Advanced LinkedIn

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Remind Client How LinkedIn is Different From Other Social Media

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Tell Them:

Recruiters and Hiring managers are looking for you on LinkedIn!

- 95%+ of HR uses LinkedIn to source candidates

- Increasingly the first stop for hiring managers

- Countless success stories

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With a few exceptions:

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Use LinkedIn for…

Everything

Use LinkedIn for...

Direct Contact

Networking

Finding the "right" People

Applying

"Showing Off"

Being Found

Research/Learning

Building a Following / Business

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Get set up properly first

Then…

Use It!

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THEN USE IT!

Finding People

✓ Advanced People Search

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Boolean Search

Title, Keyword or Company fields

Example for Title:

Marketing AND (director OR vp OR vice OR manager) NOT ("senior vice" OR SVP)

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Finding People

✓ Advanced People Search

✓ www.linkedin.com/alumni

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Finding People

✓ Advanced People Search

✓ www.linkedin.com/alumni

✓ Companies

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Finding People

✓ Advanced People Search

✓ www.linkedin.com/alumni

✓ Companies

✓ Google + LinkedIn

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Challenge them...

"Find five people to contact"

1. Using "Advanced People Search"

2. Using "Alumni Search"

3. Looking at Companies

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How to Contact People

✓ Email***

✓ Groups

✓ Introductions

✓ InMail

✓ Request to Connect

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Networked through LinkedIn
(via Alumni tool)

Subject: Referred by Helen Smith

Dear Susan,

Helen (copied on this email) suggested that I reach out to you because she knows of my analytic skills and interest in portfolio analysis at Goldman. I'm graduating from Binghamton University in May, and am beginning to explore opportunities post-graduation.

The buy-side research work you do sounds fascinating. Though not expecting any openings, I would greatly appreciate 15-20 minutes of your time to learn more about this work, how the department is organized, and where my skill-set could potentially be a fit down the road.

Some background: I'm a senior at Binghamton University, majoring in Finance, with an Economics minor. I've also gained hands-on experience via research assistant internships at Morgan Stanley and UBS. Highlights include:
  • Created over 30 weekly and monthly client portfolio reviews that measured performance, at Morgan Stanley.
  • Rebalanced 12 different equity portfolios using Bloomberg Terminal.
  • Developed a research report for Reebok including stock recommendations, for a class project; received an "A."
  • Classes taken include portfolio management, global investments, securities analysis, statistics, and financial modeling.

My LinkedIn Profile is www.linkedin.com/in/myname for your additional information.

I would be grateful for a few minutes of your time. I would be happy to stop by your office (and bring coffee if you would like), or I could call you if that works better. Would you have 20 minutes available to talk?

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Contacting People – Mistake…

Your client sends an invite to connect to someone they don't know as the first outreach. The invite comes **after.**

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Keeping in Touch

Tell client LinkedIn makes it easier to keep in touch:

- Share Updates

- View "Home" Page Updates

- Message your contacts

- LinkedIn Publisher

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Career/Target Research

- ✓ www.linkedin.com/salary

- ✓ www.linkedin.com/alumni - companies, majors

- ✓ "Similar Companies," "Past Not Current"

- ✓ Search Posts by "#"

- ✓ volunteer.linkedin.com

- ✓ "Follow," "Improve Your Feed"

- ✓ Job Postings & Profiles – research keywords

- ✓ Group Discussions

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Remind them of Smartphone Apps

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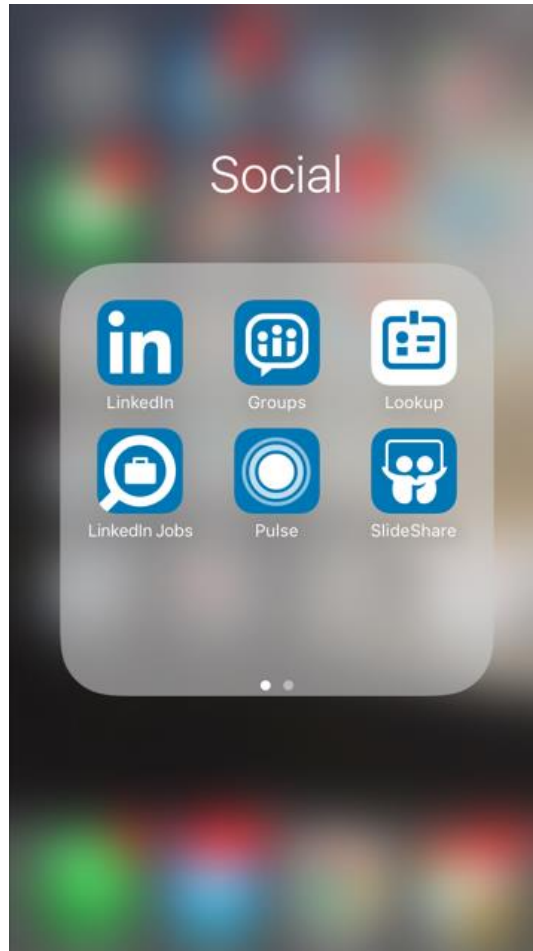
Consider free month of Sales Navigator

- More targeted people searches

- Search individual's first degree connections

- Get targeted list of organizations

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Back-up All Your LinkedIn Data

Getting an archive of your data

Download an archive of your account data, posts, connections, and more

You can download:
- Connections
- All Communications – including messages and groups
- Recommendations
- Your Profile

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Getting set up

1. Restrict Access

2. **Write your profile**

3. Open up Access

4. **Build Network Strategically**

5. **Join groups**

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Before editing client's profile:

Sharing profile edits   Change

Choose whether your network is notified about profile changes   No

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Consider these Differences...

Resume - different versions

Profile - Just One

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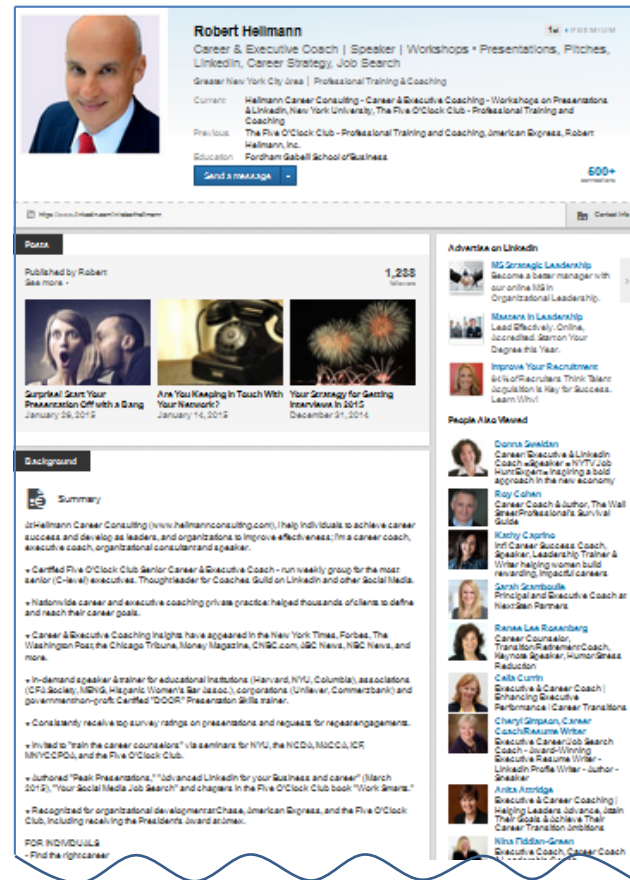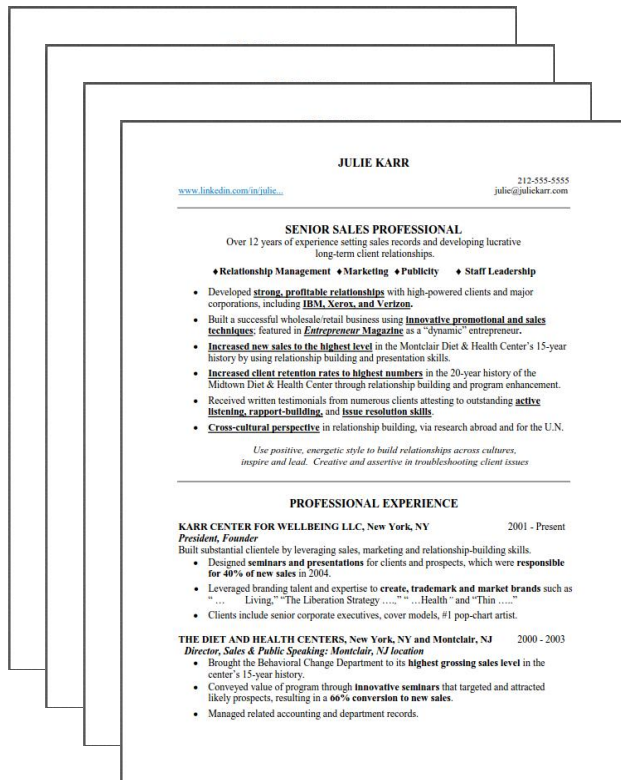
And...

Just a Handful of People See Your Resume

Way more view your Profile!

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Try to Keep Resume Accomplishments, Including Metrics

Exception examples:

- **Dollar amount considered proprietary?**

- **Claim that someone might contest?**

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Also…

LinkedIn Profile ≠ Jobseeker

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Don't Say You're Looking

There's a bias against:
a) unemployed &
b) actively looking

They'll contact you anyway

You get the wrong kind of attention

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Possible Exception:
New "Open Candidate" Feature

Let recruiters know you're open to opportunities

Share that you're open and appear in recruiter searches matching your career interests

Change

On for 90 more days

Client's Should Use with caution

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Old-fashioned Media   # Social Media

Can use "Created…" or "I created…"
Don't use "She created…"

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YES to Recommendations
(get at least 3)

▼ 12 recommendations, including:

Paul Emata, CFA, FRM, CMT, CFP
Managing Director, First Republic
Investment Management

As a member of the Board of Directors of the
cFA Society of Philadelphia, I've booked Rob to
lead a number of seminars for... View↓

Julie Murphy
Senior Change Execution Consultant,
Certified SIY Teacher, Mindfulness
Leadership Coach

Rob was the perfect fit for me as a coach. Any
time I felt a lull in my search, Rob pushed me
with the right amount of... View↓

10 more recommendations↓

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Use All 50 Skills Slots...

LinkedIn is trying to improve **ENDORSEMENTS** for skills section but it's too little, too late. Focus on **RECOMMENDATIONS**

Featured Skills & Endorsements   Add a new skill ✏️

Career Developme.. · 99+   Endorsed by **Marzena Ermler and 12 others** who are highly skilled at this

                                 Endorsed by **18 of Robert's colleagues** at The Five O'Clock Club

Career Counseling · 99+   Endorsed by **Bob McIntosh, CPRW, MBTI and 15 others** who are highly skilled at this

                                 Endorsed by **18 of Robert's colleagues** at The Five O'Clock Club

Executive Coaching · 99+   Endorsed by **Joshua Miller and 3 others** who are highly skilled at this

                                 Endorsed by **13 of Robert's colleagues** at The Five O'Clock Club

View 47 more ⌄

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To Be Found

communication (3) construction (4) design (4) detail (3)

development (20) diligence (3) directly (3)

director (3) duties (3) email (4) environment (3) estate (10) excel (5)

experi... highly (3)

hous... **KEYWORDS** job (5)

lender (5) management (12)

project (11) property (8) provide (3) real (10)

reporting (3) required (6) residential (3) responsibilities (6)

save (4) skills (7) strong (8) team (3) underwriting (5)

PROFILE COMPLETENESS

Add new profile section

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While keywords matter everywhere, ensure keywords in

Headline

Skills Section

Job Title

Company Name

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Headline

Business Analyst/Associate: Investment Banking | internships • modeling • financial stmts • valuations • Finance Major

Keyword-rich beginning of Two Minute Pitch ("how categorize" | "differentiators")

- Craft in Microsoft Word (can count the characters)

- Can include nice-looking separators, e.g. bullet symbols like • . Copy these right into LinkedIn

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Title & Company

Choose company name that LinkedIn recognizes.

Add keywords to job titles

Adjunct Instructor - Career Development ● Career Coach ● Presentations, Pitches, LinkedIn

New York University

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Profile Completeness

The goal: to be an "All Star," but shouldn't stop there.

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Additional Profile Coaching Tips

Make profile as public as possible

Change profile url so it's user friendly:

✓ www.linkedin.com/in/roberthellmann **is good,**

✗ www.linkedin.com/pub/roberthellmannx133a0095d **is not**

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Common Sticking Points

- **They say:** *"All the senior profiles I see are sparse so I'll do the same."* **You say:** *"They don't know how to use LinkedIn,"* and then explain the benefits of keywords, etc.

- **They say:** *"I wanted my profile to be different than my resume."* **You say:**
  - *"Your marketing message should be consistent across channels"*
  - *"Don't miss out on an opportunity to be found."*

- **They say:** *"My employer will see!"* **You say:** *"So what? Everyone should be on LinkedIn! They won't see how you're using it…"*

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Who to Connect With

First Quality… **Then Quantity**

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Quality Connections

✓ **Know in some way & open to helping (maybe)**

✓ **Connection request from stranger & you want them in your network**

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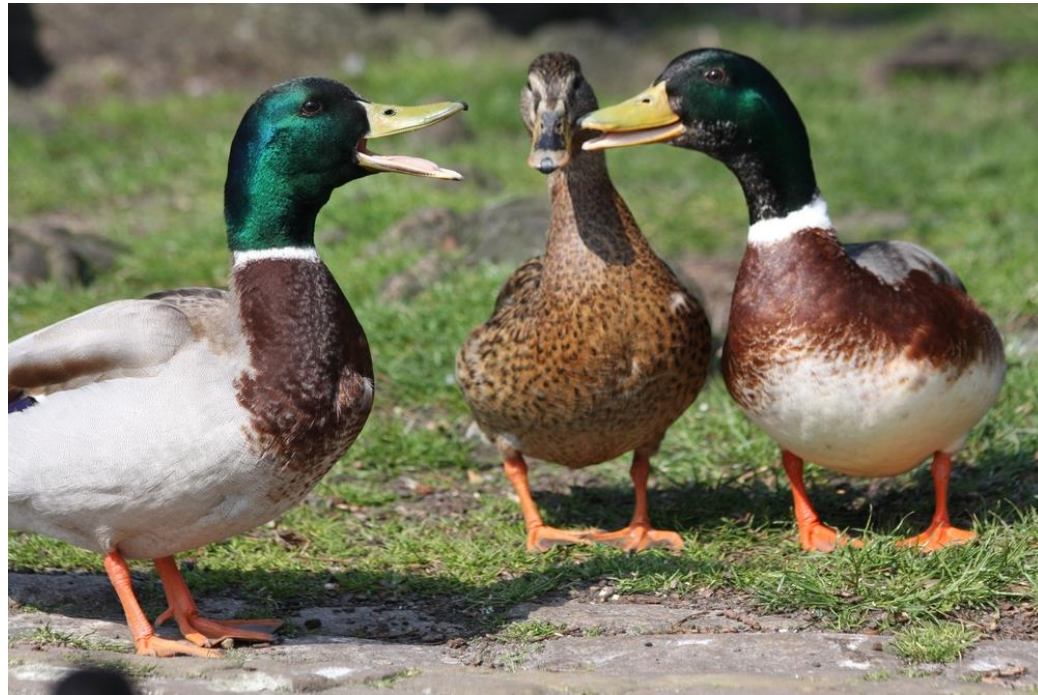
If someone you don't know

Build a relationship –
ask why they are reaching out

Example message (after "accept"): *Hi Darren, I appreciate your request to connect (just accepted)! As I like to know everyone in my first degree network, I'm curious as to how you came across my profile and/or why you decided to reach out.*

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Connection Tips

Ignore unwanted requests

Include a personal message

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Coach Them to Build Their Network Quickly

If new to LinkedIn, give them a stretch goal, 200 connections

- Import address book

- "People you may know"

- Think broadly about network

Client Objection

They say: "Someone told me to put quantity first."

You say:

- "That works for only a few professions, not for most of us."

- "LinkedIn is too valuable as a true networking tool for you to waste it."

- "Networking is all about building and maintaining relationships **over time**."

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Other Sticking Points

- **They say:** *"I only know a small portion of my LinkedIn network."*
  You say: *"Get to know them! Send LinkedIn messages or emails introducing yourself and asking why they reached out to connect."*

- **They say:** *"When I do people searches, all these headhunters come up who I don't even remember connecting with!"*
  You say: *"Remove them as connections, they're cluttering up your search results."*

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Quality Group

50%+ of members can help you

Quality:
- Find and be found by the right people
  - Group discussions

Quantity:
More likely to be found, and to find others

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Groups Clients Should Join

Educational Institutions

Organizations Where They Worked

Associations

Groups That Only Exist On Linkedin

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Summary

- LinkedIn can be used for "everything" – grease in the wheels

- For clients building a business, LinkedIn might be used and prioritized slightly to somewhat differently

- Most of the coaching will be helping clients to get set up properly

- Encourage them to adapt their resume to their profile to the extent that it makes sense

- Network – give newbies a 200 connection stretch goal, while keeping quality before quantity

- Groups – have them join at least five

- Challenge them to find at least five people to contact

- Use LinkedIn to research organizations, positioning, keywords, etc.

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Get slides & book excerpt

bit.ly/sunycdoli

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Advanced **LinkedIn**

For your Job Search, Business, and Career

Includes the basics, and way beyond
Plus: How **Twitter & other Social Media** can help

Robert Hellmann

Career and Executive Coach