

Advanced LinkedIn

Robert Hellmann

Hellmann Career Consulting
www.hellmannconsulting.com

May 20th, 2020



HARVARD
BUSINESS SCHOOL

They're 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

www.linkedin.com

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,190,400+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	381
2  Two degrees away Friends of friends; each connected to one of your connections	116,600+
3  Three degrees away Reach these users through a friend and one of their friends	5,073,400+
Total users you can contact through an Introduction	5,190,400+

Much more with LinkedIn Groups

Get set up properly first

Then...

Use It!

THEN USE IT!

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

Finding People

- ✓ **Advanced People Search**
- ✓ www.linkedin.com/alumni
- ✓ Search a 1st degree's connections
- ✓ Where people went
- ✓ Companies
- ✓ Google + LinkedIn



Boolean Search

Title, Keyword or Company fields

Example for Title:

Marketing AND (Senior OR VP OR Executive OR Chief) NOT “Senior Manager”

(currently a six term limit in Boolean searches)

“Official” Advanced Boolean Search Terms

- **Firstname:** Search based on first name
- **Lastname:** Search based on last name
- **Title:** Search based on their job title
- **Company:** Search based on their current company
- **School:** Search based on schools attended

Example: use in conjunction with prior “title” search to get more terms, e.g. NOT title:(“senior marketing manager” OR specialist)

Two of Many Unofficial Boolean Terms

- **geo:** fine-tuned geographic search capabilities
 - Instead of “Greater New York City Area.” enter geo:”Stamford Connecticut”
 - Almost any city/state, but spell out the name! It searches within <http://www.geonames.org/postalcode-search.html>
- **skills:** for example skills:python AND skills:java - Note: you can't use quotes to search for phrases.

Finding People

- ✓ Advanced People Search
- ✓ Search a 1st degree's connections
- ✓ LinkedIn Alumni
- ✓ Companies
- ✓ Where people went



How to Contact People

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



Example “Direct Contact” Message

Elements of Success

- Personal/tailored
- Asked for just 20 minutes
- Mutually beneficial, value
- Powerful Pitch
- Not asking for a job
- No reference to a resume
- Call to action

A client sent a LinkedIn group message to someone she didn't know. This message resulted in a meeting and a referral for an interview.

Dear Claire,

Upon seeing your name in the AFP LinkedIn Group and noticing our additional shared connection, I thought I would reach out to you; I myself have many years of experience with marketing and fundraising.

I'm currently a VP of Marketing and Event Planning at GoodOrg. In the long run I am looking to transition outside of non-profits into a university such as Ivy. I would greatly appreciate 20 minutes of your time to gain your insight on how my experience might fit in a university setting (I'm not expecting an opening now). Given my many years of experience developing successful fundraising strategies and events, perhaps I could also share with you some ideas that you would find useful for Ivy's efforts.

Some background: As you can see from my profile, I have over 10 years of experience in fundraising and event planning that I believe could be useful to universities. Highlights include:

- Partnered with IT to identify most likely donors, resulting in a 37% increase in donations.
- Led a capital campaign last year that brought in \$3 million and exceeded goals.
- Created partnerships with associations that provided new value to GoodOrg's community; these partnerships were credited with substantially increasing fundraising revenue.
- Planned and delivered a new event that was so successful that it has become an annual mainstay.

I would greatly value your insight regarding this hoped-for transition. Would you be available for a brief conversation, either in person or by phone?

This example excerpted from my book *Advanced LinkedIn*:
www.hellmannconsulting.com/pubs/#AdvancedLinkedIn

Contacting People – Mistake...

You send an invite to connect to someone you don't know as the first outreach. The invite comes **after**.



LinkedIn helps you to keep in touch

- Share Updates
- View “Home” Page Updates
- Post an Article
- Check notifications
- Message your Contacts




RESEARCH

Salary Insights on Profile page

Your Dashboard ★ All Star

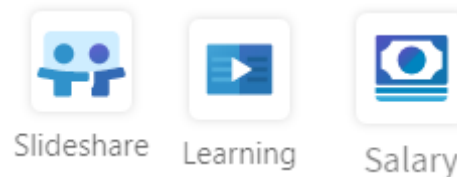
Private to you

288 Who viewed your profile	398 Post views	212 Search appearances
--------------------------------	-------------------	---------------------------

 **Salary insights**
See how your salary compares to others in the community

Stay on top of Trends

- Improve my feed
 - Follow anyone
 - Follow company pages
 - Posts with specific hashtags
- Group discussions
- Job Postings & Profiles – research keywords
- In “Work” tab, Check out



Create your list of target organizations

- Advanced people search to find organizations
- Company page – “people also viewed”
- Alumni tool – look at “companies”
- Companies people went to after leaving your company (“past not current”)
- Paid – Sales Navigator



Search job postings, save searches

in Search jobs United States Search        

All jobs filters

Clear

Cancel

Apply

Date Posted

- Past 24 hours
- Past Week
- Past Month
- Any Time

Salary

- \$40,000+
- \$60,000+
- \$80,000+
- \$100,000+
- \$120,000+

LinkedIn Features

- Easy Apply
- Under 10 Applicants
- In Your Network

Job Type

- Full-time
- Part-time
- Temporary
- Internship
- Contract
- Volunteer
- Other

Location

Add a filter

- New York, NY
- San Francisco, CA
- Charlotte, NC
- San Jose, CA
- Las Vegas, NV

Company

Add a filter

- KPMG US
- Taproot Foundation
- Starr Companies
- MGM Resorts International
- Catchafire

Industry

Add a filter

- Insurance
- Financial Services
- Higher Education
- Education Management
- Information Technology and Services

Job Function

Add a filter

- Sales
- Business Development
- Other
- Education
- Training

Check out “Find an Expert” on the Smartphone App

To find an expert:

1. Tap the **+** **Add** icon.
2. Tap **Find an Expert** > **Ask your network**.
3. Select the category and type of help you need a provider for.
4. Enter the desired Location and a description in the textbox provided.
5. Tap **Next**.
6. Review your post and select **who you want to share the post with**.
7. Add hashtags to make your post more discoverable.
 - Recommended hashtags are added automatically; including #findapro. You can edit these before you post.
8. Tap **Post**.

business.linkedin.com/grow/features

Open for Business

Showcase your services so potential clients can find you.

[Learn more](#)

[Join the waitlist](#)

LinkedIn ProFinder

Find top local freelancers or offer your freelance services.

[Become a pro](#)

[Find a freelancer](#)

Get Set-up First

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:

Share job changes, education changes, and work anniversaries from profile

Choose whether your network is notified

Change

No

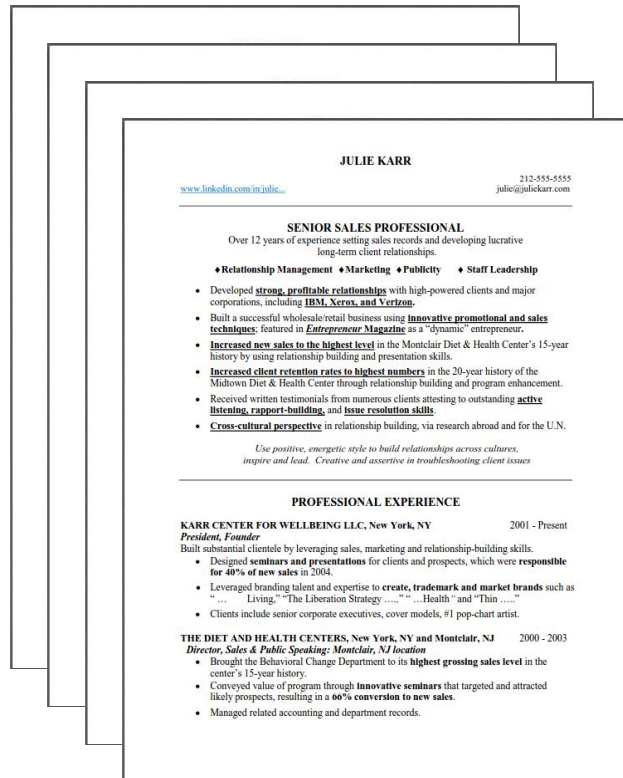
LinkedIn Profile

Leverage Resume's Verbiage

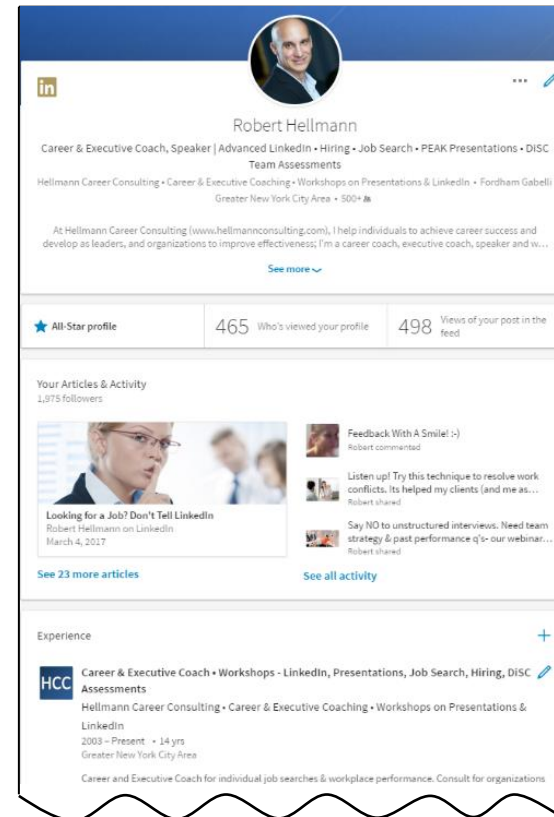
“whenever possible...”

Consider these Differences...

Resume -
different versions



Profile -
Just One



And...

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



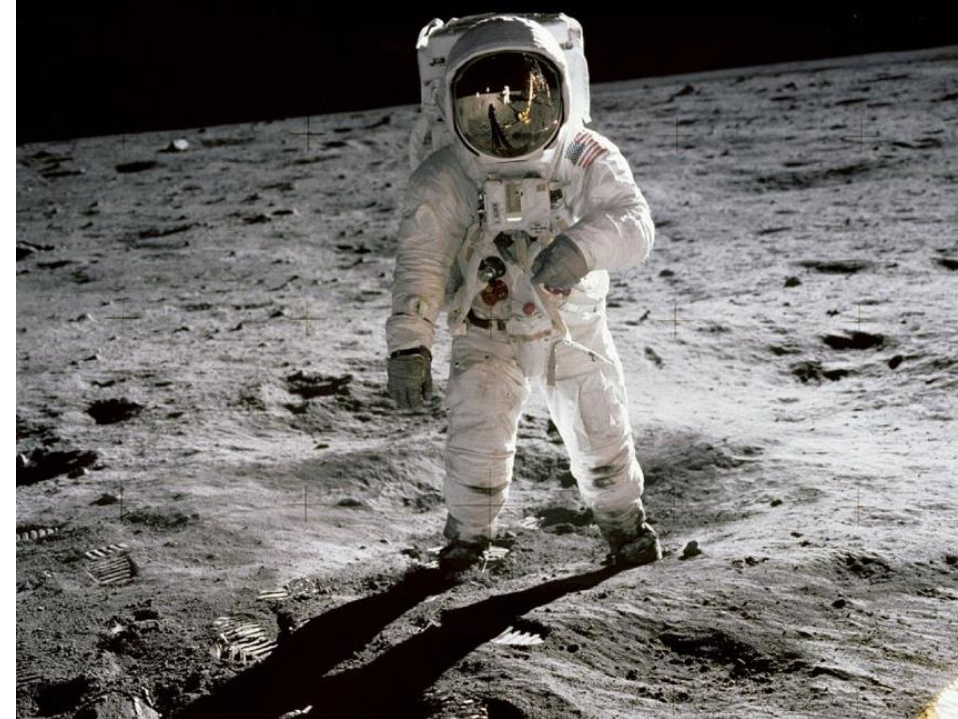
**Way more view
your Profile!**



Try to Keep Resume Accomplishments, Including Metrics

Exception examples:

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



Also...

LinkedIn Profile \neq Jobseeker



They'll contact you anyway

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

You get the wrong kind of attention

Exception: “Open Candidate” Feature – switch to “Yes”

Job application settings
Privacy

Ads

Communications Change

Choose what information LinkedIn saves when you submit a job application.

Let recruiters know you're open to opportunities Change

Share that you're open and appear in recruiter searches matching your career interests No


Signal your interest to recruiters at companies you have created job alerts for Change

This will be applied for companies that you have created job alerts for. No

Use with caution


Another way to get attention from recruiters (near the top of your profile)




Providing services 

Interview Preparation, Resume Writing, Public Speaking, Leadership Development, Executive...

[See all details](#)

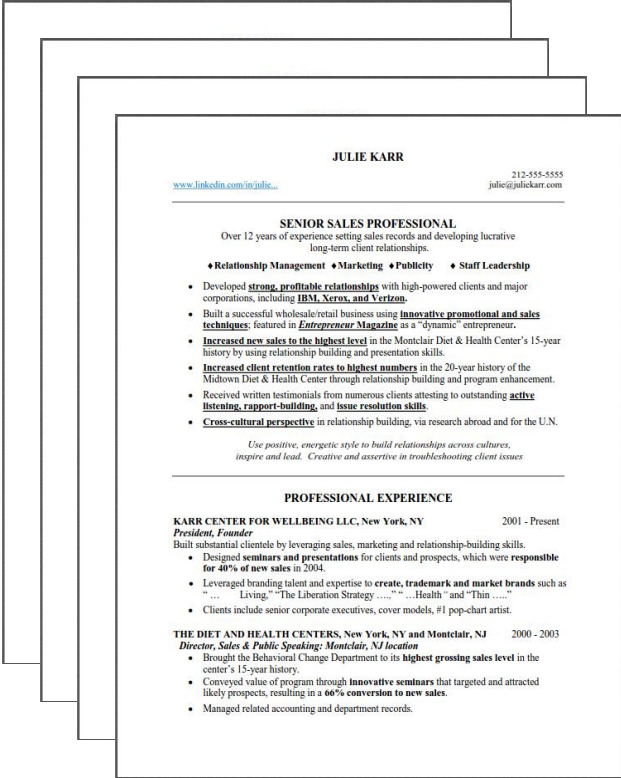
 Public

Show recruiters you're open to job opportunities 

—you control who sees this.

[Get started](#)

Old-fashioned Media



Social Media



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...

Focus on **RECOMMENDATIONS, NOT ENDORSEMENTS**

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 

Do you have the right profile keywords?

- ✓ Think about the search strings your audience might be entering.
- ✓ Search within your own network using the keywords your target audience is using. Look at these profiles for keyword ideas.
- ✓ Check out job postings on LinkedIn (or elsewhere), not to apply, but to see what words and phrases the postings use.
- ✓ Check out the LinkedIn company pages or websites of your target organizations.
- ✓ Follow thought leaders or journals in your sector to see what words and phrases are in vogue right now.

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

Headline

Skills Section

Job Title

Company Name

Headline

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

Keyword-rich beginning of 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.



Adjunct Instructor | Career Development • Career Coaching • Job Search • Career Change • LinkedIn
New York University

Add keywords to job titles



If You Have No Current Job...

Try to fill in that gap

- Consulting?
- Volunteer?
- Education as a “Job”?



The reason: Many recruiters use the “current job title” field in their searches.

Profile checklist – to be found

www.hellmannconsulting.com/resources

- Have a complete profile (picture, summary, etc.)

Add profile section

- Have a keyword-rich headline
- Add keyword-rich functional descriptions to titles
- Fill in the job descriptions
- Include a current position
- Have the “right” organization name
- Use all 50 slots in the skills section

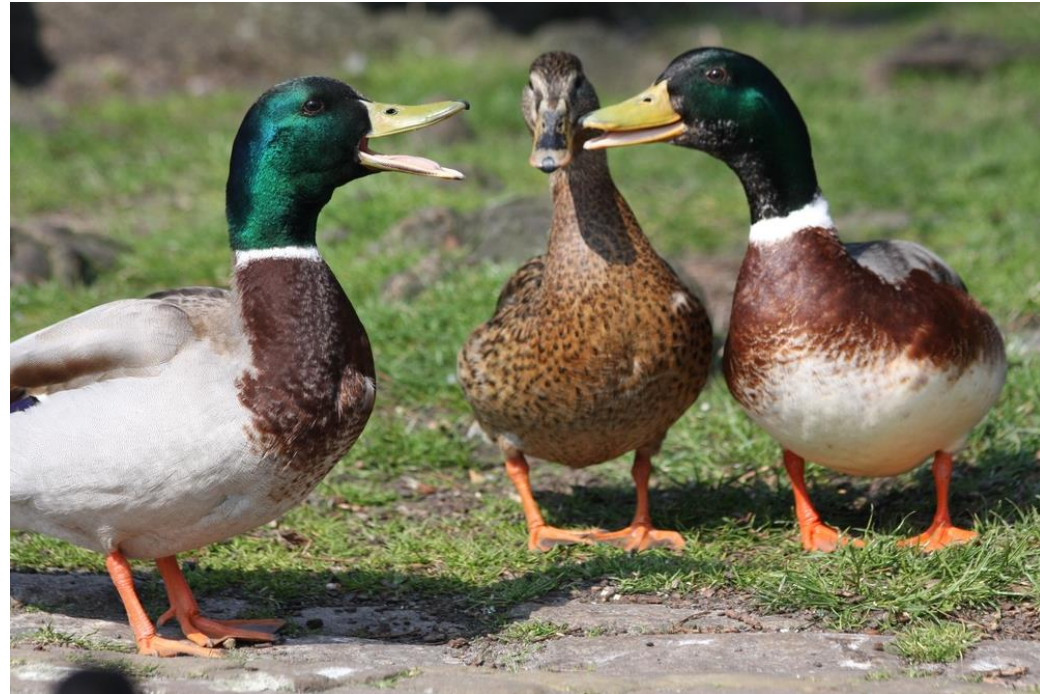
Who to Connect With

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 Julie, 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

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

Build your network quickly

If new to LinkedIn, stretch goal,
200 connections

- Import address book
- “Discover” (formerly “People You May Know”)
- Think broadly about network



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 You Should Join

Educational Institutions

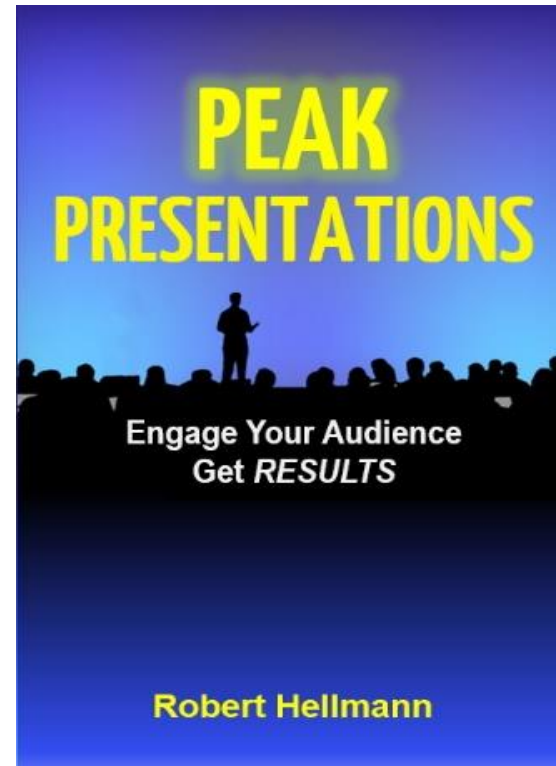
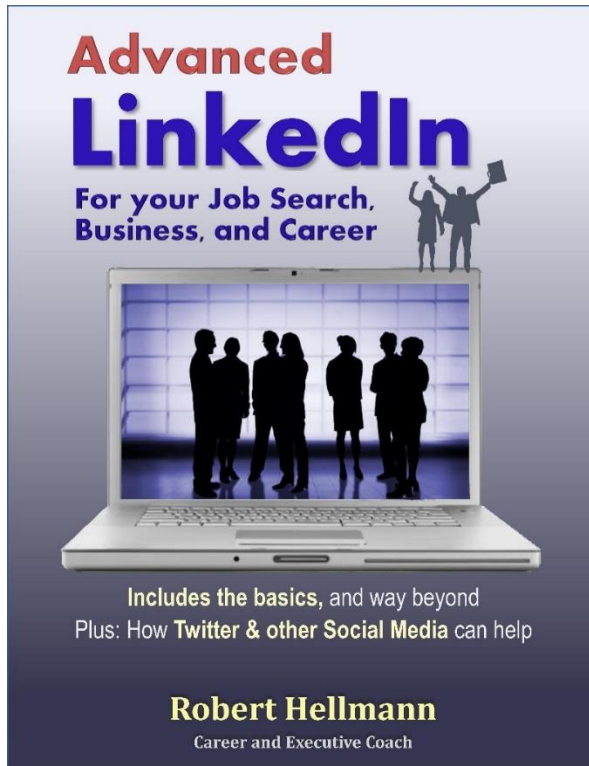
Organizations Where They Worked

Associations

Groups That Only Exist On LinkedIn

Download the LinkedIn Profile checklist:
www.hellmannconsulting.com/resources

www.hellmannconsulting.com/pubs



MY EMAIL: rob@hellmannconsulting.com