

# Advanced LinkedIn

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Jump-start  
Your Career

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Paid option usually not necessary  
if for personal use



# Use LinkedIn for...

# Everything

# Use LinkedIn for...

Direct Contact

Introductions

Keeping in Touch

Finding the “right” People

“Showing Off”

Being Found

Research/Learning

Building a Following / Business

Get set up properly first

Then...

Use It!

# Getting set up

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

# Before Editing Your Profile

**Notify your network?**

**No**, do not publish an update to my network about my profile changes.

# Your Profile

Leverage Your Resume's Verbiage

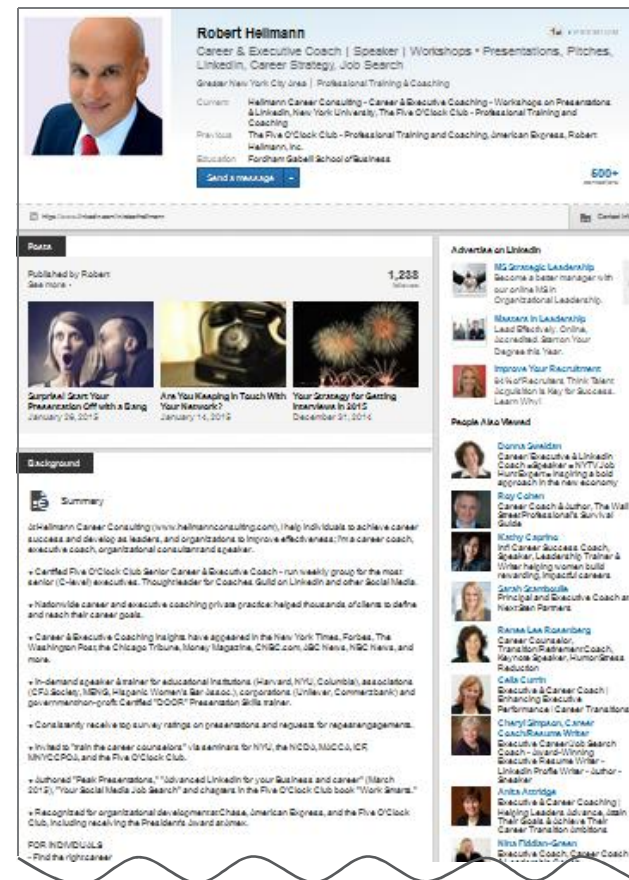
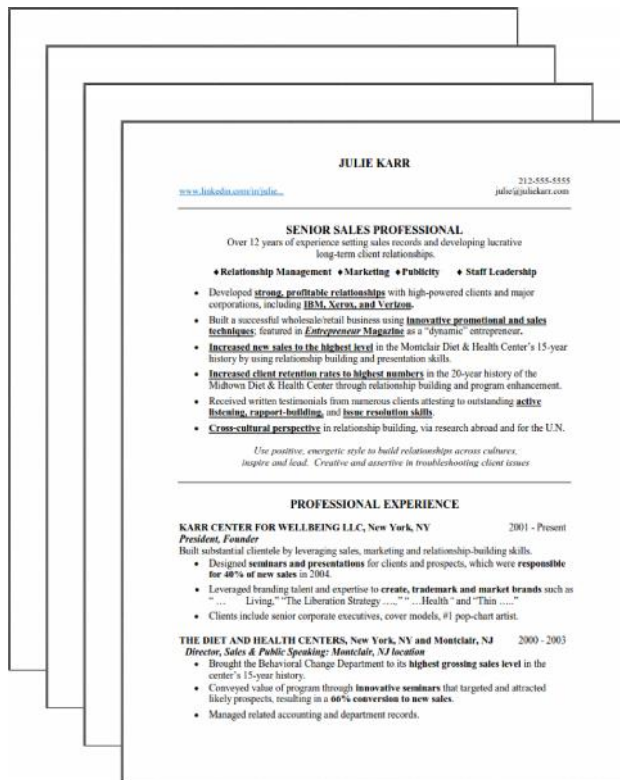
“whenever possible...”



# Consider these Differences...

Resume -  
different versions

Profile -  
Just One



# Target More Broadly Than Resume?

- Connected to boss/colleagues at work? **Broader**
- Only one job target? **Same as Resume**
- Can “phase in” job targets? **Same as Resume**
- Can’t afford to miss any opportunity now? **Broader**

# And...

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



**Way more view  
your Profile!**

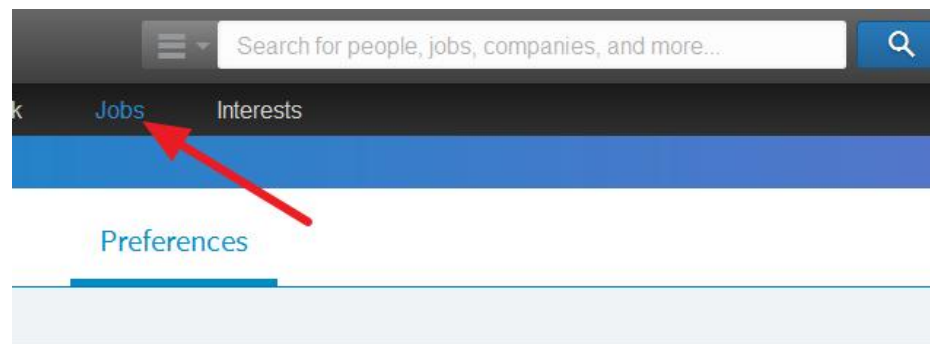


Also...LinkedIn Profile  $\neq$  Jobseeker



**(they'll contact you anyway)**

# Possible Exception: New “Open Candidate” Feature



## Let recruiters know you're open

Share that you're open to new opportunities and let your next job find you.



**Use with  
caution!**

# 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**

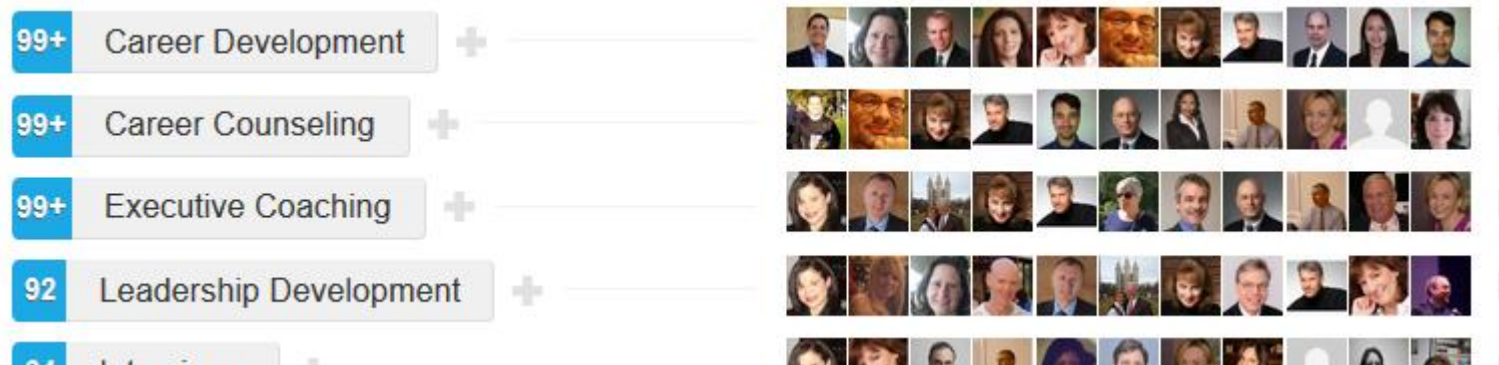
Senior Change Execution Consultant,  
Certified SIY Teacher, Mindfulness  
Leadership Coach

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 ↓](#)

## Don't Prioritize Endorsements





# To Be Found



## PROFILE COMPLETENESS

Add a section to your profile – be discovered for your next career step.

 <b>Photo</b> Members with a photo get 11 times more profile views.	 <b>Education</b> Members with a school on their profile get 7 times more profile views.
<a href="#">Add photo</a>	<a href="#">Add school</a>
View More	

# Keywords Matter A LOT in...

**Headline**

**Skills Section**

**Job Title**

**Company Name**

**(they matter everywhere)**



# Gap – Not Currently Working



**Helpful to put something in here. Consider:**

- **Consulting (even if haven't gotten paid)**
- **Volunteer as real experience**
- **“Continuing Education”**

# Headline

**Technology Business Development | Big Data • SaaS • Software •  
Information Management • Internet of Things • Global Teams**

**Human Resources Business Partner | Strategy • Performance Mgmt • Talent  
Acquisition & Development • Total Rewards • Employee Engagement**

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

## **Craft in Microsoft Word**

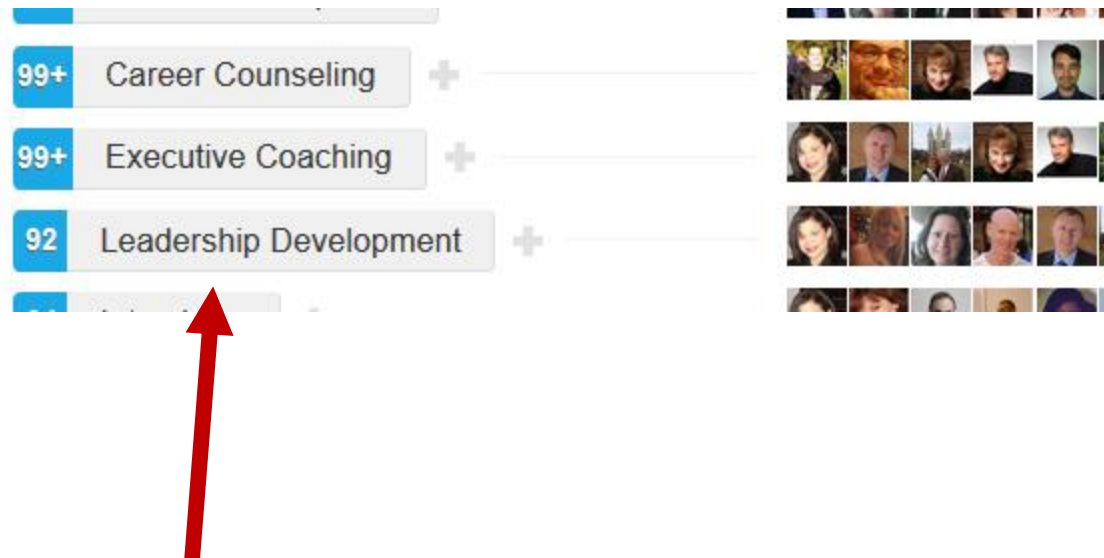
- Can count the characters easily
- Can include nice-looking separators, e.g. bullet symbols like • . Copy these right into LinkedIn

# Test: Search for Yourself



# Skills Section

Use all 50 slots for skills to increase odds of being found



# Title & Company

Choose company name that LinkedIn recognizes.

Add keywords to job titles

VP, Associate Director: Guild of Career & Executive Coaches

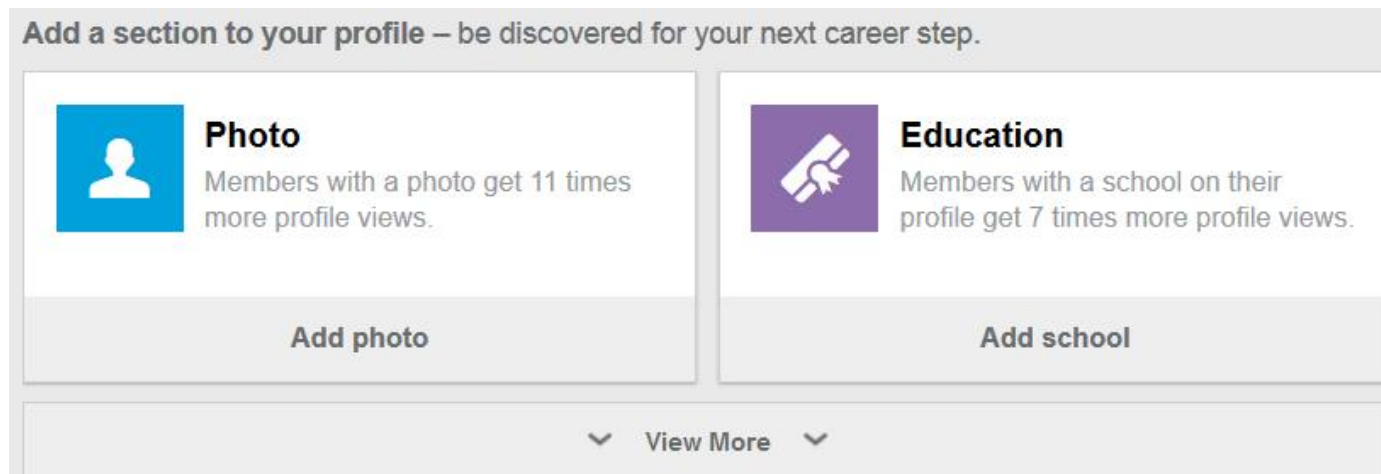
The Five O'Clock Club • Professional Training and Coaching



You can change the “Display Name.”

# Profile Completeness

Try and take LinkedIn's suggestions.

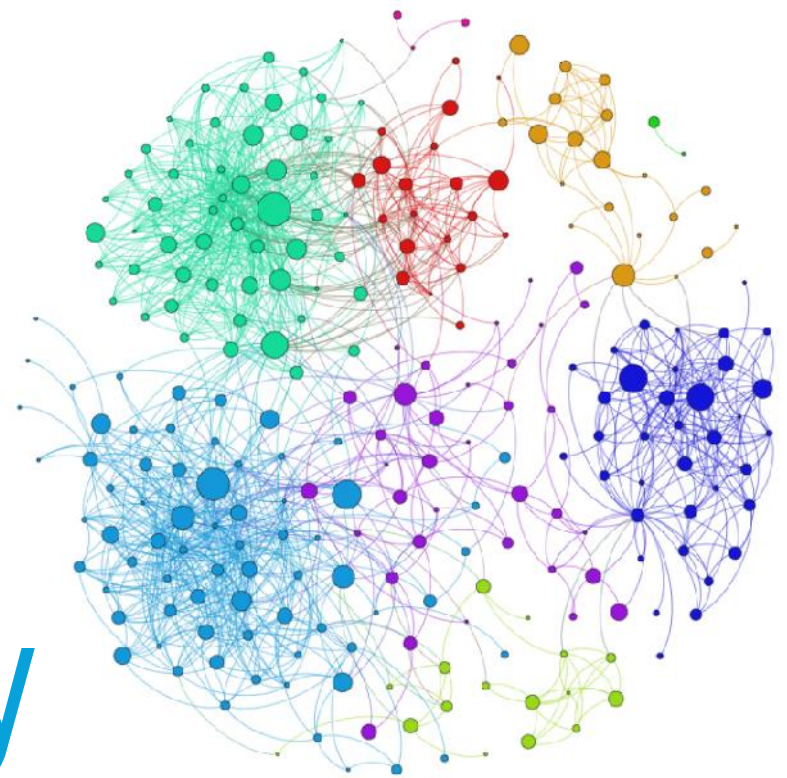


Yes you need a picture!

# 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**



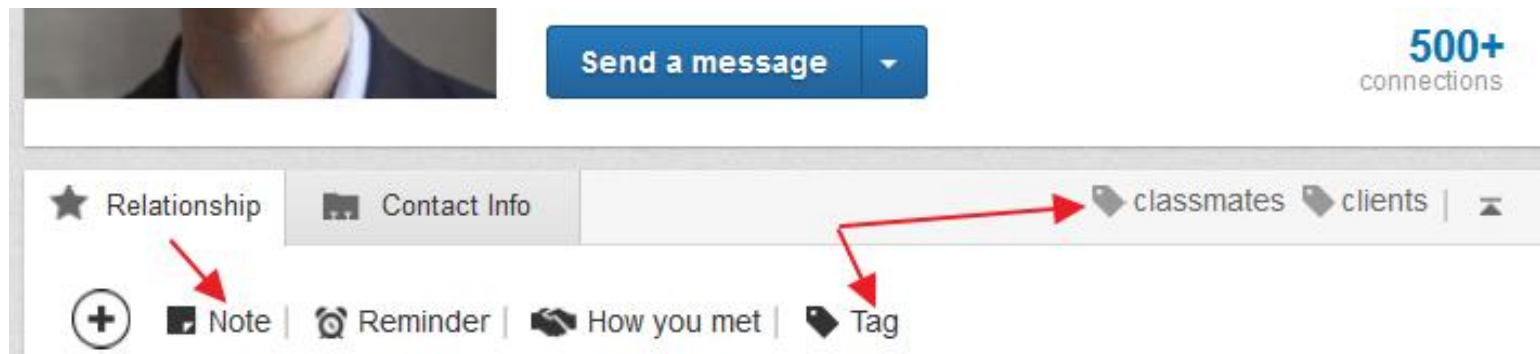


# If someone you don't know

## 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.*

# Notate and Tag Network Profiles



# Remove Connections



- If you have a large # of connections who you don't know
- If people search results are getting “clogged” with these unhelpful connections

# Connection Tips

Ignore unwanted requests

Include a personal message

# Groups You Should Join

**Educational Institutions (e.g. NYU)**

**Organizations Where You Worked**

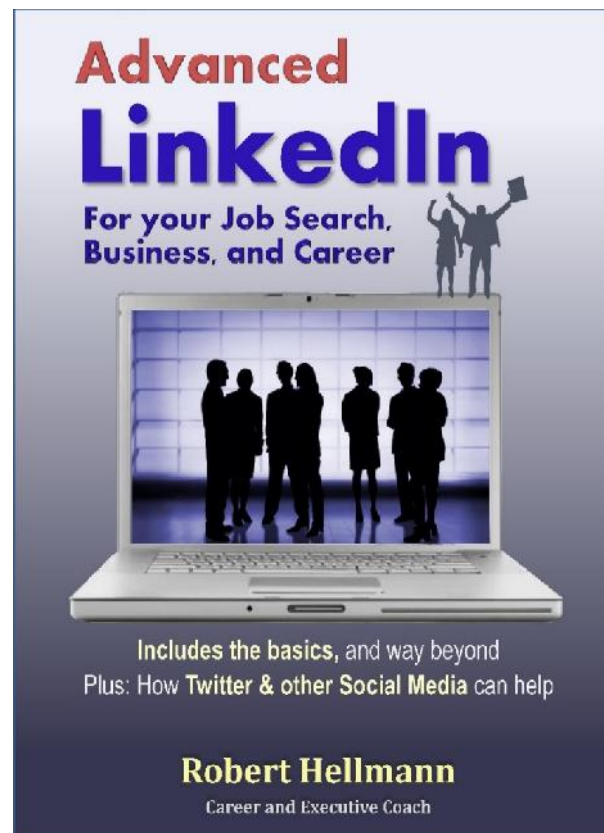
**Associations**

**Groups That Only Exist On LinkedIn**



**Get the slides: [bit.ly/sternli](http://bit.ly/sternli)**

**Additional Resources & Book: [www.hellmannconsulting.com](http://www.hellmannconsulting.com)**



**My Email: [rob@hellmannconsulting.com](mailto:rob@hellmannconsulting.com)**