

Botox Your LinkedIn: A Job Hunt Guide for Those Over 40

by Maureen Clough | [It Gets Late Early](#)



INTRODUCTION

Hey, I'm Maureen 🙌

I host the Top 20 Apple Careers Podcast *It Gets Late Early* 🎙️

Just like you, I built a career in tech. But as I looked around the Zoom room at my last startup, I was struck by the fact that the number of people over age 40 were slim to none. When I realized I had observed a similar demographic makeup in past roles at more mature organizations, I began to wonder about my ability to hold a job or build a career in this sector for as long as I want - or need - to be employed.

Despite research suggesting age bias is a big issue, companies simply haven't focused on the issue of age. **Yet it's the one "ism" coming for all of us — and that's if we're lucky!** So, I set out to start conversations with peers and conduct research to understand reality and build towards a better, more inclusive future for all, no matter our age.



WELCOME

Why it's worth it to brush up your LinkedIn profile:

(I know, I know, LinkedIn is the worst)

TLDR: A staggering 95% of recruiters leverage LinkedIn to help them fill open positions.

Even if you detest the social platform that put the word “humblebrag” on the map, the fact is you have to be there if you want the best shot at getting noticed for openings. It is also a mega-miss not to leverage the network-building and network-growing made possible by LinkedIn.

Yes, you'll sift through some jaw droppingly terrible broetry and annoying “here's how I made a million dollars in a day by doing nothing” type posts — **but you'll also get yourself a chance at being seen by recruiters**. Unfollow the annoying people, and use the platform to get yourself a job.

Simply put: an effective LinkedIn profile can help you land jobs and open you up to more opportunities. If that's your goal, it's worth the time and energy to invest in giving your profile some love!

CHANGE ONE:

Drop your graduation date

(It's simply not relevant)

With 42% of hiring managers copping to age bias against candidates - and those are the ones honest enough with themselves to self-report - and a full 50% of people who are ageist according to research done by the WHO, there's no reason to include this information on your resume.

Recruiters don't need to know whether you graduated, full stop: what is important is your experience.

CHANGE TWO:

Cut irrelevant experience

(Yes, even the cool stuff.)

While your 1992 internship might have been unique, and your first few jobs might have been at notable companies, it's highly unlikely those positions are super relevant to what you're doing today.

Keeping them on your resume simply reminds people of your age, when what they need to know is why your recent experience is key to making you a difference-maker for them in their open role.

CHANGE THREE:

Have a decent headshot

(I know, I hear you - “ugh, photos!”)

Nothing looks worse than no headshot at all, but there are other guidelines - for example, make sure the photo is a typical headshot. *Head and shoulders, relatively close up.*

I've literally seen people in their wedding dresses, grainy photos from afar, and even a guy in a baseball cap. All of those just don't look professional. Save them for your other social platforms.

Don't overcomplicate here.

You can...

- use your **iPhone**,
- or even leverage **AI tools** to create a better headshot.
- Also, plenty of **IRL networking events have a headshot station**. So why not get out there in the world and take advantage?

CHANGE FOUR:

Retool your LinkedIn Headline

(Keywords people are searching for, baby!)

Your headline is valuable space - it's basically your free billboard in a sea of profiles. Make it work overtime for you!

And turns out, because it's a first impression, it's even more important than your experience details.

This is not merely a place to write "product manager" but instead a place where you can showcase what you're all about and what you love to do.

Try this idea:

Write your job title (or desired title or function) and then express that you do x service for y type of client.

Example: Sales leader for VC-backed early stage startups in financial services

Bonus: Words to Ditch

"Seasoned"

"Proven"

"Tenured"

"Expert"

"Thought leader"

ACTION STEPS:

Checklist

**Simple steps to refresh your profile
& bring ease to your job hunt**

LinkedIn Refresh: Step-by-Step

- ☐ Drop the graduation date
- ☐ Cut irrelevant experience
- ☐ Get a fresh headshot
- ☐ Rework your headline

CONCLUSION

Join the Mission

We all bring something to the table, regardless of how long we've been on the planet. Your age does not determine your worth, no matter what messages our ageist society has sent our way.

Together, our unique life and career experiences make the workplace and the world a more vibrant, exciting place. Oh, and this new mentality will mean more money in all of our pockets.

I hope you'll join me in working towards this future. It starts with each of us, internally, saying goodbye to the shame associated with aging and learning how to wear our experience with pride.

Let's take our years on the planet from something we are inclined to hide to something we can openly celebrate. Or in other more business-y words, let's take our age from a liability to an asset – no matter how many candles are on your cake.

MAUREEN

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**If you could wave a magic wand,
what other resources would you
want to see?**

Email or DM me —

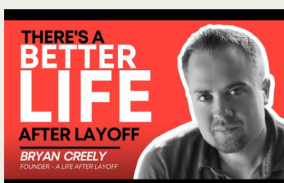
I would love to hear from you!



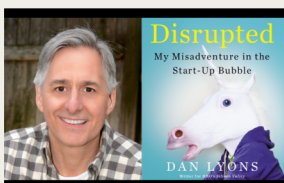
NEXT STEPS

Podcast Episodes

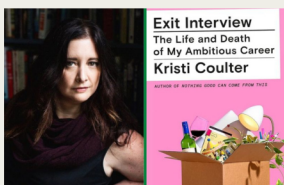
A binge to get you started



Do you want to take charge of your career, no matter what your age or stage of life? [This](#) is the episode for you.



Would you like to hear more from someone who joined a tech startup at age 52 and went on to write a bestselling book about the experience? Oh, and then also wrote for the hysterical HBO hit comedy Silicon Valley? Of course you do – [this](#) is a must-listen.



Are you a woman trying to survive the corporate world? Are you curious about working at a FAANG company? Don't miss the [episode](#) featuring an ex-Amazon employee who wrote a bestseller called "Exit Interview" after being denied one at the company she worked for for 12 years.

NEXT STEPS

Next Steps

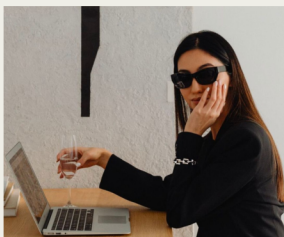
Resources & Services



Company Workshop or Lunch & Learn

Do you want your company to understand the value of employing an age diverse team? Do people at your workplace need a session on how to approach age at work? I offer workshops, roundtables, and lunch & learn sessions where I bring the information leaders and employees need to usher in a future of work that works for all of us, no matter what our age. Oh, and ps, this also will help employers drive more innovation and revenue, so this is a win-win.

Email me at hello@itgetslateearly.com
or [contact me here!](#)



Power Hour Session

Are you starting to wonder if your age is holding you back as a job candidate or employee? Do you feel like you don't know where to begin when it comes to putting your best foot forward and owning your experience? I'm offering a small number of one hour coaching sessions to the community. After ex-colleagues had come to me for advice and guidance on navigating the workplace over age 40, I recognized this is something some people are looking for out there, so I want to be able to open some of my schedule to help out. If you're interested, send me a note!

Email me at hello@itgetslateearly.com
or [contact me here!](#)

