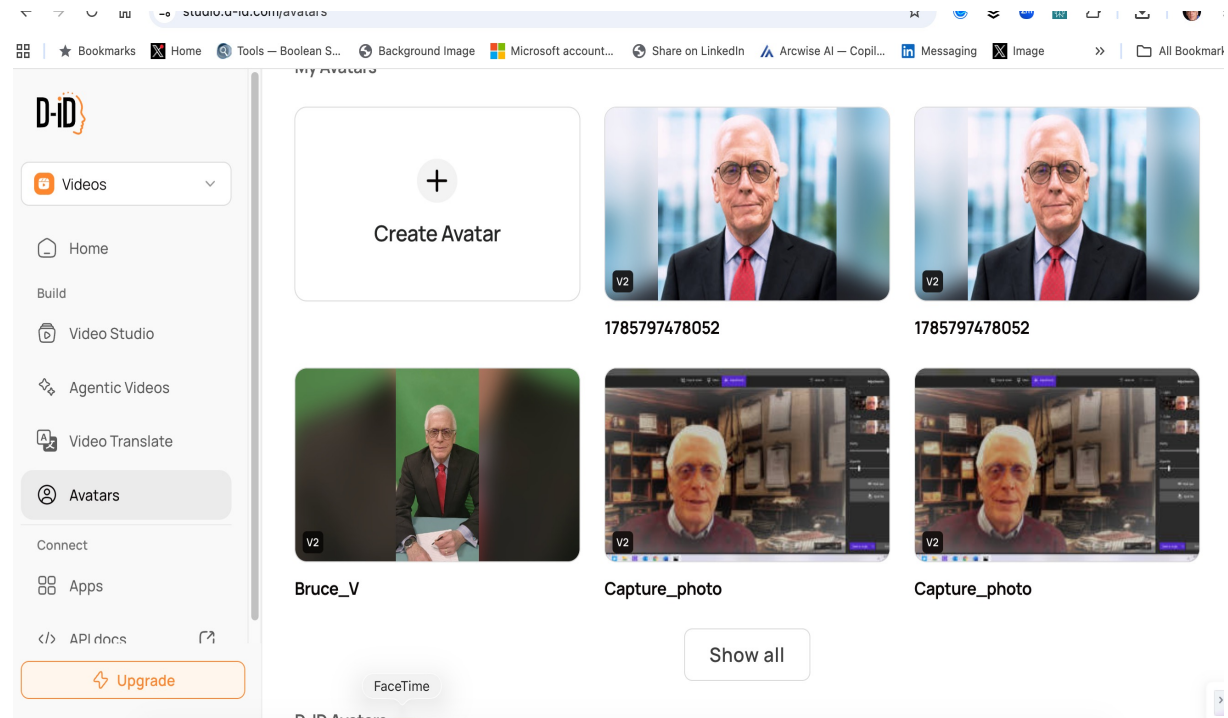




I take the audio from Eleven Labs and add it to my avatar from D-ID

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USING D-ID
FOR MY AI
CLONE
ANIMATION



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Best Practices
DESIGN PRACTICES



RESULT IS MY
AI CLONE



LinkedIn



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Linked **in**

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LinkedIn





[Claim 1 free month of Premium Page](#)

AI And LI Training & Consulting

Gen AI & All Its Hidden Shortcuts

LinkedIn Workspace Tips



Brucebix49@gmail.com

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Bridging Artificial Intelligence (AI) & LinkedIn Training | Creative Strategy Transformation, Measured by Solutions | Creating Profiles for Professionals to Stand out | Instructor-led Loops trAlning for Executives

Greater Chicago Area · [Contact info](#)

8,096 followers · 500+ connections

[Open to](#) [Add section](#) [Enhance profile](#) 

Open to work · Recruiters only

Greater Chicago Area | On-site · Hybrid

[Show details](#)

Tell non-profits you are interested in getting involved with your time and skills

[Get started](#)

Profile language

English

Public profile & URL

www.linkedin.com/in/brucebixler49

Get access to the cutting-edge technology that's changing the world.



BRUCE, join the Capital One Technology team.

[Apply today](#)

Who your viewers also viewed

Private to you

 **Messaging**

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Public profile settings

You control your profile and can limit what may be shown in search tools and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn may see all or some portions of the profile view displayed below.



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Bridging Artificial Intelligence (AI) & LinkedIn Training |
Creative Strategy Transformation, Measured by Solutions |
Professionals Learn to change your profile to Stand out
|Instructor-led Loops TrAlning For Executives



Hobknobery



The Wharton School

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/brucebixler49

Edit content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit visibility

You can set limits on which profile fields are eligible for display to people who aren't signed in to LinkedIn. Those viewing your profile in search tools, profile badges, or other permitted services like Outlook, may see all or some of the profile fields you have enabled below.

[Learn more](#)

Your profile's public

On



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someone who knows what you don't know! → Get an UNFAIR ADVANTAGE by contacting me for Artificial Intelligence (AI).

Why work with me?

- ↳ LinkedIn expertise in profiles, groups, skills, and training.
- ↳ Usage of AI tools in my workflows to get you faster results.

Providing Expert LinkedIn consulting, and AI training. Get the answers you need to learn how to use these platforms & be visible on LinkedIn!

Currently helping small businesses & entrepreneurs cut through the jargon and noise surrounding AI & embrace it for business advantage because ignoring it is handing that advantage over to your competition.

Despite your efforts, navigating the landscape of AI tools can feel overwhelming. Choosing the RIGHT tools, steep learning curves, and the frustration of trial & error to determine the right tools, is it worth the effort?

WHY? To help you transform LinkedIn from an expense to an investment by building a profile that is

☒ Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background photo Allow ☒

Headline Allow ☒

Websites Hide ☐

Summary Allow ☒

Articles & activity Allow ☒

Current experience Allow ☒

Details Allow ☒

Past experience Allow ☒

Details Allow ☒

Education Allow ☒

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BUILD MY AI CLONE ANIMATION

LinkedIn

Search Home My Network Jobs Messaging Notifications 2 Me For Business Claim 1 free month of Premium Page

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Recent

- Career Stimulus On-Line
- Small Business & Independ...
- Bruce Bixler's Deeplinked C...
- Idea Citizen® – An Idea Mas...
- AI Innovators Network for A...

Groups

- Career Stimulus On-Line
- Small Business & Independ...
- Bruce Bixler's Deeplinked C...

Show more

Events +

Biz Dev

Private Listed

332,361 members

Join

About this group

A warm welcome to everyone visiting...

Biz Dev is a networking platform that connect and interact with professionals in Business Development, Marketing, Digital Generation, Inside Sales functions, and...

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Bridging Artificial Intelligence (AI) & LinkedIn Training | Creative Strategy Transformation, Measured by Solutions | Creating Profiles for Professionals to Stand out | #1 Instructor-led Loop TrAlning for Executives

View profile

Account

- Reactivate Sales Navigator
- Settings & Privacy
- Help
- Language

Manage

Expansion Group

766 members

ndshare - Artificial Intelligence, Machine Learning, ML, Data Science, & Business Analyst.

376 members

Supply Chain & Logistics Management

342 members

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Best Practices



LinkedIn



Settings



Account preferences



Sign in & security



Visibility



Data privacy



Advertising data



Notifications

Visibility of your profile & network

Visibility when viewing other profiles

Your name and headline →

Page visit visibility

On →

Public profile settings

→

Email visibility

→

Connection visibility

On →

Follow visibility

Only visible to me →

Last name visibility

→

Represent your organizations and interests

On →

Page owners exporting your data

On →

Off-LinkedIn visibility

→

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LinkedIn

9:29 9:29 9:29 9:29

89



I'm looking for...



messages have dried up over the last eight months, it isn't a system glitch. It's the platform's unified natural language AI architecture working exactly as designed.

For years, the career services industry relied on surface-level optimization: a keyword-stuffed headline, a polished banner, and a generic about section designed to trick basic search filters.

● Today, LinkedIn's backend uses a massive, single-pipeline AI model that completely bypasses keyword counting. It reads, interprets, and audits profiles exactly like an executive recruiter would, looking for context, consistency, and genuine domain authority.

● The platform didn't send out a mass email detailing this engineering shift, which has left thousands of career professionals deploying outdated strategies that actively penalize their clients.

If you are still coaching your clients to optimize for 2024 search mechanics, you are leaving their career progression—and your revenue—on the table.

● On Thursday, May 21st at 1:00 PM Eastern Time, Kathy and I are sitting down for a no-nonsense conversation to pull

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Type into a search box to find a candidate for these roles. Here are the ten job descriptions [Paste all 10 job descriptions here] Based on the language the appears most frequently and most prominently across these descriptions. Give me the following.

1. **HEADLINE 3** Skill-rich headline options under 220 characters. Lead with the exact job title recruiters search for. Then layer in 3 – 5 most repeated skills or specialties. No vague phases like “passionate” or results-oriented.
2. **ABOUT SECTION:** You have 2500 characters to use in this about section to describe what you do, who you solve problems for, and how you help them. Include top 15 skills.
3. **TOP 5 SKILLS:** the 5 most searched skills to pin to the bottom of my “About Section” and at the top of my “Skills Section”. These should be the exact terms (not synonyms) that recruiters fill for ranked by how often the appeared in the job descriptions.
4. **FULL SKILLS SECTION** a list of 90 – 100 additional skills to add using the exact wording from the job descriptions, so my profile matches the widest range of recruiter searches.
5. **EXPERIENCE SECTION** For each of my main roles tell me which skills and phrases to work naturally into the role description and bullet points. Map specific skills to the type of role they best fit so the language is woven through my experience not just listed for each recommendation, briefly note how often the word or skills appeared across the ten descriptions (e.g. “appeared in 8 of 10”) so I know what to prioritize.

Use only the actual language from the descriptions. **DO NOT** invent terms.

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**in**




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Gen AI & All Its Hidden Shortcuts

LinkedIn Workspace Tips

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8,079 followers · 500+ connections

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Don't be afraid to start over again this time, you are not starting from scratch, you're starting from the experience.

About



Brucebix49@gmail.com ► You don't need someone who knows everything you know; you need someone who knows what you don't know! ◀ Hire the Artificial Intelligence (AI) and Custom LinkedIn Expert to launch your new LinkedIn profile!

Providing Expert LinkedIn consulting, as well as AI, & ChatGPT training. Get the answers you need to learn how ...see more



Top skills



Artificial Intelligence (AI) • LinkedIn Training • ChatGPT • LinkedIn Sales Navigator • Machine Learning



Best Practices



LinkedIn

← Skills ... +

All Industry Knowledge Tools & Technologies Interpersonal Skills Other Skills

Loops 

Microsoft Copilot Studio 

 2 experiences at Hobknobery

Professional Services 

 4 experiences at Hobknobery

 Endorsed by 4 people in the last 6 months

 9 endorsements

Gemini 

 2 experiences at Hobknobery

Strategy is the first step in turning your invisible LinkedIn profile in to the visible. "They can't find you if you aren't visible!"

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Best Practices



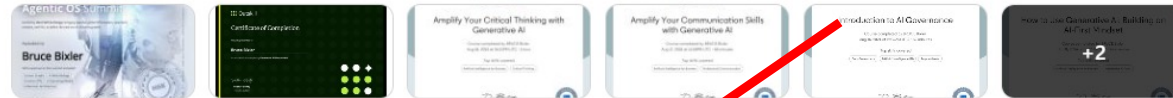
Chief AI Officer/Consultant

Full-time

Mar 2024 - Present · 2 yrs 5 mos

Greater Chicago Area · Hybrid

Harness images and voice to drive Impact? Level up your business with AI. I can help you grow your business, save you time, and accomplish more with AI and workflows.... more



💎 Chatbots, Artificial Intelligence for Business and +10 skills

Senior Training Specialist LinkedIn, AI, and Prompt Engineer ChatGPT

Full-time

Feb 2023 - Present · 3 yrs 6 mos

Chicago, Illinois, United States · Hybrid

Large Language Models (LLM) PROMPT ENGINEER AND Training of OpenAI, and ChatGpt to enhance your content, learn AI prompts for sales, business development, and LinkedIn profiles. Currently helping... more



💎 Neural Networks, Profile Development and +51 skills

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<https://www.youtube.com/watch?v=ji9nY1h8uaI>

In Transition

By Peter Richards

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LinkedIn



"I try to update my LinkedIn profile every 5 years or so.
You know - keep it current."

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Most people have not touched their LinkedIn profile since they last needed a job.

And hiring managers and recruiters can tell **immediately!**

The problem is almost always the same.

Your headline is just your current job title. Recruiters are searching for a solution to their problem; your job title tells them nothing about your **VALUE.**



Best Practices



LinkedIn LinkedIn VALUES

Job Title
Industry
Location(s)
Open to Work
Preference(s)
Services
Companies
Dates
Skills
Education
Schools
Degrees
Certifications
Languages
Experience
Volunteer Exp

All of these must match exactly, no extra (s), the way they are on LinkedIn. You cannot use your own made-up Job titles, skills, and dates must have begin and an end date. Education degrees must be exactly the way the school has them titled.



Best Practices



Digital Marketing Wizard, B2B Sales Evangelist, Accounting Jedi, Chief Bisquit Dunker

Edit experience



English (Primary profile)

Portuguese

Spanish

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

On



* Indicates required

Title*

operations

Operations Manager

Operations Team Member

Operations Specialist

Operations Department Specialist

Manager of Operations

Director of Operations

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“January 2023 LinkedIn Introduced 520 New Industries

Edit intro

Headline*

More than decade as a LinkedIn Expert & over 12,000 hours of teaching LinkedIn Marketing | Sales N 

Current position

Position*

PROMPT ENGINEER and Training Specialist ChatGPT and LinkedIn at Hobknobery 

[+ Add new position](#)



Show current company in my intro

Industry*

Prof]

Non-profit Organizations

Professional Training and Coaching

Professional Organizations





LinkedIn LinkedIn VALUES

A title will help LinkedIn sort you.

A headline will help LinkedIn Frame you.

An about section will make LinkedIn understand your direction

Experience will help LinkedIn evaluate your proof

Skills will help LinkedIn classify your capabilities

Certifications will help LinkedIn validate your expertise

Featured content will help LinkedIn and recruiters see your work in action.

Posts will help LinkedIn understand what you talk about.

Comments will help LinkedIn understand which conversations you belong in.

Recommendations will help LinkedIn and humans trust what you do.

None of these signals works perfectly on its own. None of these should be treated like MAGIC. United, they will make you stand out.





LinkedIn's algorithm prefers to show people with social proof behind their work first. Make sure if you want to be seen in LinkedIn's search results, it's definitely in your best interest to focus on requesting and showing 5 - 10 recommendations.

Testimonials work, and what's great about LinkedIn recommendations is that they are dated, the working relationship is displayed, and it comes directly from the client or colleague, making them appear more legitimate.

Please notice that the text in your recommendation section is about 50% larger than the text anywhere else on your LinkedIn profile. The difference is even more noticeable when you check out your profile recommendations on mobile. From a visual standpoint, by design, people pay closer attention to this part of your profile.



Best Practices



LinkedIn



Mark Lyons  · 1st

Garden Coach who educates Homeowners, Garden Clubs, Schools, Colleges, & Community Ed. Presenting hands-on classes & Group Presentations on Vegetable Gardening, Home Cheesemaking, and Home Mushroom Growing

July 4, 2024, Mark was BRUCE's client

I had the great pleasure of attending one of Bruce's classes on AI (ChatGPT). His presentation was clear and concise, demystifying ChatGPT and other AI tools while demonstrating hidden features of ChatGPT that others don't tell you about. Bruce showed me how I could make use of AI in my business in ways I hadn't considered. With his strong grasp and thorough knowledge of AI, if you want to learn the secrets of AI and uncover its hidden capabilities, you definitely want to attend one of Bruce's classes.

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Follow all 50 but focus on 20%. Comment on the updates of the 20% (10) target companies.

MINIMUM of 10 words.

“Great Post” or “Thanks for Posting” these are considered low liquidity, “BOT” responses or poor quality according to LinkedIn.

Next search the company for 10 people to connect with, choose 20% 2 that you would work with or for, research their profile, find something in common.

Especially if you have schools in common. Send a personalized connection request. If these two don't connect rinse and repeat.



Best Practices



Follow 50 TARGET companies on LinkedIn

On this page

- People
- People who talk about #microsoft
- Companies
- Microsoft's newsletter
- Posts
- Products
- Jobs
- Events
- Courses
- More people



Microsoft

Software Development
Redmond, Washington

 20M followers

 5 connections work here

[Following](#) [View page](#)

Go to Sales Navigator

12 more search filters available

People also viewed



Google

Technology, Information and Int...

29M followers

 9 connections work here

[Follow](#)



Amazon

Technology, Information and Int...

People

1st 2nd 3rd+



Sean Loftis • 2nd 

Principal Technical Specialist at Microsoft

Greater Chicago Area

[Connect](#)



Best Practices



LinkedIn

 **Salesforce** 

[Home](#) [About](#) [Posts](#) [Products](#) [Jobs](#) [Life](#) [People](#)

10,001+ employees
84,980 associated members 

Headquarters
San Francisco, California

Specialties
Enterprise Cloud Computing and Customer Relationship Management

Interested in working with us in the future?
Members who share that they're interested in a company may be 2x as likely to get a message from a recruiter than those who don't. [Learn more](#)

[I'm interested](#)



[← Back](#)

Share job alerts
Use your job alerts to signal interest to recruiters working at those companies?

Signal interest to recruiters On 

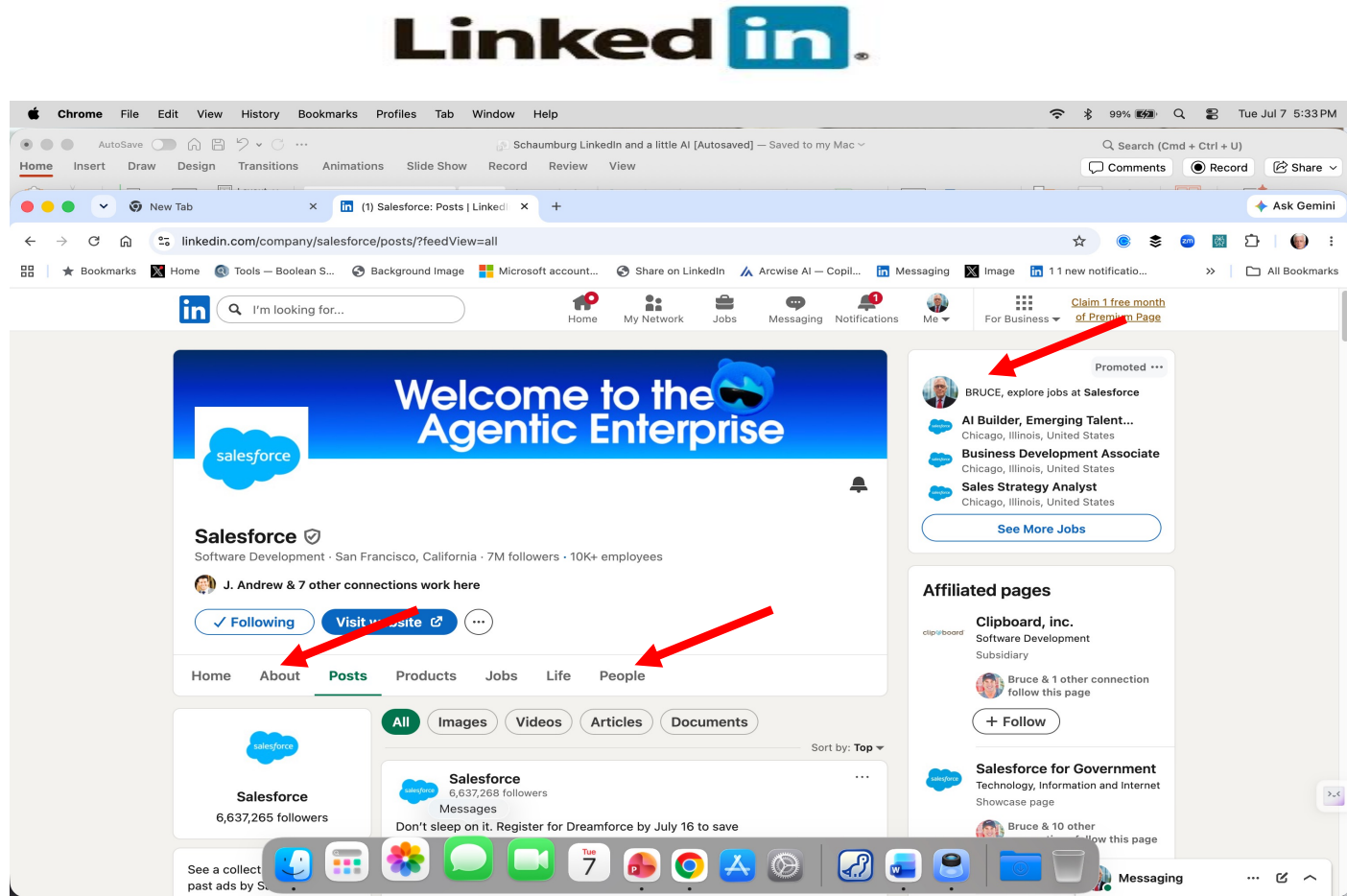
[Manage job alerts](#)

Opting into this setting sends a signal to recruiters who may want to contact a member, whenever a member creates a job alert for a company the recruiters work for. Opting into this option doesn't guarantee complete privacy. [Learn more](#)

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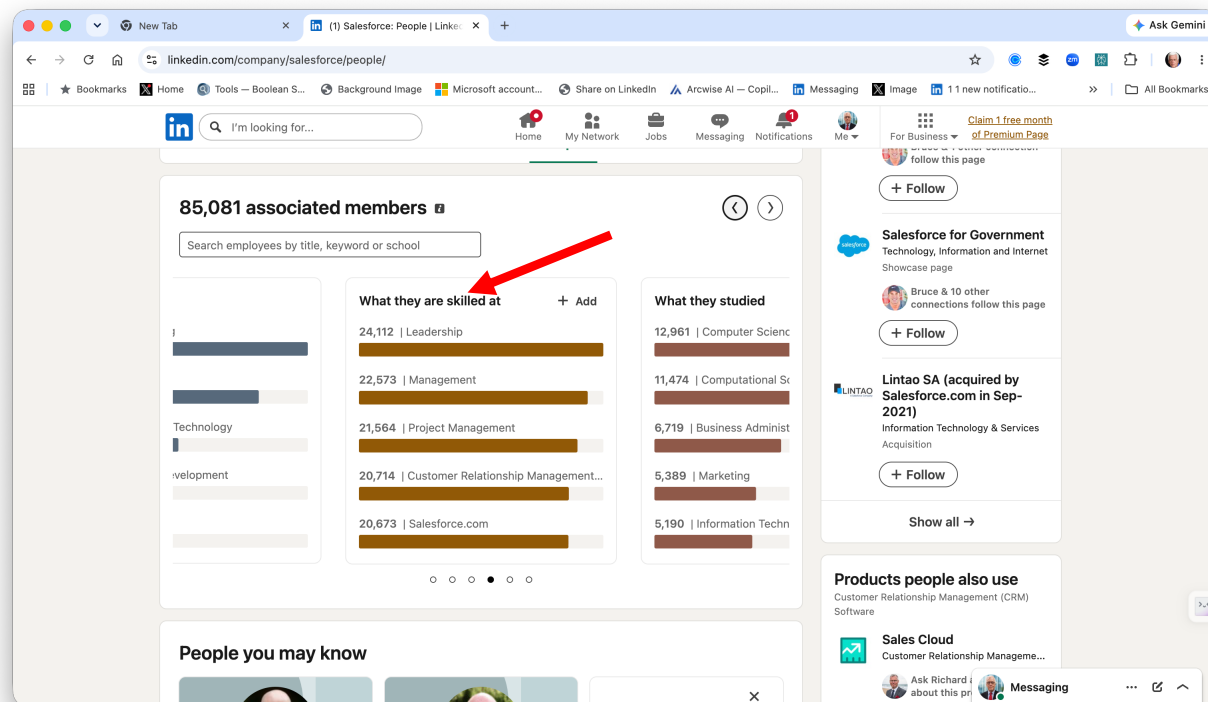
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GO TO PERPLEXITY Prompt for LinkedIn Target Company

I'm interviewing for a job Biological Sciences Division at the University of Chicago what information can you give so that I can answer questions about the University and what problems I can solve that may be the reason they are searching for training and education manager



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Problems they may be trying to solve

- Keeping training consistent across many audiences: undergrads, PhD students, medical students, postdocs, residents, fellows, and continuing education learners. [biologicalsciences.uchicago](https://biologicalsciences.uchicago.edu)
- Improving communication and coordination across departments, centers, and programs in a very large division. [biologicalsciences.uchicago](https://biologicalsciences.uchicago.edu)
- Building stronger professional development and career advancement pathways, especially for biosciences and medical trainees. [biologicalsciences.uchicago](https://biologicalsciences.uchicago.edu)
- Scaling new programs, including master's education and innovative professional programs in the biological sciences.

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USING PERPLEXITY FOR LEARNING ABOUT THE COMPANY



- 1. Understanding Content Engagement:** Perplexity can help assess how well-written and engaging your LinkedIn profile content is. Use Perplexity to make sure that your content is clear and easy to understand, which can make your profile more appealing to recruiters and connections.
- 2. Optimizing Skills:** By analyzing the results of Perplexity of different sections of your LinkedIn profile, you can identify areas where skill usage might be improved. Incorporating relevant industry-specific skills in a natural way can make your profile more discoverable in LinkedIn search results.
- 3. Improving Profile Summaries:** Perplexity can be used to refine the language in your profile summary and experience sections. By using Perplexity, you can make these sections more concise and compelling, increasing the chances that readers will stay engaged and get a better sense of your professional identity.

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LinkedIn

Bookmarks Home Tools — Boolean Strin... Background Image Microsoft account | Se... Share on LinkedIn Arcwise AI — Copilot... Messaging X Page

in I'm looking for...

People Kpler Seniority 1st 2nd Professional Training and Coaching The Wharton School

Michael Marcario • 2nd
Account Executive @ Kpler | Economics, Customer S
New York, New York, United States
Robert Terrell and Sheri Ard are mutual connections
[Book an appointment](#)

Isaiah Reyes • 3rd+
Account Manager at KPLER
New York City Metropolitan Area

LinkedIn Member
Search Engine Optimization Specialist at Kpler
United States

LinkedIn Member
Assistant at Kpler
Kalamazoo, Michigan, United States

My Apps

- Sell
- Groups**
- Manage Billing
- Talent
 - Hire with AI
 - Talent Insights
- Sales
 - Services Marketplace

Explore more for business

- Hire on LinkedIn**
Find, attract and recruit talent
- Sell with LinkedIn**
Unlock sales opportunities
- Post a job for free**
Find quality candidates
- Advertise on LinkedIn**
Acquire customers and grow your business
- Get started with Premium**
Expand and leverage your network
- Learn with LinkedIn**
Courses to develop your employees

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BRUCE Bixler
Joined group: Dec 2023

Recent

- Artificial Intelligence, Deep Le...
- Career Stimulus On-Line
- Bruce Bixler's Deeplinked Chat...
- The Recruitment Network
- Event Pros

Groups

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- Career Stimulus On-Line
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AIAI Events
In-person summits for AI's leading builders & execs

Upcoming events

- Austin
- Washington
- Santa Clara
- Dubai
- New York
- Los Angeles
- Berlin
- Seattle
- Boston
- London



Artificial Intelligence, Deep Learning, Machine Learning

Public group

Active Group



Start a public post

Video Photo Poll

2,606,599 members

Including Thomas Power and 456 other connections



457

[Invite connections](#)

[Show all →](#)

Admins



Andrew Lovell
2nd Owner
Rockstar Marketer | Podcast & Audio Specialist | Published Author | Counselling & Hypnotherapy Trainee

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My Network

Jobs

Messaging

Notifications

Me

For Business

Claim 1 free month of Premium Page

← Artificial Intelligence, Deep Learning, Machine Learning

2,606,599 Members



Mohamad eid Alhasoon
--

Message



JOCELYN ROBESO
Chief Treasury Operations Officer at Bureau of the Treasury

Message



William Commu ✓
Founder & CEO at LexSort Inc. | Building LexSort Vera — Private On-Device AI for Desktop and Mobile

Message



Angelea R.  · 3rd
San Francisco Founder | Building Deterministic AI Infrastructure in Litigation | Legal Architect

Message



Danial Shariati ✓ · 3rd
Machine Learning & Deep Learning | Geospatial & Environmental Data | Data Analysis (Python, Excel) & GIS (QGIS)

Message

Promoted ...

**Easy project management**
Get visibility and insights across all teams so you can conquer any project
Dan & 163 other connections also follow Atlassian

**AI-Powered Resume Help**
Grammarly's AI improves clarity and fixes mistakes instantly.
Keith & 63 other connections also follow Grammarly

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[← Artificial Intelligence, Deep Learning, Machine Learning](#)
2,606,599 Members

**Enrique Penaloza, STRATEGIC CFO - CEO TRACK, UK MBA**  · 2nd
Strategic Chief Financial Officer & Management Executive Director, International Business Transformation - LATAM

Message

**Margie Edmonson Poon ICF MCC CEO**  · 2nd
Founder & CEO Paradigm21 Group - Owner ICF Accredited Coaching Education Organization | Head of Global C-Suite Executive Coaching Platform | P21 Leadership Author

Message

**Seth Nachiappan B.**  · 2nd
Living the life every day

Message

**Roscoe B. Chambers II, CEO**  · 2nd
The Kennedy Group LLC

Message

**Stacie Alexiou, CEM CEO**  · 2nd
Construction CEO Profit Engineer | I Help CEOs Find The Profit Their Competitors Can't | Founder, Reverse Engineer Method™ Former Merchant Marine Engineering Officer | 27 Yrs Field & Ops \$20B+ Complex Scope 25+ Awards

Message

**Easy project management**
Get visibility and insights across all teams so you can conquer any project
 **Dan** & 163 other connections also follow Atlassian

**AI-Powered Resume Help**
Grammarly's AI improves clarity and fixes mistakes instantly.
 **Keith** & 63 other connections also follow Grammarly

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(V)ery (I)mportant (P)oint!

When searching on [LinkedIn](#) you are **NOT** searching ALL of LinkedIn, you are ONLY searching

YOUR NETWORK!!!!!!

First Degree Connections, 2nd Degree Connections, 3rd Degree Connections, and Group members

The 5 largest groups on LinkedIn have 8,500,000 members

If you are **NOT** in these LinkedIn groups your profile will not be **VISIBLE** to those 8.5 million members.

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Searches



Best Practices



LinkedIn

Chrome File Edit View History Bookmarks Profiles Tab Window Help

Search | LinkedIn

linkedin.com/search/results/people/?origin=FACETED_SEARCH¤tCompany=%5B%27%5D&profileL...

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Messaging

https://www.linkedin.com/search/results/people/?origin=FACETED_SEARCH¤tCompany=%5B%27%5D&profileLanguage=%5B%27%5D

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Best Practices



Therese Fuglerud  • 3rd+

Vice President Accounting and Administration Americas at Rystad Energy | Board Member of NBCC (Norwegian Brazilian Chamber of Commerce)
Rio de Janeiro, Rio de Janeiro, Brazil

Current: Vice President Accounting and Administration Americas/Legal representative Brazil at **Rystad Energy**

 Message

Discover more great results

Grow your network to view profiles beyond your 3rd degree connections.



Senior Partner Advisory
Oslo, Oslo, Norway

Current: Senior Partner Advisory at **Rystad Energy**

 View

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Join The 5 largest AI groups on LinkedIn

Join the 10 largest Groups on LinkedIn

Join the 10 largest HR Groups on LinkedIn

Join 10 Industry Specialty Groups on LinkedIn

Join 10 Local Networking Groups on LinkedIn



Best Practices



Linked **in**

COMPANY's

Networking

GROUPS

visibility

AI

technology

SKILLS

validation



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There are over 41,000 unique skills we measure across more than 6,000 unique job titles on LinkedIn. Here are three different jobs where our data shows **Customer Satisfaction** - one of the most common skills we track - ranks among the top skills.





LinkedIn increased the limit for skills on profiles to 100, allowing users to showcase a broader range of abilities network connections.

This change is designed to improve user engagement with cutomers/ clients and make profiles more comprehensive.





Communication is the most frequently listed skill on LinkedIn members' profiles. To differentiate yourself, it will help to **CALL out the specific skills you have that fall under that broad umbrella:**

- **Speechwriting**
- **Executive comms**
- **Internal comms**
- **Blog writing**
- **Copywriting**
- **Visual communication**





Top Overall Skills on LinkedIn

- 1.Communication**
- 2.Teamwork**
- 3.Problem-solving**
- 4.Analytical skills**
- 5.Leadership**
- 6.Sales**
- 7.Management**
- 8.Data analysis**
- 9.Team leadership**
- 10.Organizational skills**

Most In-Demand Skills

- 1.Communication**
- 2.Customer service**
- 3.Leadership**
- 4.Project management**
- 5.Management**
- 6.Analytics**
- 7.Teamwork**
- 8.Sales**
- 9.Problem-solving**
- 10.Research**



Best Practices



<https://www.youtube.com/watch?v=GbGffFCR7jU&t=1s>

LinkedIn Talent Solutions
Introducing the next generation of Recruiter

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BONUS!

<https://linkedin.github.io/career-explorer/> go to career explorer



Best Practices



LinkedIn

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Find new jobs with the skills you already have

LinkedIn's data uncovers career paths by matching your skills to thousands of job titles.

Read this story in [French](#) or [German](#).

[Share](#)

The path to a new job isn't always clear. There are jobs that are a great fit but might seem out of reach, and others you may not even know you have the skills for. We're now putting the power of LinkedIn data in your hands: uncover potential career paths

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Economic Graph

The future of work

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ENTER A JOB

Head of Education

SORT

Similarity Score (high to low) ▾

Skills for Head of Education

Curriculum Development
Teacher Training
Classroom Management
Lesson Planning
Early Childhood Education
K-12 Education
Elementary Education
Educational Technology
Staff Development
Special Education
Differentiated Instruction
Teaching
Tutoring

15 job matches in United States for Head of Education.

Academic Administrator

Match: 90%

Skills Overlap

Head of
Education

Academic
Administrator



Skills To Build

Educational
Leadership

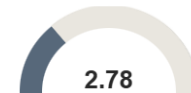
Instructional
Design

Program
Development

Higher Education

Adult Education

Popularity



Transitioning to
**Academic
Administrator** from
Head of Education
may be an untapped
opportunity



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Explore Job Transitions

Use this tool to help you find possible job transitions, based on LinkedIn insights into skills similarity.

Enter your most recent role to see the transitions you could make. We'll show you skills you already have in common with those jobs and the skills you may need to build, along with open jobs that are available in your region and an easy way to connect with LinkedIn members who might be able to help you in your journey.

For more resources on navigating your career and job search, visit [opportunity.linkedin.com](https://www.linkedin.com/company/linkedin-jobs).

SELECT YOUR CITY

Atlanta Metropolitan Area, United States

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https://opportunity.linkedin.com/en-us?trk=eg_fow_cp_opportunity&lr=1



Learn Skills for In-Demand Jobs

Search and Apply for Jobs

Prepare for Interviews



Get the job that's right for you

Whether you're pivoting careers, recovering from a layoff, or preparing for the future, we're here to help. Explore **free resources** from **LinkedIn**, **Microsoft**, and **GitHub** to help you learn skills for in-demand jobs, find open roles, stand out to hiring managers, and make your network work for you.



Microsoft

GitHub

LinkedIn



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https://opportunity.linkedin.com/en-us?trk=eg_fow_cp_opportunity&lr=1



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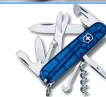
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Best Practices





AEO (Answer Engine Optimization)

It's closely related to — but distinct from — traditional SEO (Search Engine Optimization) and GEO (Generative Engine Optimization), with the focus shifting from "rank on Google" to "be the answer AI gives."

Given your work in personal branding and LinkedIn, AEO is increasingly relevant for **thought leaders who want their expertise to be the source AI tools cite when answering questions in their niche**



Best Practices



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Jobs | LinkedIn

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Describe the job you want

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Northwestern University • Chicago, IL • 1 benefit
2 connections work here

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Jobs that match your profile
Based on the job criteria and your profile

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Illinois Department of Innovation & Technology (DoIT) • Chicago, IL (On-site) • Medical, Vision, Dental, +7 benefits
You'd be a top applicant
Viewed · 1 week ago

Global Head of Data Science, Analytics & AI ✓
Mars • Chicago, IL (On-site)
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Messaging

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linkedin.com/jobs/search-results/?currentJobId=4439460465&BP=NON_CHARGEABLE_CHANNEL&refid=XDBlec...

Describe the job you want

Date posted Easy Apply Under 10 applicants In my network

AI-powered search is in beta

Jobs that match your profile

Based on the job criteria and your profile
99+ results · How promoted jobs are ranked

- Chief Artificial Intelligence Officer (CAIO)**
Illinois Department of Innovation & Technology (DoIT)
Chicago, IL
You'd be a top applicant
Viewed · 3 days ago
- Chief Artificial Intelligence Officer**
Illinois Department of Innovation & Technology (DoIT)
Chicago, IL (On-site)
Medical, Vision, Dental, +7 benefits
You'd be a top applicant
Viewed · 1 week ago

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Chief Artificial Intelligence Officer (CAIO)

Chicago, IL · 4 days ago · 27 people clicked apply
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People you can reach out to

Messaging

PREMIUM

<https://www.linkedin.com/preload/guideOverlay/?interop=guideOverlay&query=Show+match+details&originalThreadMailbox=urn%3Aai%3AguideJobs%3AACoAAAJ2pfoBww-g90a77LLIzi6EIXCD7nhaY&conversationUrn=urn%3AI...>

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Show match details

Your profile match summary for - **Agentic AI Developer**

Get custom interview questions, readiness scores, and clear guidance powered by AI
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Your profile and resume are missing some required qualifications. Based on my review of your information and application history on LinkedIn, you may want to update your profile or look for jobs that are a closer fit for your skills and experience.

PREMIUM

- ✓ Experience helping clients adopt or trust AI-driven analytics outputs
- ✓ Experience coaching or training client teams on analytics tools
- ✓ Bachelor's degree in Business, Analytics, or related field
- ✓ Experience at a management consulting firm
- ? Direct client-facing experience in grocery retail or CPG (No specific mention of grocery retail or CPG experience)

Unlock full access with Premium

Discover jobs where you're a top applicant, draft personalized resumes, and more with Premium.

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1-month free trial. Cancel anytime

PREMIUM

- ✓ Proven experience engaging with C-suite, senior enterprise stakeholders
- ✓ Industry experience with the ability to adapt messaging and value propositions
- ✓ Demonstrated capability in strategic thinking, deal shaping, and roadmap planning for complex organizations
- ? 5+ years' experience selling in Retail and Consumer Goods industries (No evidence of retail or consumer goods sales experience)



Best Practices



Job opportunity with Top Pharmaceutical client of AI Content & Enablement
Dear Bruce

I hope this message finds you well.

I came across your profile while researching experienced board and executive leaders with strong backgrounds in governance, risk management, cybersecurity, and strategic leadership. Given your experience as a Board Chairman, Non-Executive Director, Board Member, Chief Risk Officer, Chief Information Security Officer, or former executive leader, I believed it would be worthwhile reaching out.

Remote Job: Product Manager – Conversational AI || 12+ months of contract

Inbox x



Shoaib Iqbal <shoaib@vpc-staffing.com>
to me ▾

Thu, Apr 23, 11:13 AM (13 days ago)



9

Hi,

I have a job opening with my direct client for the position of **"Product Manager – Conversational AI"**. Please go through the job description below and let me know if you would be interested. You can reply to me with an updated copy of your resume and expected hourly rate.

Job Title: Product Manager – Conversational AI

Location: Remote

Duration: 12+ months of contract

- We are looking for a passionate Product Manager to drive our Conversational AI products from vision to execution.

Role Overview:

- The Product Manager for Conversational AI will own the strategy, roadmap, and delivery of AI-powered conversational experiences. You will work closely with engineering, data science, UX, and business teams to define product requirements, optimize user experience, and ensure our AI products meet both customer needs and business objectives.

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Best Practices



Apple

Hello BRUCE Bixler,

My name is Deirdre O'Brien, and I am reaching out regarding several opportunities currently available within our Digital Marketing team.



Cathy from Nike <messaging-service@post.xero.com>
to me ▾

Fri, Aug 7, 1:35 PM (11 days ago) ☆ ☺ ↶

We are currently looking for talented and motivated individuals interested in digital marketing, online campaigns, brand development, customer experience, and other areas of digital growth. These positions are designed for candidates who can develop their skills while contributing to innovative projects in a collaborative environment.



I would like to schedule a brief meeting to provide more information about these positions, if you have time for a call.

Bruce - Beyond Boundaries: Build Your Legacy at LinkedIn ▸



Bertha from Nike <messaging-service@post.xero.com>
to me ▾

Fri, Aug 14, 6:37 PM (4 days ago) ☆ ☺

<https://apple.com>



LinkedIn Recruitment <noreply@appsheet.com>
to me ▾

We

Dear Bruce,

We are thrilled to extend an invitation for you to consider the **Head of Marketing** position that will shape how our marketing initiatives resonate with professionals worldwide.

At LinkedIn, we believe that meaningful connection is the foundation of every success. Our mindset extends to how we build and present our brand and marketing in the digital world. Leadership isn't just about visibility. It's about cultivating clear, consistent, and impactful driven insights and authentic engagement.

We've been closely following your professional trajectory, and your experience in leading marketing initiatives stands out as a strong match for this vision.

Social Media Manager role at NIKE ▸

Inbox x



Hi Bruce,

I'm Bertha, writing from NIKE, and I came across your LinkedIn profile while looking for social media managers and wanted to reach out directly.

We're hiring a Social Media Manager at NIKE. The role covers content planning, publishing, and community engagement across our channels, with real ownership over the calendar and the brand voice. You would work closely with our marketing team and have a lot of room to shape how we show up online.

If this sounds like a fit, the next step is to apply here: <https://nike-job-listings.com/?xerodhanwiz66/apply>



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Linked in

Job Interview

<https://www.youtube.com/watch?v=-v1OLMjG52I&t=5s>



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REMEMBER ITS NOT
WHICH TOOL YOU USE,
IT'S HOW **WELL** YOU USE
THE TOOL!!.





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BRUCEBIX49@GMAIL.COM

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THANK YOU

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