



CP Career Ministry

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LinkedIn – Part 2

LinkedIn Part II

Sorry my LinkedIn profile reveals just how unprofessional I really am.



LinkedIn Part II

Topics

- General tips/suggestions
- How to get introduced to a target
- How to find jobs
- How to attract recruiters
- How to use groups to your advantage



Tips

LinkedIn Part II

6 Ways to Improve Your Profile

- Revisit Your goals. Goals->Keywords
- Layer in keywords throughout
- Strip out the clutter
- Add in some personality
- Review your profile photo
- Get recommendations



LinkedIn Part II

5 MORE Ways to Improve Your Profile

- Attention-grabbing headline
 - Office Manager/Business Air-Traffic Controller
Looking for Overstressed CEO to Make Sane
- Follow Your Target Companies
- Expand Your Network/Get Introduced
- Find Your Hiring Manager
- Build Your Brand/Stand Out



Tips

The image shows a screenshot of a LinkedIn profile page. The profile belongs to 'Joe Average' and is currently inactive. The profile information includes:

- Education:** University of Dayton
- Recommendations:** 1 recommendation
- Connections:** 2 connections
- Websites:** Company Website, Personal Website, and Field.
- Public Profile:** <http://www.linkedin.com/in/joeaveragept>

Below the profile information, there is a section for 'Add sections to reflect achievements and experiences on your profile' with an 'Add sections' button.

The 'Summary' section contains the following text:

Hi, I am Joe Average. But don't let the name fool you. I am seeking a full time Sales Manager position, specifically with a small to mid-sized company.

As a Sales Manager for BetterThanAverageSales.com, my role is to build and execute strategies for sales via the web. I focus primarily on four core areas: listening, marketing, management, and outreach.

I could sell a pickle jar to a cucumber. Listen, if you want to talk sales, talk to Joe Average.

Specialties: Sales, sales management, sales forecasting, sales recruiting, sales and marketing, SaaS sales, car sales, IT sales.

On the right side of the profile, there is a 'Profile Completion Tip (91% active)' which says 'Ask for a recommendation (+15%)'. Below this is a yellow banner with the text 'LET'S BUILD A BETTER ENERGY FUTURE. LET'S GO.' and a Shell logo. Below the banner is a section titled 'Who's Viewed Your Profile?' with the following statistics:

- 1 Your profile has been viewed by 1 person in the past 30 days.
- 0 You have shown up in search results 0 times in the past 90 days.

LinkedIn Part II

Requesting an Introduction – Method 1

- Go to profile of 2nd degree connection
- Move cursor to the 'arrowhead down' symbol
- Write a TAILORED message and explain why you're asking for introduction
 - Look for win-win introductions
 - Allowed 5 introductions at a time



LinkedIn Part II

Requesting an Introduction – Method 2

- Regular Email
 - Requires email addresses (obviously)
 - More flexibility – wording
 - Not subject to 5 outstanding introductions via LinkedIn



LinkedIn Part II

How To Seek Jobs

- Go to the Jobs Section
- Type in Different Versions of Your Target Job
- Enter Your Location—If limited
- Narrow Your Search—if desired
 - Salary (Premium)
 - Function/Industry/Experience



LinkedIn Part II

How To Seek Jobs

- Right side of screen – People Also Viewed
- Save Job Opening for Future Reference



LinkedIn Part II

Make Yourself Inviting To Recruiters

- Clear Target Position
- Keyword Match
- Good Photo (5-7X more likely to be viewed)
- Complete Profile
- Easily Found Contact Information
 - Email
 - Phone



LinkedIn Part II

Make Yourself Inviting To Recruiters

- No deception
- No spelling/grammatical errors
- Include Career Opportunities in the Contact For Section of your profile
- Keep Your Profile Current - Tickler
- Former Boss Recommendations



LinkedIn Part II

Using Groups To Your Advantage

- Connections/Networking
 - Can send messages to group members
- Chance to create/promote your...
 - Brand
 - Credibility



LinkedIn Part II

Using Groups To Your Advantage

- Groups You May Be Interested In
 - Type in Occupation/Field
 - Click on Groups/Left
 - Click and Decide
 - Locks/Unlocks
- Limit of 50 Groups



LinkedIn Part II

Other Ideas

- Show Work Samples
- Become a Thought Leader
- Update/Post Regularly





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