

# Advanced LinkedIn

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June 14<sup>th</sup>, 2017



# Remind Client How LinkedIn is Different From Other Social Media



# 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



# With a few exceptions:



# 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

# Get set up properly first

## Then...

# Use It!

**THEN USE IT!**



# Finding People

## ✓ Advanced People Search



# Boolean Search

**Title, Keyword or Company fields**

**Example for Title:**

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

# Finding People

- ✓ Advanced People Search
- ✓ [www.linkedin.com/alumni](http://www.linkedin.com/alumni)



# Finding People

- ✓ Advanced People Search
- ✓ [www.linkedin.com/alumni](http://www.linkedin.com/alumni)
- ✓ Companies



# Finding People

- ✓ Advanced People Search
- ✓ [www.linkedin.com/alumni](http://www.linkedin.com/alumni)
- ✓ Companies
- ✓ Google + LinkedIn



# Challenge them...

## *“Find five people to contact”*

1. Using “Advanced People Search”
2. Using “Alumni Search”
3. Looking at Companies

# How to Contact People

- ✓ Email\*\*\*
- ✓ Groups
- ✓ Introductions
- ✓ InMail
- ✓ Request to Connect



# Networked through LinkedIn (via Alumni tool)

## Elements of Success

- Focus on value to them
- Asked for just 20 minutes
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action
- Show appreciation

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](http://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?



# Contacting People – Mistake...

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



# Keeping in Touch

## Tell client LinkedIn makes it easier to keep in touch:

- Share Updates
- View “Home” Page Updates
- Message your contacts
- LinkedIn Publisher



# Career/Target Research

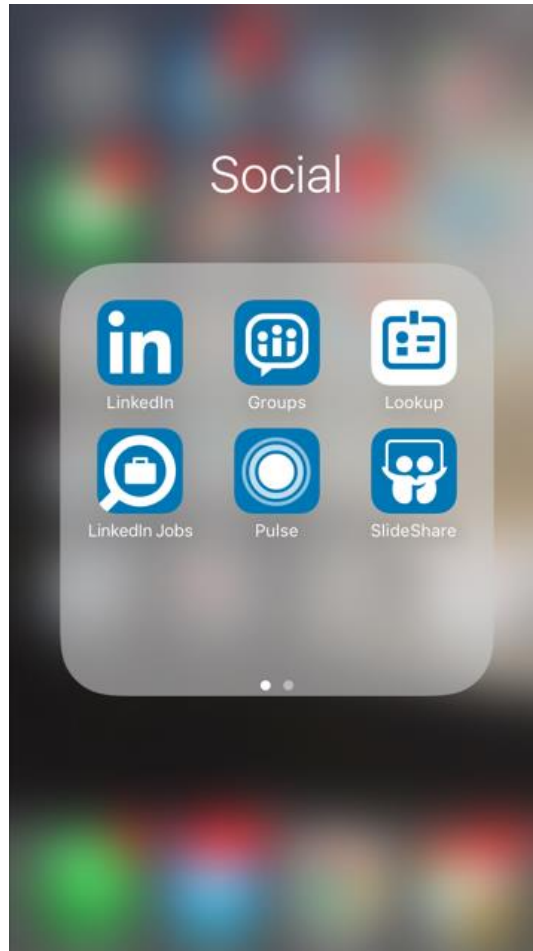
- ✓ [www.linkedin.com/salary](http://www.linkedin.com/salary)
- ✓ [www.linkedin.com/alumni](http://www.linkedin.com/alumni) - companies, majors
- ✓ “Similar Companies,” “Past Not Current”
- ✓ Search Posts by “#”
- ✓ [volunteer.linkedin.com](http://volunteer.linkedin.com)
- ✓ “Follow,” “Improve Your Feed”
- ✓ Job Postings & Profiles – research keywords
- ✓ Group Discussions



Salary



# Remind them of Smartphone Apps



# Consider free month of Sales Navigator

- More targeted people searches
- Search individual's first degree connections
- Get targeted list of organizations

# Back-up All Your LinkedIn Data

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## Getting an archive of your data

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

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### You can download:

- Connections
- All Communications – including messages and groups
- Recommendations
- Your Profile

# Getting set up

1. Restrict Access
2. **Write your profile**
3. Open up Access
4. **Build Network Strategically**
5. **Join groups**

# Before editing client's profile:

## Sharing profile edits

Change

Choose whether your network is notified about profile changes

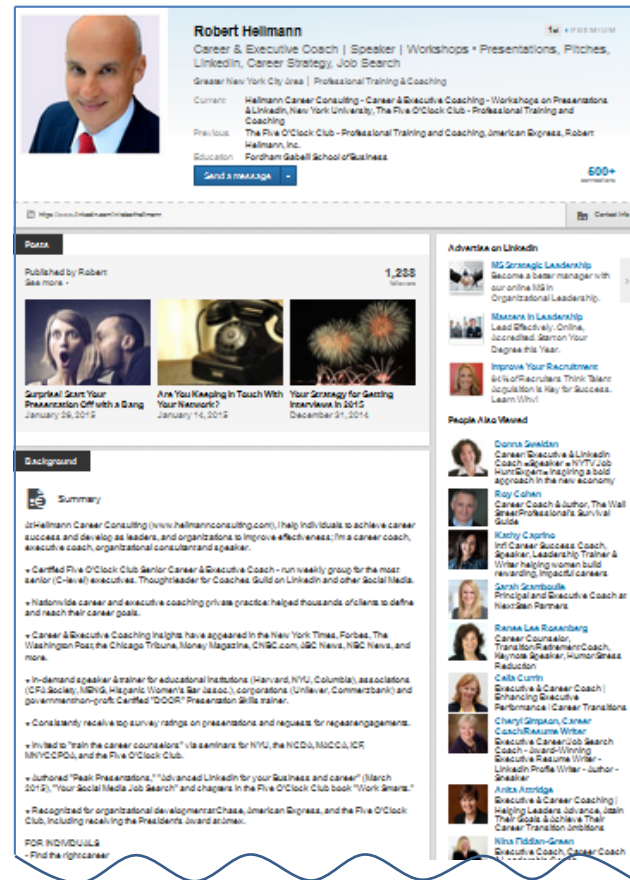
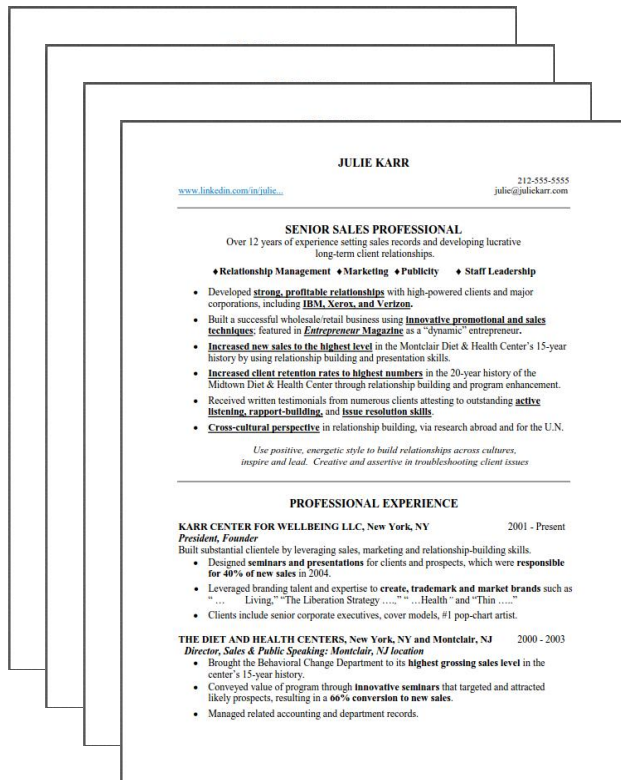
No



# Consider these Differences...

## Resume - different versions

## Profile - Just One



# And...

**Just a Handful of  
People See Your  
Resume**



**Way more view  
your Profile!**



# Try to Keep Resume Accomplishments, Including Metrics

## Exception examples:

- **Dollar amount considered proprietary?**
- **Claim that someone might contest?**

# Also...

**LinkedIn Profile  $\neq$  Jobseeker**



**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

# 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**

# Old-fashioned Media

**JULIE KARR**

212-555-5555  
juli@juliekarr.com

**SENIOR SALES PROFESSIONAL**

Over 12 years of experience setting sales records and developing lucrative long-term client relationships.

**Relationship Management** • **Marketing** • **Publicity** • **Staff Leadership**

- Developed **strong, profitable relationships** with high-powered clients and major corporations, including **IBM, Xerox, and Verizon**.
- Built a successful wholesale/retail business using **innovative promotional and sales techniques**; featured in *Entrepreneur Magazine* as a "dynamic" entrepreneur.
- Increased new sales to the highest level** in the Montclair Diet & Health Center's 15-year history by using relationship building and presentation skills.
- Increased client retention rates to highest numbers** in the 20-year history of the Midtown Diet & Health Center through relationship building and program enhancement.
- Received written testimonials from numerous clients attesting to outstanding **active listening, rapport-building, and issue resolution skills**.
- Cross-cultural perspective** in relationship building, via research abroad and for the U.N.

*Use positive, energetic style to build relationships across cultures, inspire and lead. Creative and assertive in troubleshooting client issues*

**PROFESSIONAL EXPERIENCE**

**KARR CENTER FOR WELLBEING LLC, New York, NY** 2001 - Present  
*President, Founder*

Built substantial clientele by leveraging sales, marketing and relationship-building skills.

- Designed **seminars and presentations** for clients and prospects, which were **responsible for 40% of new sales** in 2004.
- Leveraged branding talent and expertise to **create, trademark and market brands** such as "... Living," "The Liberation Strategy ...," "...Health" and "Thin ...".
- Clients include senior corporate executives, cover models, #1 pop-chart artist.

**THE DIET AND HEALTH CENTERS, New York, NY and Montclair, NJ** 2000 - 2003  
*Director, Sales & Public Speaking; Montclair, NJ location*

- Brought the Behavioral Change Department to its **highest grossing sales level** in the center's 15-year history.
- Conveyed value of program through **innovative seminars** that targeted and attracted likely prospects, resulting in a **60% conversion to new sales**.
- Managed related accounting and department records.

# Social Media

**Robert Hellmann**  
Career & Executive Coach | Speaker | Workshops • Presentations, Pitches, LinkedIn, Career Strategy, Job Search  
Greater New York City Area | Professional Training & Coaching

**Skills:** Marketing • Publicity • Staff Leadership

**Current:** Hellmann Career Consulting - Career & Executive Coaching - Workshops on Presentations & LinkedIn, New York University, The Five O'Clock Club - Professional Training and Coaching

**Previous:** The Five O'Clock Club - Professional Training and Coaching, American Express, Robert Hellmann, Inc.

**Education:** Fordham Gabelli School of Business

1,238 followers

**Posts:**

- Surprise! Start Your Presentation Off with a Bang January 28, 2012
- Are You Keeping in Touch With Your Network? January 14, 2012
- Your Strategy for Getting Seen Wins in 2012 December 21, 2011

**Background:**

**Summary**

Hi! I'm Robert Hellmann (www.hellmannconsulting.com). I help individuals to achieve career success and develop as leaders, and organizations to improve effectiveness. I'm a career coach, executive coach, organizational consultant and speaker.

- Certified Five O'Clock Club Senior Career & Executive Coach - run weekly group for the most senior (C-level) executives. Thoughtleader for Coaches Guild on LinkedIn and other Social Media.
- National career and executive coaching private practice helped thousands of clients to define and reach their career goals.
- Career & Executive Coaching Insights have appeared in the New York Times, Forbes, The Washington Post, the Chicago Tribune, Money Magazine, CNBC.com, NBC News, NBC News and more.
- In-demand speaker/trainer for educational institutions (Harvard, NYU, Columbia), associations (ICI Society, IODV, Hispanic Women's Business, corporate (Unilever, Comcast), and government/non-profit. Certified "DOOR" Presentation Skills trainer.
- Consistently receive top survey ratings on presentations and requests for repeat engagements.
- Pleased to train the career counselors (via seminars for NYU, the NCCO, MCOU, ICR, NYUCCO), and the Five O'Clock Club.
- Authored "Peak Presentations," "Job and LinkedIn for your business and career" (March 2012), "Your Social Media Job Search" and chapters in the Five O'Clock Club book "Work Smart."
- Recognized for organizational development at Chase, American Express, and the Five O'Clock Club, including reaching the Presidents Board at Chase.

**FOR INDIVIDUALS**

- Find the right career

**People Also Viewed:**

- Donna Swaidan: Career, Executive & LinkedIn Coach, educator, eTV, job hunt blogger. Inspiring a bold approach in the new economy.
- Roy Cohen: Career Coach & Author, The Wall Street Professional's Survival Guide.
- Wendy Corliss: Top Career Success Coach, Speaker, Leadership Trainer & Writer helping women build rewarding, impactful careers.
- Jane Sembova: Principal and Executive Coach at NextGen Partners.
- Renee Lee Rosenburg: Career Counselor, Transition/Placement Coach, Writer, Speaker, Humor/Class Reduction.
- Calli Curtis: Executive & Career Coach | Enhancing Executive Performance | Career Transitions.
- Cheryl Simpson: Career Coach/Resume Writer, Executive Career Job Search Coach - Career Strategy, Executive Resume Writer - LinkedIn Profile Writer - Author - Speaker.
- Wendy Amridge: Executive & Career Coaching | Helping Leaders Advance, Join Their Goals & Achieve Their Career Transition Ambitions.
- Wendy Fiddler-Green: Executive Coach, Career Coach

Can use “Created...” or “I created...”  
Don’t use “She created...”

# 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 ↓](#)



# 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 

# To Be Found



## PROFILE COMPLETENESS



**While keywords matter everywhere,  
ensure keywords in**

**Headline**

**Skills Section**

**Job Title**

**Company Name**

# 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

# 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



# Profile Completeness

The goal: to be an “All Star,” but shouldn’t stop there.

Your profile is looking great!

✓ skills, education, industry,  
summary, location, position,  
photo

★ All-Star profile

# Additional Profile Coaching Tips

**Make profile as public as possible**

**Change profile url so it's user friendly:**

✓ [www.linkedin.com/in/roberthellmann](http://www.linkedin.com/in/roberthellmann) is good,

✗ [www.linkedin.com/pub/roberthellmannx133a0095d](http://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...”*



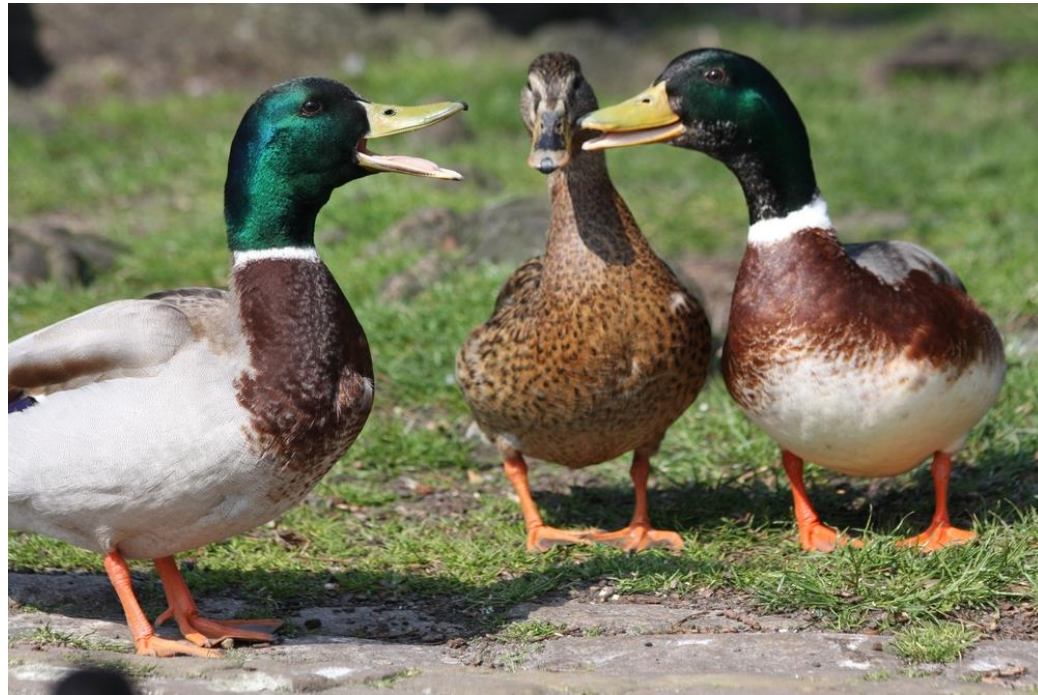
# Who to Connect With

First  
Quality...  
Then  
Quantity



# Quality Connections

- ✓ **Know in some way & open to helping (maybe)**
- ✓ **Connection request from stranger & you want them in your network**



# 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.*

# Connection Tips

Ignore unwanted requests

Include a personal message

# 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.**”

# 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.”*

# 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



# Groups Clients Should Join

**Educational Institutions**

**Organizations Where They Worked**

**Associations**

**Groups That Only Exist On LinkedIn**

# 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.

Get slides & book excerpt  
[bit.ly/sunycdoli](http://bit.ly/sunycdoli)

**HCC** Hellmann Career Consulting

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[www.hellmannconsulting.com](http://www.hellmannconsulting.com)

[www.linkedin.com/in/roberthellmann](http://www.linkedin.com/in/roberthellmann)

# 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