

# Advanced LinkedIn Beyond the Basics

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# Get the Slides and LinkedIn Profile Checklist

[bit.ly/pmi91722](https://bit.ly/pmi91722)

# They're looking for you on LinkedIn!

- HR/recruiters use LinkedIn to source candidates
- The first stop for many hiring managers
- Countless success stories





**With a few exceptions**

# Use LinkedIn for...

Everything

# Use LinkedIn for...

Cold outreach

Networking

Finding the “right” People

Applying

Lower key resume alternative

Being Found

Research/Learning

Building a Following / Business

# Get set up properly first

## Then...

# Use It!

# 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 profile updates with your network

Choose if your network is notified when you make key updates to your profile

Change

No

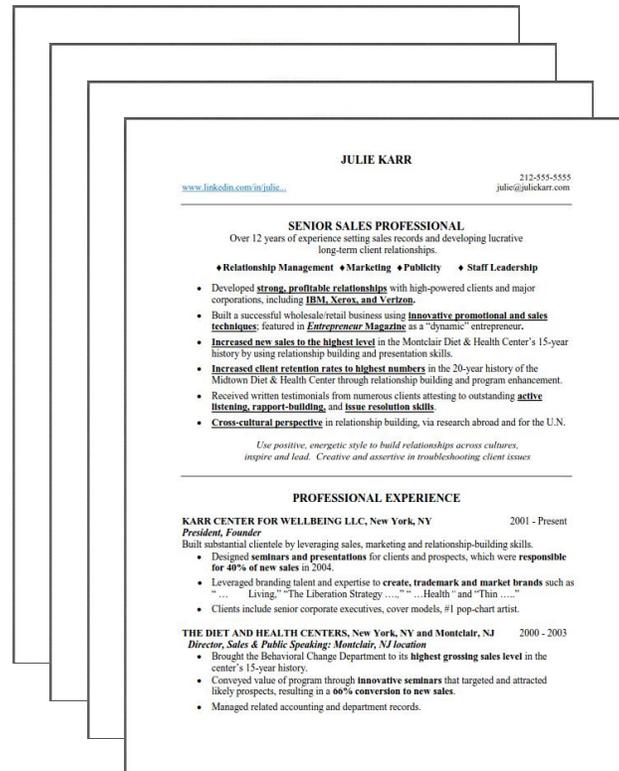
# LinkedIn Profile

## Leverage Resume's Verbiage

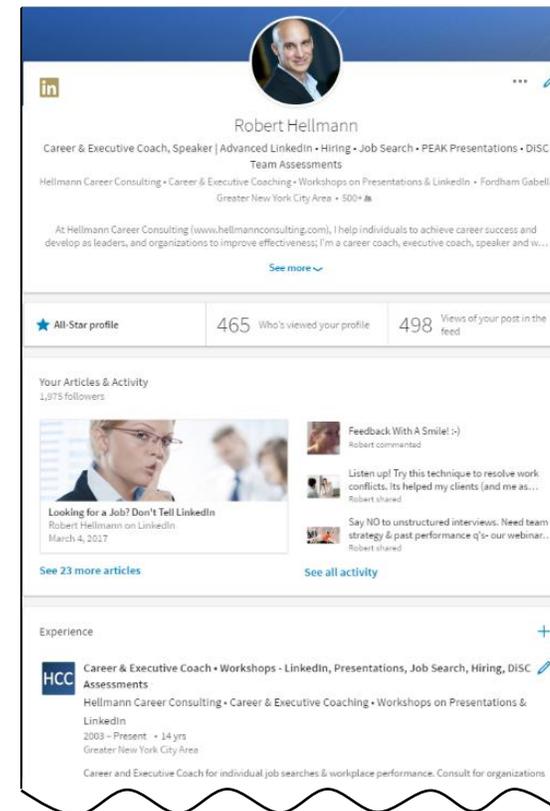
**“whenever possible...”**

# Consider these Differences...

Resume -  
different versions



Profile -  
Just One



# And...

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



**Way more view  
your Profile!**



# Also...

**LinkedIn Profile  $\neq$  Jobseeker**



**Don't Say  
You're Looking**

They'll contact you  
anyway

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

You get the wrong  
kind of attention

# Exception: “Open to Work” Feature Use with Caution



Choose who sees you're open\*

**DON'T Choose this Option**



All LinkedIn members



This also includes recruiters and people at your current company.

Adds the #OpenToWork photo frame.

**Choose this Option**



Recruiters only



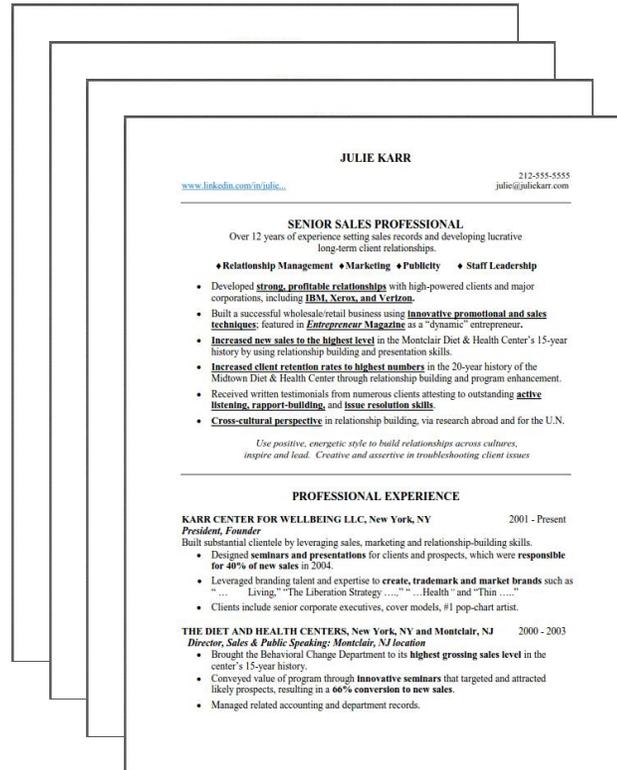
People using LinkedIn Recruiter.

We take steps to not show recruiters at your current company, though can't guarantee complete privacy.

[www.hellmannconsulting.com/job-seekers-be-careful-using-linkedins-new-open-to-work-feature/](http://www.hellmannconsulting.com/job-seekers-be-careful-using-linkedins-new-open-to-work-feature/)

# Another difference...

## 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 ↓](#)

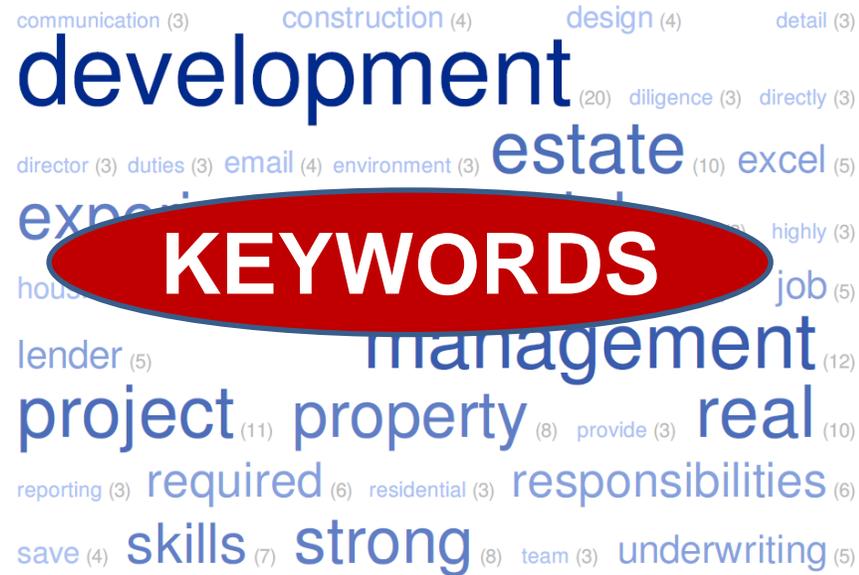


**Julie Murphy**  
Senior Change Execution Consultant,  
Certified SIY Teacher, Mindfulness  
Leadership Coach

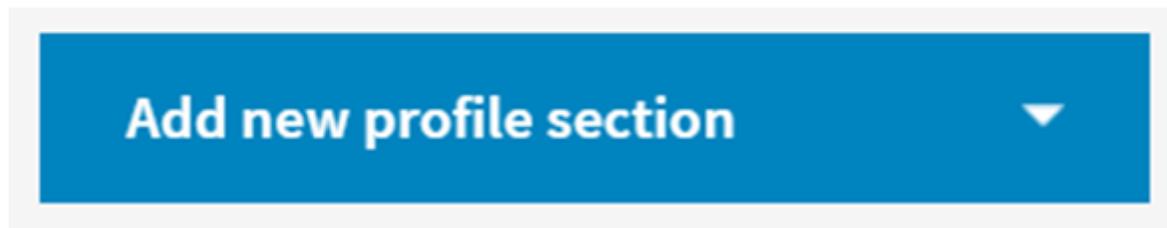
Rob was the perfect fit for me as a coach. Any time I felt a lull in my search, Rob pushed me with the right amount of... [View ↓](#)

[10 more recommendations ↓](#)

# To Be Found



## PROFILE COMPLETENESS



# Do you have the right profile keywords?

1. Think about the search strings your audience might be entering.
2. Look at other profiles for ideas by searching using the keywords in “1”.
3. Check out job postings to see what words and phrases the postings use.
4. Check out the LinkedIn company pages or websites of your target organizations.
5. Follow thought leaders or journals in your sector.

# Get the Slides and LinkedIn Profile Checklist

[bit.ly/pmi91722](https://bit.ly/pmi91722)

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

**Headline**

**Skills Section**

**Job Title**

**Company Name**

# Headline

Senior Project Manager | Program Management • Product Development  
• Agile • UX | PMP • SCRUM Master (CSM) | Global Team Leadership

Healthcare CFO, COO & Strategic Consultant | Capital-raising & IPOs •  
Acquisitions • Financial Planning & Analysis

**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.

Add keywords to job titles



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



# 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.

# 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 

# Profile checklist excerpt – to be found

- 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

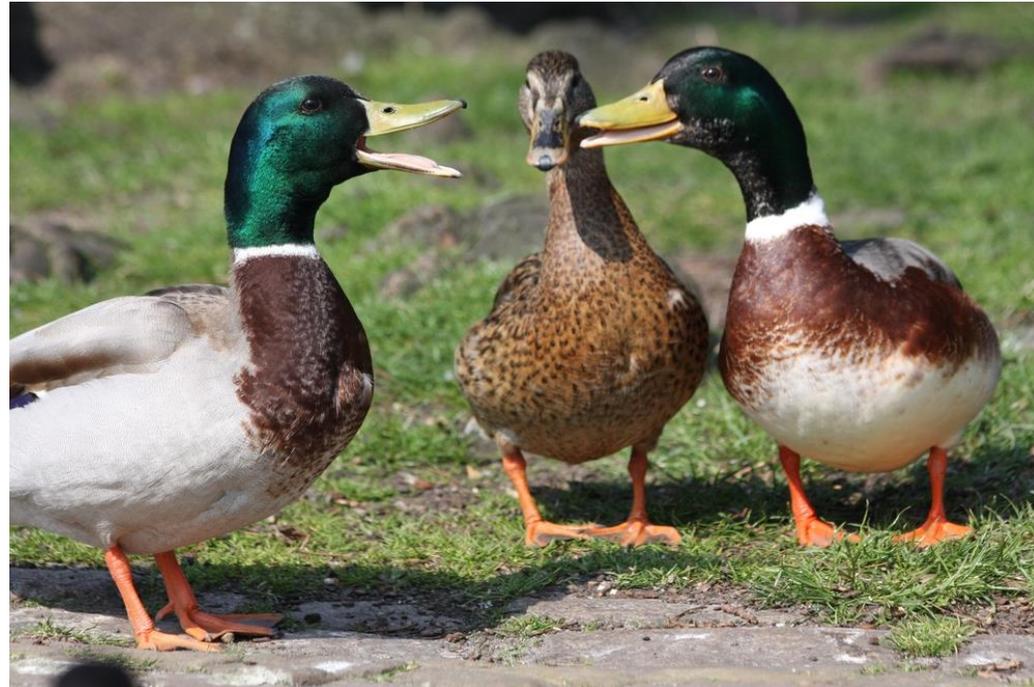
# Who to Connect With

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
- “People You May Know”
- Think broadly about network



**THEN USE IT!**

# 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:

- **(attorney OR gc OR counsel OR legal) NOT assistant**
- **marketing AND (senior OR VP OR executive OR Chief) NOT “senior manager”**

**(currently a six term limit in Boolean searches)**

# Finding People

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



# How to Contact People

1. Email\*\*\*
2. Groups
3. InMail
4. Request to Connect



# Example Cold Outreach 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 an email 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)

# 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



Learning



# Create your list of target organizations

- Advanced people search to find organizations
- Company page – “similar companies”
- 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

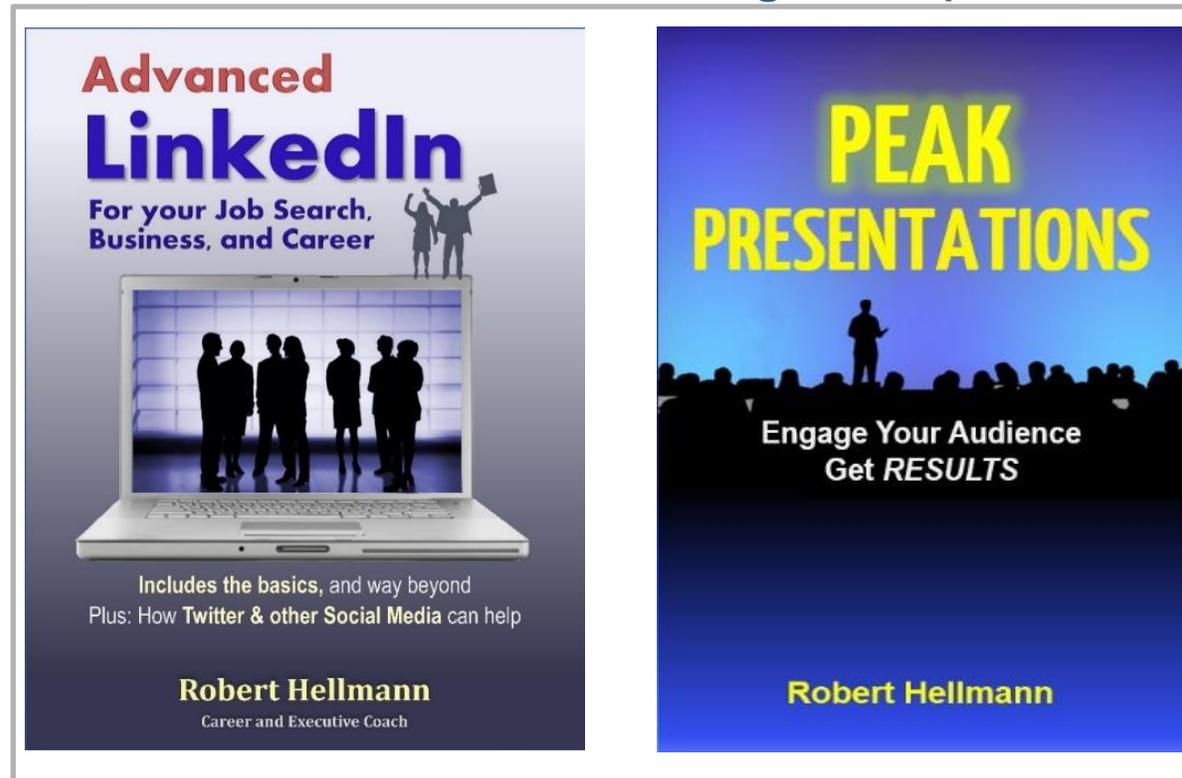
Add a filter

- Sales
- Business Development
- Other
- Education
- Training

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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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