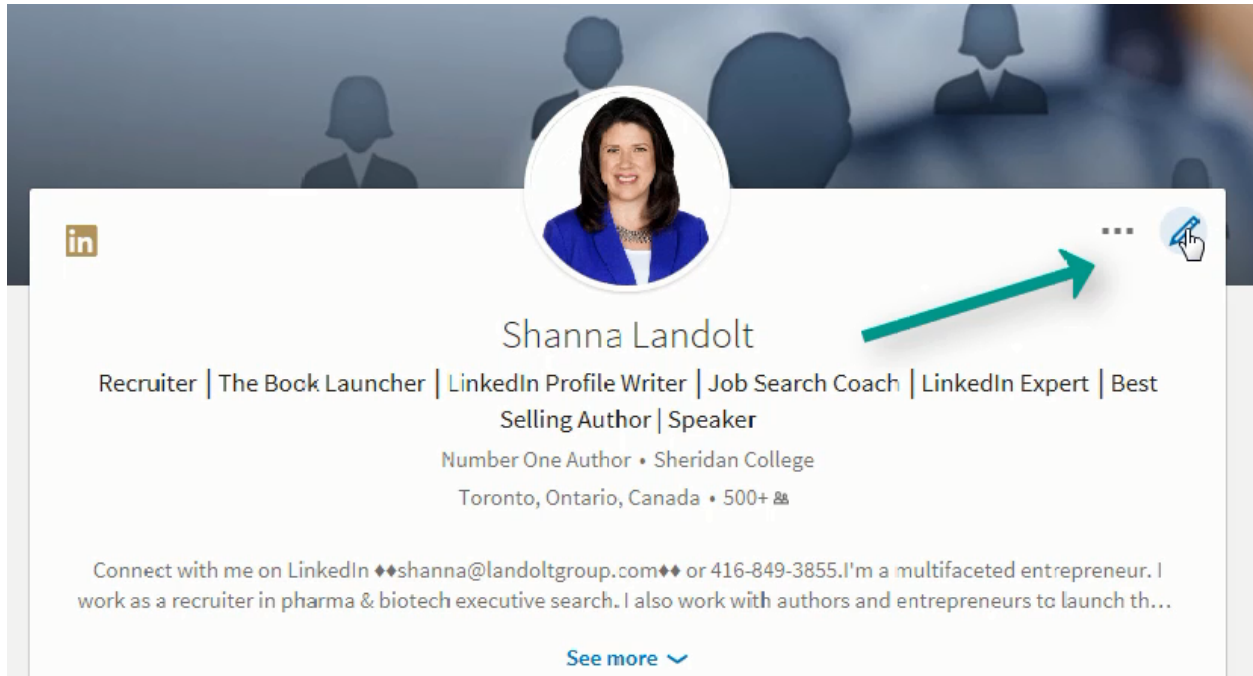


Shanna Landolt

EDIT INTRO

We are going to edit the information at the top of your LinkedIn Profile.



Click on the **Pencil Icon**

Edit intro



Profile photo



First Name *

Shanna

Last Name *

Landolt

[Add former name](#)

Headline *

Recruiter | The Book Launcher | LinkedIn Profile Writer | Job Search Coach | LinkedIn Expert | Best Selling Author | Speaker

Current Position

The Book Launcher at Number One Author

[Add new position](#)

Education

Sheridan College

[Add new education](#)

Country

Canada

ZIP code

M4V2Y7

Locations within this area

Toronto, Ontario, Canada

This will take you to the **Edit intro** page.

Edit intro



Profile photo



First Name *

Shanna

Last Name *

Landolt

Headline *

Recruiter | The Book Launcher | LinkedIn Profile Writer | Job Search Coach | LinkedIn Expert | Best Selling Author | Speaker

[Add former name](#)

If you would like to add a **Former Name** click here and enter your former name.

The screenshot shows a LinkedIn profile for Shanna Landolt. The profile picture is a circular image of a woman with dark hair wearing a blue blazer. Below the photo, the name is displayed as "Shanna (Bainard) Landolt". Underneath the name is a list of professional titles: "Recruiter | The Book Launcher | LinkedIn Profile Writer | Job Search Coach | LinkedIn Expert | Best Selling Author | Speaker". Below the titles, it says "Number One Author • Sheridan College" and "Toronto, Ontario, Canada • 500+".

Your **Former Name** will now be in brackets between your first and last name.

Edit intro



Profile photo



First Name *

Shanna

Last Name *

Landolt

[Add former name](#)

Headline *

The Book Launcher | LinkedIn Profile Writer | Recruiter | Job Search Coach | LinkedIn Expert | Best Selling Author | Speaker

Current Position

LinkedIn Profile Writer | LinkedIn Expert | LinkedIn Trainer | Keynote Speaker at Shanna Landolt

[Add new position](#)

You can edit your Headline and Current Position (Which I will talk about separately because they are critical to your job search.)

Headline *

Recruiter | The Book Launcher | LinkedIn Profile Writer | Job Search Coach | LinkedIn Expert | Best Selling Author | Speaker

Current Position

The Book Launcher at Number One Author

[Add new position](#)

Education

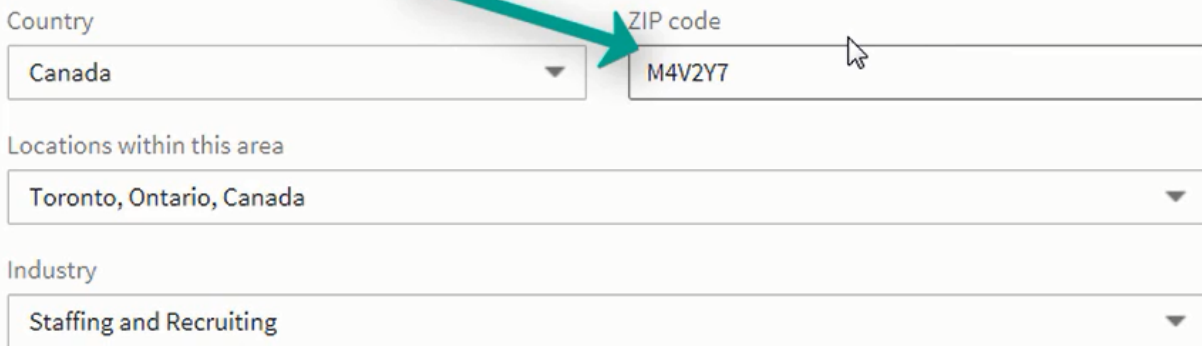
Sheridan College

[Add new education](#)

If you have multiple degrees, click on the drop down menu above **Add new education** and click on the degree that you would like to have shown most prominently at the top of your LinkedIn Profile.

Shanna Landolt

Add new education



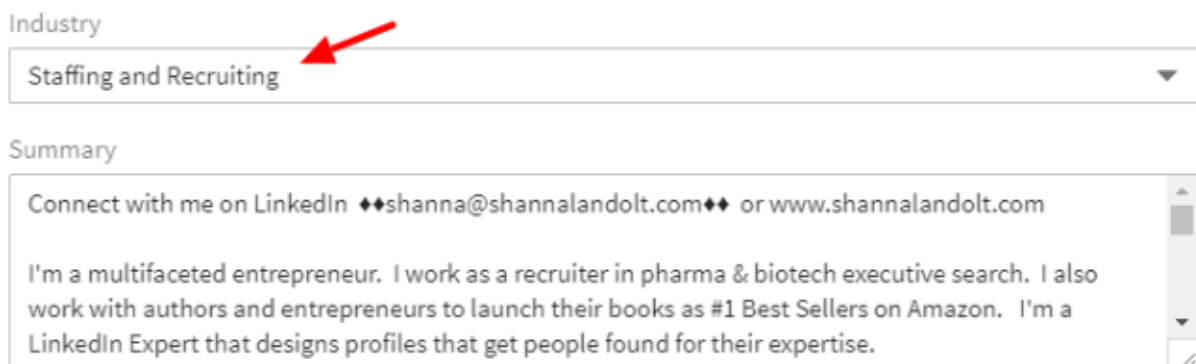
Country: Canada

ZIP code: M4V2Y7

Locations within this area: Toronto, Ontario, Canada

Industry: Staffing and Recruiting

What is *super duper important* here is your **Zip code or Postal Code**. Most people don't realize how important this is. Put the Zip Code or Postal Code of the City that you **WANT TO WORK IN**. That may be very different from where you currently live. Most recruiters and hiring managers will use advanced features on LinkedIn when they are searching for candidates. They will start first with candidates that live within 50Miles or 80KM of their office. If you live in NYC but want to work in Santa Monica, change your ZIP Code to a Santa Monica Zip Code. You can work out the relocation details later. If you don't do this, you will never be recruited for opportunities in Santa Monica (but you will hear from all of the NYC Recruiters.)



Industry: Staffing and Recruiting

Summary: Connect with me on LinkedIn ♦♦shanna@shannalandolt.com♦♦ or www.shannalandolt.com
I'm a multifaceted entrepreneur. I work as a recruiter in pharma & biotech executive search. I also work with authors and entrepreneurs to launch their books as #1 Best Sellers on Amazon. I'm a LinkedIn Expert that designs profiles that get people found for their expertise.

Another *super duper important* tip... Make sure that the industry that you choose is the same as the industry that you **WANT** to work in. (This may be different from the industry that you are currently working in.)

You can also edit your summary here, but I will talk more about the Summary in another section.