

# Advanced LinkedIn - Part 2

## Fast-forward Your Career

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# Get the Slides and LinkedIn Profile Checklist

[bit.ly/ford3121](https://bit.ly/ford3121)

# 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](http://www.linkedin.com/alumni)
- ✓ Search a 1<sup>st</sup> 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)**

# Finding People

- ✓ Advanced People Search
- ✓ Search a 1<sup>st</sup> 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](http://www.hellmannconsulting.com/pubs/#AdvancedLinkedIn)

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# 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

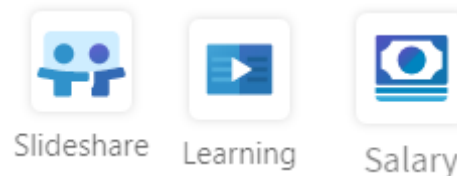
*Private to you*

288 Who viewed your profile	398 Post views	212 Search appearances
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 **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
  - Follow 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 Home 1 Mail 8 Profile

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

# 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.

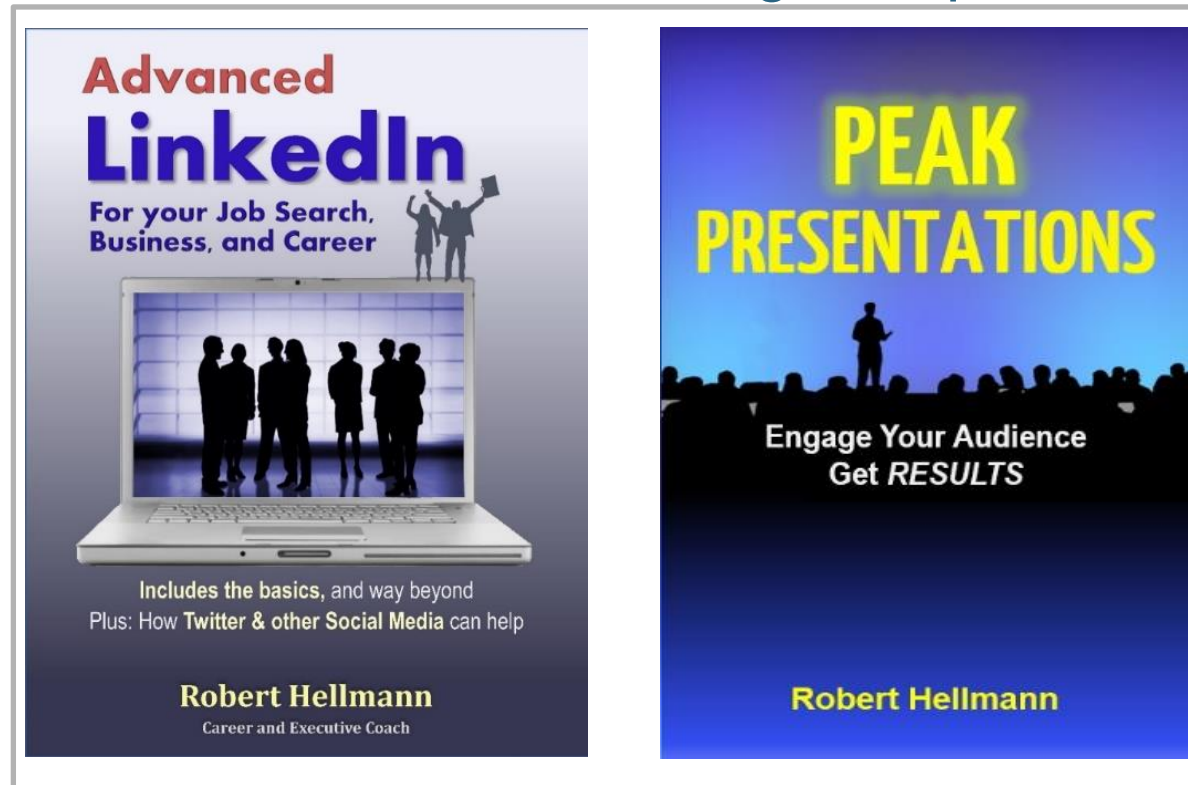
[Become a pro](#)

[Find a freelancer](#)

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

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



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