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D.I.A.L.O.G.™ Signature

LinkedIn®

ADVANCED LINKEDIN FOR JOB SEEKERS

How to leverage LinkedIn to find your next job

Presented for the Workforce Investment Board

Rapid Response

City of Pasadena

By

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This e-book is designed to give you the quick essentials to help you create the best possible LinkedIn Profile, with the greatest results in the least amount of time.

A great suggestion is to develop different parts of your LinkedIn profile for example your summary, Tagline, Publications etc. on an **MS Word** and keep this as your Master Document that you can edit anytime

The benefits of doing this is that you can format the document like using bullets and numbering, you can also spell check. Both functions are non-existing on LinkedIn

You can then copy and paste your document to the corresponding areas of your profile

Social Media:

Social media is simply content made for the people by the people. That is why connecting with people is the most critical component of social media. Being human and being empathetic connecting with people on an emotional level is the secret of success on social media.

We live in a world overloaded with information so unless your content stands out and connects on an emotional level it will be forgotten.

Today's culture is based on "WIIFM" (What Is In It For Me) – you need to remember that when you cater to future employers.

Social Media is about dialogue, two way conversation and it is about building and nurturing relationships

Branding

Self-branding or self-packaging is as important as your resume, to have a "personal brand" nowadays is what will make you stand out of the rest of the pack.

You need to be able to sell and market yourself. The definition of a brand is the promise you make to your audience, it is your image, your identity, experience and feeling. To articulate your brand you need to look at yourself and your skills objectively.

A. Be genuine

No one knows you like you do, focus on what you do best, your unique skills and talents including your passion which is the inside fire that makes you excel in what you do.

B. Know your vision and mission (Why and What)

Answer the questions why you are doing what you are doing and what are you doing best

C. **Personalize your approach**, and laser focus on the job you want to connect easier with the recruiters and hiring managers to get their attention simply by looking at the world from their perspective, i.e. clarifying that you know, what exactly the company is looking for, echoing with the hiring manager criteria making them believe that you have something valuable to offer, communicate potential.



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D. Have a **positioning statement** or **USP (Unique Selling Proposition)** that will separate and differentiate you from all competition in such a way that YOU become the top choice of employers.

A personal positioning statement should identify the one or two things that make the job-seeker unique and valuable to the employer.

E. Look for **mentors** that can help you forge your way

What is LinkedIn?



LinkedIn was launched in 2003, and is now the second social networking site online. LinkedIn is the only professional networking site up-to-date, and has always catered to the service oriented professionals.

It has more than 225+ Millions members worldwide; their plan is to expand to 1 Billion members by 2019. Of all the social media platforms, LinkedIn is currently the most popular if not the only professional social media network for businesses that focus on B2B products. LinkedIn makes it easy to get the message out about yourself and your products / services. It went IPO in 2011.

When you are on LinkedIn, imagine as if you were at a business cocktail/ networking party or at a trade show only without the constraint of place, time, or money (Thank you [Hubspot](#) for the great analogy).

LinkedIn is based on the premise of Three Degrees of separation, the degrees of connections on LinkedIn are up to 3 levels.

- The 1st degree contacts are your direct connections
- The 2nd being the connections of your connections,
- The 3rd the connections of the connections of your connections.

LinkedIn allows you to get access to executives without dealing with gate keepers, anywhere in the world. You are only one, two or three degrees of separation from them meaning you are only just an introduction or two away from reaching them.



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It acts better than an online resume, cover letter, references, work samples, database of your contacts and a place where you can learn, share and interact in a professional manner; in short LinkedIn is a place to find people and be found.

LinkedIn is not just for the corporate executives; LinkedIn is a professional platform for all businesses, Fortune 500 companies, large corporations, medium sizes enterprises, small businesses, consultants, and home based businesses.

All Star LinkedIn profile:

As a job seeker you need to be ready, willing and able meaning your profile has to be 100 % full and perfect so you can impress recruiters and hiring managers. First impressions are lasting impressions

Your LinkedIn profile needs to be absolutely flawless, since you'll be judged harshly by recruiters who are analyzing you to see if you fit their corporate needs. That means no spelling or grammatical errors and it should be completely filled out, leaving no experience or details out. Think of your profile as a showcase of your professional expertise, credibility, accomplishments, and preferences, since you are between the best professionals worldwide. Your profile will be analyzed by recruiters, and future employers whom you need to convince that you are their best fit.

Think of your profile as your online complete portfolio, a portrait of your professionalism and expertise.

TIP: Status Updates:

The Status updates are a great feature highly underutilized by many just because they do not know its benefits

Status Updates on LinkedIn is similar to the fresh content you add online like on your blogs or website especially after LinkedIn revamped its updates page and added LinkedIn news and channels. **Post a new update at least once a day.** Try to include a link that gives a call to action or engages other to interact with you. The beauty of status updates is that it generates a message to your whole network without you sending them a message or spamming them.

It is also a good idea to follow the updates of your contacts and create engagement with them for example if someone posts a new job or a promotion or a conference they spoke at or an event they are hosting or a blog they wrote and the list goes on.

Send them a brief message acknowledging their achievements. Your contacts can like, comment and share your updates.



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You can use your updates in 3 ways to create engagement:

- 1- Events: Example that you are attending the chamber of commerce event
- 2- Mention a headline that others can comment on: As sharing an interesting article that you have read and think will help others
- 3- Every month or 6 weeks remind people that you are looking for a job.

What not to do on LinkedIn:

- It is against LinkedIn ToS (Terms of Services), LinkedIn can suspend your account, to have the profile name as a business name, all profiles are based on personal profiles with a First and Last name, or First name and an Initial; if your name is common as John Smith add a middle initial.
- Using an email address in the name field or words like LION (LinkedIn Open Networker) though widely used on LinkedIn are actually against LinkedIn ToS as well.
- You can't have a phone number in the name field or in the tagline
- Do not import your email address book even if LinkedIn suggest it- you should send invites individually
- Do not mass email your connections
- Do not spam your connections or your group members
- Do not use "Unemployed" in your tagline
- Do not sound desperate and do not whine
- Do not bad mouth a past manager or employer

For more information, read my blog: [8 mistakes to avoid on LinkedIn](http://wp.me/pytle-7L) (<http://wp.me/pytle-7L>)

Brand your profile: Elements of an All-Star profile:

Picture – Use a basic headshot picture from any digital camera. A clean, white background is best.

- You can upload JPG, GIF or PNG files.
- File size - 4MB maximum.
- Pixel size: 200 x 200 minimum and 500 x 500 maximum.
- Your photo should be square
- Do not use a family picture, or a logo, or a QR code or an Avatar

Header/ Headline/ Tagline – This is **the most important section on your profile**, it defaults to Current Job Title at Current Employer unless you change it manually by UNchecking the little box that shows to add your title as a headline.

Your tagline should represent your brand, is your USP or Unique Selling proposition so use it wisely, this is the most important place where to add your keywords so you can appear in searches.



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This is critical in attracting people to click through from search listings. For example if your past job was “Marketing Specialist for Honda”. You could change it to “Internet Marketing Specialist for Fortune 500 Companies.”

Vanity URL: Your LinkedIn profile link or URL should be customized, it should appear as *http://linkedin.com/in/yourfullname.*”

If it doesn't, you're missing a vital opportunity to have your profile rank higher in Google and to make it easier for people to find you.

To do this:

- Click “edit profile” and then next to where it says “IN” click on “edit”
- On the right side a gray box will appear. At the bottom, you will see “Your Public profile”
- Click on customize profile URL
- A box will appear with the set URL address, you can add your full name as you want it to show in the link
- If you have a common name and the unique URL is taken, then try using a period between your first and last name or use your middle initial.

Summary – Your LinkedIn Summary section is similar to an elevator speech. It's one of the first things a person sees when looking at your profile, and you should use it to get the reader excited about you and your skills.

Some suggest that you have your email address for people to contact you.

Your Summary should:

- Act like a cover letter for the rest of your profile
- Include your most strategic keywords
- Move your reader to action

Your LinkedIn Summary can include up to 2,000 characters, use an MS WORD as suggested before.

1. Use the first person not a third person narrative, make it personal, show your passion and personal brand
2. Describe briefly the types of jobs you have had and any major accomplishments, summarize no major details. don't just copy and paste information from your resume
3. Describe your perfect place to work/ job/ industry/ employer.
4. Describe what makes you unique, what is your edge, what value you will add to a company or what solutions do you provide mainly why they should hire you and not the next person.
5. Do not use jargon, and avoid overused buzzwords as "creative," "effective" or "innovative,"
6. Include a CTA or Call To Action so whoever is looking at your profile knows what to do next
7. Links in the summary are not clickable
8. You can't change the script or add HTML



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9. You can use Rich Media within the summary (Video, PowerPoint presentations, audio, articles etc.)

Experience (Work History) – You need to have

1. *Current title/ job:*

- If you are not currently employed you can use a volunteer title if any or you can use consultant/ specialist etc.- for the company name you can just mark a “.” Or “Freelancer”.
- Make sure to use keywords in the current title
- List the highest title help if you had multiple
- Use the description wisely; it is more than a resume; do not add only job description and responsibilities- talk about the problems you solved, the value you brought- Basically what made you special
- Quantify whenever you can

2. *Two Past titles/ Jobs (at least):* Again use keywords and description wisely. Follow the same guidelines

Skills:

You need at least 3 skills to have a 100% complete profile. You can have up to 50 skills, you can either make up your own, or chose from the already existing skills that LinkedIn suggest to you.

With the new endorsement feature, your connections will endorse you as LinkedIn suggest it. Some find the feature annoying- it is critical as those skills act as Keywords that will rank you in google and is searchable by its spiders,

Choose your skills wisely as the ones that apply to you in all of your jobs so your contacts can endorse you. Skills are used as the keywords you want to be found under, you can always hide the ones you do not want or delete them.

A LinkedIn study shows that the more endorsements a person has, the more likely their profile is to be viewed by others on the site, and the better they will look to future employers (up to 4 times more likely to have your profile viewed if one has endorsements).

Endorsements will help build and manage your brand. The most endorsed skills will rank higher – LinkedIn will show a maximum of 99 then 99+

Education – Schools and a lot more. Remember that education is not simply college degrees. Any business or professional training (e.g. Dale Carnegie) should be listed.

Connections: You need to have at least 50 connections to complete a 100% profile

Your NetWORTH is your NetWORK:



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The more connections, the bigger is your network, you have the higher you will appear in searches and the more people you are connected to either directly or through 2 more degrees of separation that increases your chances of either being found or finding jobs, hiring managers and recruiters. The threshold number on your LinkedIn profile is 500: Your connections number will show on your profile page as a number from 1 to 499, the minute you hit 500 connections, all what your profile visitors will see will be 500+ from 501 till 30,000 which is the highest allowed number of connections on LinkedIn.

When it comes to the number of connections, there are three (3) schools:

- a- Conservative: Members believe that they should only connect to people they know either in real life or through LinkedIn interaction, that limits the growth of your network.
- b- LION: Or Open Networkers, they connect with anyone with no discrimination, that dilutes the value of your network but increases the reach to the third degree reach
- c- Moderate: In between, conservatives and liberals, I am in this category, I will connect with other professionals that I feel will add to my knowledge or add value to my network or vice versa.

Adding 5 connections makes you 3.7 times more likely to receive a job offer! (Source: LinkedIn.com). **This will be your call, you need to decide on that one.**

Your Network of Trusted Professionals



The maximum number of invites allowed on LinkedIn lifelong is 3000 invites. You can add connections to your network, either from existing LinkedIn member or people that are not yet LinkedIn members. Personalize your invite every single time, just be aware that in some instances LinkedIn will not let you customize the invite as in the case of the “Add connection link” or in case you are importing a contact from your address book. You will only be allowed to send a generic invite.

You do not need to have the email of the person you are inviting i.e. for Free, the following cases:

- a- They are a friend and do not abuse this option by sending everyone you want to connect to as a friend, it does irritate people
- b- They are colleagues at work



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- c- They went to the same school
- d- They share a group
- e- They have done business with you in a certain company
- f- Through an introduction of 1st/ end degree connections

If none of those apply then you will need to pay \$10 per Inmail on a free basic account to send an invite to another member.

Note that invites can not include any website address, emails or anything remotely that looks like either of them as @ or even a dot like "." And they allow a maximum of 300 characters

Additional Items

Web Sites – You can list up to 3 web sites, for example your blog, Facebook page and visual CV if you have one or your personal website

Personalize the websites, Chose "Others" vs. "My Website" so you can name your websites and that adds to your keywords as well.

Location – Choose the city you are in

Industry – Not all industries are listed on LinkedIn if this s the case choose the industry closest to your own.

Contact Info - including your email, your email will be visible ONY to your 1st degree connections and no one else.

I always suggest never to share phone number, address, and definitely no driver license or full date of birth to avid identity theft

Twitter: LinkedIn will allow you to show your Twitter handle for example mine will show as "@saharconsulting"

LinkedIn Groups – It is allowed to join 50 groups and 50 subgroups at any one time, you can leave and join groups at your own convenience

You can search for groups using keywords, read the excerpts of every group then decide if you want to join or not

Participating in groups can get you and your brand in front of your target audience (Recruiters, hiring managers, and employers).

Selecting Groups:

Chose the groups that have high numbers of members –Chose the groups that will help you in your job search or have members in the industry. Company you are targeting



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Look for company groups that you are following if they are open join them

You can look for local group by adding (+ City i.e. sales director + Los Angeles) with the keywords Participate with meaningful content, help others, build relationships and engage group members in discussions

Recommendations – Ask for as many recommendations as you can. LinkedIn recommendations can be received ONLY from LinkedIn members and from first degree connections.

The most influential or impressing recommendations are the ones that you can get from previous managers or ex-supervisors as well as from previous clients

Have them describe a project that you worked on together and how your role helped the project to be successful.

Recommendations are testimonials that are attached to a specific job experience on your professional profile. Recommendations can be the differentiating edge between two candidates with equal credentials and skills that will decide who will get the job

Add New Sections:

Additional Sections

You can always add additional sections to your profile to highlight your brand and standout. You can add the following to your professional profile. Any sections that is not on your profile will show up in the right side of your screen when you go to edit your profile.

Organizing Your Sections

You can move your section order around when you go to edit your profile, you will see a blue arrow at the top right of each section that you use to rearrange your sections. When you move your mouse over it, the move cross will show and you can move a section up or down based on your own preference

For example, if you have a lot of endorsements for your skills, but not an impressive job history, you can place the Skills & Expertise section first, the Summary second, and other sections before your Experience section. Authors can place Publications first, and so on to display your best features up front.

Sections you can add:

- 1- *Languages* (Can give you an edge)
- 2- *Publications*: If you have written reports, whitepapers, or books, you can add them to your publications section. This section is unique because you can include a direct link to your publications on your website, Amazon, or any other site you choose. This can help you draw attention anything you've written



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- 3- Volunteer jobs: Especially if you have been out of a job for a while
- 4- Projects: Share the projects details you've worked at any stage of your life, highlight relevant skills and results you've accomplished. You can also include links to websites and connect with other collaborators who worked on the project, showing the recruiter the team aspect of the project.

You can have case studies, research, technical presentations, videos, events you've worked on, work instructions, work flow diagrams, volunteer work... anything that will endorse your brand. You can use mock documents if you can't share the originals

5- *Courses*

6- *Test scores*

7- *Certifications, licensures, or clearances you've attained*

8- *Patents*

Organizations – This is a list of industry, professional and social organizations. It is basic text listing separated by commas.

Include both the full spelling and the abbreviations. Up to 750 characters are allowed.

This is another section where I would suggest that you format it on an MS Word document then copy and paste it to the profile

Achievements & Honors – Share your awards, whatever is your pride and joy. Try to demonstrate what were these awards for, and what you accomplished to get them.

Another section to design on an MS Word document then copy and paste.

Interests – Use single words or short phrases **separated by commas**. Up to 750 characters are allowed.



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20 Ways to Use LinkedIn

1. To get found in searches: Increase your visibility – self brand your career, experience and skills
2. Increase your network to be found, the more connections you have the more people will find you , the more chances you can get your next job
3. Include your LinkedIn profile link in your email signature (Use wisestamp)
4. Optimize your profile with the proper keywords – LinkedIn is very high on SEO (Search Engine Optimization) that will help you rank on Google so recruiters and hiring managers can find you
5. Use the LinkedIn contact App as part of your CRM to keep in touch with your network
6. Use the Mentions Apps to nurture your relationships with your connections, wish them Happy Birthday or congratulate them for a new job
7. Become a credible resource to helpful content that you post on your status updates
8. Become involved in groups and establish yourself as an authority in your field
9. Get as much recommendations as you can on your profile
10. Get endorsements in your skills as they serve as keywords
11. Follow the companies you are interested to working at
 - Find inside connections in these companies
 - Connect with people in these companies even if they do not have current jobs, there is a he “Hidden job market” where jobs are not advertised to outsiders
 - Look at their Overview, Career page, insights, products and services as well as the present and past employees and where they came from
12. Use the advanced search option on LinkedIn to find contacts that can help you get to your next job
13. Accept **ALL** invites at least till you get your first 500, it is a hidden treasure, once you accept an invite, **SEND** a message (personalized) using the first name of the person that invited you *“My pleasure to connect, looking forward to networking with you. Meanwhile if I can be of any assistance please let me know”*. You can save a template on a word document then copy and paste, there are no templates on LinkedIn.
14. Personalize all invites: Find a common interest or city or group or connections and mention it in the invite like *“I see that we share the same..... I would like to add you to my network. If you do not want to connect, please ignore the invite and do not IDK”* The last sentence will let the other person that you are not spamming them and you know what you are doing
15. Include a call of action on your profile as: *“Look at my introduction video”* or *“Click to see my resume”*
16. Become an authority in your field: Share interesting, engaging information.



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One way to boost engagement among your connections is to get them talking about relevant and timely news in your industry. You can do this by sharing links to interesting stories and asking questions about the posts you share. The content can be yours (blogs or articles) or interesting online stories. **To find content you can use RSS feeds, google alerts or Feedly.com.**

17. Participate in groups and build relationships
18. Tag your connections and divide them into lists so you can target your messages to the proper audience. It is time consuming the first time but once done it will save you a lot of time and make your job search more organized
19. Export all your contacts at least once a month to keep your connections updated, LinkedIn allows you to export names, titles, email addresses, and company names. Create an excel sheet – you can always add more columns as phone numbers, remarks etc.
20. Search for jobs elsewhere and use LinkedIn to for inside information research

How to Market Yourself on LinkedIn

To be outstanding you need to stand out. Think like a marketer and the marketing mix the **4Ps**:

- **Product:** is YOU
- **Price:** Your salary + benefits
- **Place:** Online
- **Promotion:** Your online social media campaign/ portfolio

Think of LinkedIn as an online portfolio that showcases your skills, previous experience, transferrable skills and your passion.

You can add all kinds of media: Pictures, PowerPoint presentations, videos, documents but they ALL have to be hosted somewhere online.

Media files can be added to any section of your profile including summary and each single position you had. You can also have a short introduction video branding yourself, sharing your USP (discussed before).

Share problems you have solved before, videos can be How to videos as well. If you do not have any online media- take some time to create some it is time very well spent

You can search slideshare and Youtube to get some ideas

- 1- Add media to your profile:
 - Use Slideshare for presentations
 - Use Google documents or box.net for documents or upload them directly from your computer
 - Documents can be your resume, reports, articles, white papers, projects
 - Use Flickr or Pinterest for pictures
 - Use Youtube or Vimeo or Animoto.com for videos



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- 2- Blog at least twice a week and share them on your status update, allow people to engage with you
- 3- Use status update every day at least a couple of times (do not overdo it)
 - It will help you to be found by those searching for your skills or experience
 - Will help recruiters and hiring managers identify you as an authority in your field, Employers look at LinkedIn profiles
 - LinkedIn’s high PageRank ensures that anyone searching your name and/ or for you skills or titles on the web will likely find a link to your profile high in their search results

Bonus:

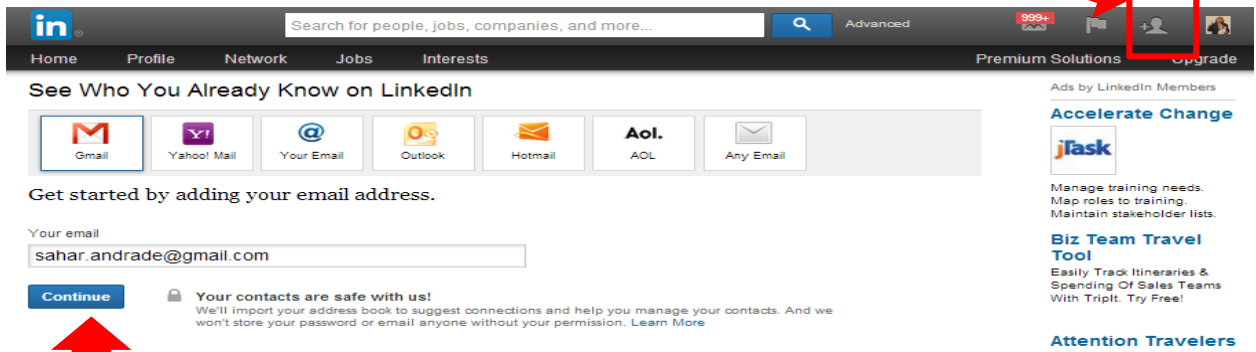
Growing Your Network

How to invite people individually WITHOUT importing your address book.

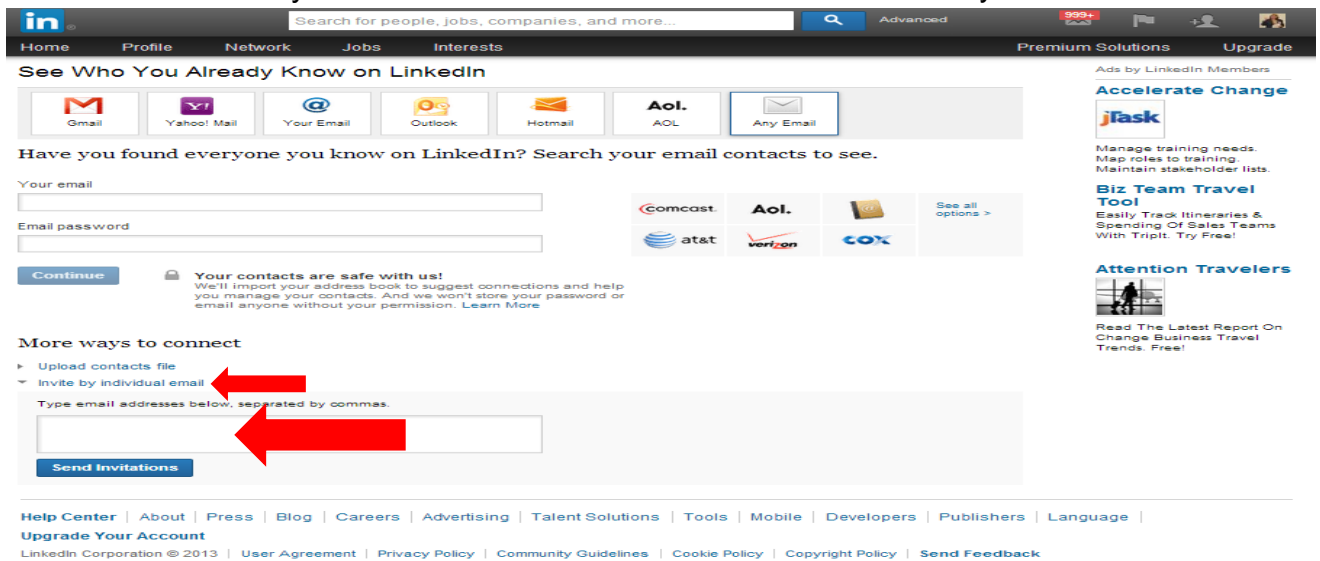
If you know their email address

Click on the avatar that has a + next to it on the top right side of the profile

- 1- Click on Add Connections. This will appear
- 2- Click Continue



- 3- Click on “Invite by individual email”- then enter the email address you want to invite





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Bonus 2:

To get more information about:

- [Contact App](http://wp.me/pytle-8g): Look at my blog: <http://wp.me/pytle-8g>
- [Mention App](http://wp.me/pytle-8z): Look at my blog: <http://wp.me/pytle-8z>
- [LinkedIn for job search](http://wp.me/pytle-75): <http://wp.me/pytle-75>
- [Personal branding for job search](http://wp.me/pytle-6B): <http://wp.me/pytle-6B>, <http://wp.me/pytle-6s>
- 7 Tips for job seekers: <http://wp.me/pytle-7h>, <http://wp.me/pytle-7l>

Thank you

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