



## How to Install the LinkedIn Profile Optimizer Custom Instructions

From the Desk of Mark A. Stafford

Need help? DM me here: <https://www.linkedin.com/in/markstaffordphx/>

**Note:** You will get far superior results from this LinkedIn custom instruction setup and checklist if you merge your intelligence with AI and build an AI clone, rather than just using generic AI and creating a custom GPT or Claude project.

You can build your clone for free in our free Skool group here: <https://builddontscroll.com/skool>.

Not only is the complete foundational AI set free, but you're joining a community of like-minded people who would rather build something than aimlessly doomscroll on social, thus the name **Build Don't Scroll**.

### Setup Instructions:

#1. You'll see two files: one is the custom instructions, and the other is the guide.

#2. The guide is a PDF document that serves as your checklist. You can read over it to better understand what we're trying to do and how you'll do it.

The second document is the custom instructions. You can open these with any text editor, such as Notepad on PC, and TextEdit, I believe, on Mac.

Create a new custom GPT and ChatGPT or a new project in Claude. (By the way, I highly recommend that you use Claude as it gives the best results and we've done massive testing on both.)

Once you have copied the custom instructions into your project or custom GPT, name it "LinkedIn Profile Optimizer" and save everything.

In the PDF guide, there's a prompt where you enter the job title you're going after, then follow the steps.