
FOUND

Get found. Then get chosen.

Five fixes, in order, that decide whether recruiters can find you on LinkedIn. Written from the hiring side of the desk.

A short guide for PMs and the people becoming them.
Free. No pitch, no funnel.

START HERE

Nobody is ignoring you. They can't find you.

I've sat on the hiring side, so let me tell you what it actually looks like. Recruiters don't scroll LinkedIn the way you do. They use a separate tool called LinkedIn Recruiter, and they search it like a database. They type a role, a few skills, a level of experience, and a list comes back.

If your profile doesn't contain the words they typed, you are not on that list. You don't get rejected. You never appear. That's the whole game, and it's why polishing your career story before fixing your keywords is doing things backwards.

The five fixes in this guide are in order for a reason. The first four get you found. The fifth gets you chosen. Most advice stops after the first four, which is why so many polished profiles still get opened and forgotten.

Do them in order. Each one takes less than an hour.

01

Rewrite your headline as a search field

Your headline is not a slogan. It's the single most heavily weighted field in recruiter search. "Aspiring PM passionate about innovation" has never once been typed into a search bar by a human being. "Product Manager" has, thousands of times today.

The format that works: the job title you want, a divider, your specialty, a divider, your domain. For example, Product Manager | AI Products | Fintech. Not the title you have. The title you want. Recruiters search for the role they're filling, not the role you're leaving.

DO THIS TODAY

Open three job posts for your target role. Whatever title appears in all three is your headline's first three words.

02

Turn on the quiet Open to Work setting

There are two versions of Open to Work. The loud one puts a green banner on your photo and tells everyone, including your current boss, that you're halfway out the door. The quiet one is visible only to people using LinkedIn Recruiter.

Recruiters can filter searches to show only candidates who are open. If that switch is off, you're competing with a smaller pool turned on against you. Go to your profile, hit Open to Work, and choose "Recruiters only." It takes ninety seconds.

DO THIS TODAY

Profile, then Open to Work, then choose "Recruiters only." Add the exact job titles you want, plural. The titles you list here are searchable too.

03

Stop guessing your Skills section

The Skills section feels like decoration. It isn't. It's a filter recruiters apply directly. And most people fill it with whatever LinkedIn suggested in 2019.

Don't brainstorm your skills. Copy them. Open three job posts for the role you want and read the requirements. Any skill that shows up in all three goes on your profile, worded exactly the way the posts word it. If they say "product discovery," you write "product discovery," not "customer research." The database matches words, not meanings.

DO THIS TODAY

Three job posts, one list of overlapping skills, added word for word. Pin the top three to the top of your section.

04

Write your history in the language of the next job

Nobody is searching for your old title. If you were a "Business Analyst II" doing product work, and you describe that job in Business Analyst language, you'll be found by people hiring Business Analysts. That's the system working exactly as designed, against you.

Keep your titles honest, but write every bullet in the vocabulary of the role you want. Roadmaps, user research, prioritization, launches, metrics moved. The experience section is searchable text. Every line is a chance to contain the words a recruiter will type, or to waste one.

DO THIS TODAY

Rewrite your most recent role first. One pass, swapping your old job's vocabulary for your target job's vocabulary, without inflating what you did.

05

Add proof, because found is not chosen

Here's where most advice stops, and where I'll be blunt with you. The keywords get your profile opened. They are not what makes a recruiter stop scrolling. Proof is. Something you built, shipped, or moved. A real outcome with a number on it, not a list of responsibilities that could describe half of LinkedIn.

This is the trap for everyone breaking into AI right now. You can polish your profile until it gleams and still have nothing to point at. Found, opened, and immediately forgotten. So build something small and finish it. A side project, a case study, a teardown of a product you know well. Then put it in your Featured section where it's the first thing a recruiter sees after your headline.

DO THIS TODAY

Pick one thing you can finish in two weeks. Ship it, write three sentences about the outcome, and pin it to your Featured section.

One last thing.

Half the time, the thing keeping someone stuck is one sentence somebody on the hiring side could have told them in thirty seconds. So if you've read this far and you're still stuck on something specific, send me a message on LinkedIn and tell me where. I'll give you one straight piece of advice. No pitch, no funnel, no "book a call."

And if you do the five fixes, come back and tell me what changed. The stories are the best part.



Keep going:

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