17 MINUTES TO LINKEDIN SUCCESS

HOW TO ATTRACT RECRUITERS WITH A WINNING LINKEDIN PROFILE

BY DON GEORGEVICH
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COURSE INTRODUCTION

If you have been using LinkedIn for a while or are relatively new to LinkedIn, this course will be perfect for you. It will show you everything you need to know in a short amount of time about making it easier for employers to discover you on LinkedIn.

If you don't have a LinkedIn account, you can get one by visiting www.LinkedIn.com and signing up and then you can refer back to my lessons to optimize your LinkedIn profile.

Will you connect with me on LinkedIn? Here is my profile link: https://www.linkedin.com/in/dgeorgevich/
To send me a connect request, make sure you are signed in to your LinkedIn account and then click my profile link and then click the ellipses (three little dots) under my profile picture and select connect.

Let's get started...
Chapter 1: CREATING YOUR LINKEDIN PROFILE

The first thing you want to do is optimize your LinkedIn profile. Go to LinkedIn.com and click the profile tab.

In the name field, just put your name in there with nothing after it. Some people like to stuff some keywords in next to their name, but I wouldn’t. Keep it clean with just your name, unless you have some impressive credentials like M.D, or some other industry standard certifications, then feel free to add those. But for the most part, keep it clean with only your name.

Next, you want to upload a good picture of yourself. And not one from the beach or with your family at Disney World, or your Facebook photo, or you drinking margaritas at the bar with your friends. Just a good clean head shot that you want prospective employers to see.

Many of my clients want to show prospective employers what they look like because they feel their appearance is an advantage to getting hired. For example, if you're in sales and you look good in a suit, then employers could be drawn to you based on appearance.

A picture is probably the easiest thing you can add to your profile that will give it the most immediate attention. Don't be shy - put up a picture of yourself.
Next the headline:

This is the most important part of your profile. You want to command authority and portray yourself in a good light. No one is going to assume you are an authority in your occupation or career unless you say you are.

You don't want to over-do it, but you also don't want to under do it either. This is your profile statement to prospective employers and you want to put your best foot forward.

When employers search for candidates, your headline is what they are going to read first. This is where you want to lure employers in and attract them to you.

An attractive headline will get them to click on your profile. After an employer reads your profile, you want them to be attracted to you so much that they can't wait to talk to you.

You are their dream candidate and that's what they should think after reading your headline. If you don't convey this message right, then you are missing out on lost opportunities.

**Side note from Zig Ziglar:** Opportunities are never lost, they just go to someone else.

**Creating your headline** is not a five minute task and requires a good deal of thought.
Take your time and craft an eye-catching, eye-popping headline that jumps off the page and makes them want to contact you immediately.

Ideally, you want your headline to focus on one specific thing you are best at doing that is related to the types of jobs you are seeking.

Avoid headlines like this: "Results oriented Marketing Manager”

That's the ultimate kiss of death and usually implies the candidate is very weak. “Results-Oriented” is such an over-used clichéd phrase that’s it's almost a negative check against you and experienced recruiters will nick you for lack of creativity for not coming up with something better.

So now you know what NOT to put in your headline, so let's move on to what should be in your headline.

You want to tell prospective employers who you are, who you've helped and how you've helped them in the least amount of words as possible.

If you are a realtor, your headline might read something like:

"I help relocate C-Level managers to Washington, D.C. to the home of their dreams."
If you are a software sales person, your headline might read:

"Exceeded quota by 27% three years in a row while helping small manufacturing businesses save money with inventory management technology."

If an employer is looking for a manufacturing sales person and they stumbled on your profile, I would bet my last dollar that you will be getting an interview, even if they don't read one more line of your LinkedIn profile.

Here’s a few additional examples of good headlines:

Executive Recruiter/ Speaker/ Author/ who helps you create a better career. Featured on Fox/ CBS/ CNN.

Fundraising consultant who helps major non-profits raise more money. Clients include the Red Cross and YMCA.

Personal Trainer who helps high school athletes get stronger and faster. Certified by the American Council on Exercise.
Chapter 2: OPTIMIZING YOUR PROFILE

In Day 1, creating your LinkedIn profile, I showed you almost everything you need for a great eye catching profile, but I left out a few things and I want to cover them with you now.

Let's start with your headline. I just can't say it enough: this is the most important part of your LinkedIn profile.

All too often I see profiles that say "Currently seeking a job in management, "Looking for work in software sales."

That's the last thing you want to say in your profile and one of the biggest job search mistakes you can make using LinkedIn.

**Look at it this way:** if you were a hiring manager looking at two LinkedIn profile headlines, and one of them said:

"*I'm currently seeking new opportunities in small business software sales.*"

And the other one said:

"*Presidents Club Award winner for 6 consecutive years - Generated $80M in lifetime small business healthcare software sales at IBM.*"

Who are you going to call?
Would you rather call the person who is clearly not working and looking for a job, or the other guy who looks like he already has a job?

He's obviously not desperate like the other guy, but he's entertaining new job opportunities.

The choice seems obvious to me.

So how do you let employers know you are looking for job offers if you don't say so in your headline?

The answer is simple, you adjust your Contact Preferences in LinkedIn.

Here's how:

1.) Click your picture in the upper right for Account Settings
2.) Then click Privacy & Settings
3.) Click Communications
4.) Click: Messages from members
5.) Check the boxes of messages you are willing to receive: Job Inquires
6.) Click Save

Use these guidelines for writing your LinkedIn headline:

1. Make sure it is clear, concise, and compelling
2. Tell prospective employers who you are
3. Who you help and
4. How you help them

Refer to my previous headline examples to help you craft your own perfect LinkedIn headline.
Chapter 3: BUILDING A LINKEDIN NETWORK

The real power of LinkedIn is in your second degree connections. These are the people you know through your first degree connections, the people you are directly connected with.

Say for example you have 50 first degree connections. Those 50 people that you know, all know someone, and that someone is your second degree. Let's say that everyone in your first degree also has 50 connections, now you are connected to over 2500 people.

That's powerful stuff!

If you haven't already done this, upload your contacts to your LinkedIn profile. All of your contacts from Outlook, Gmail, or whatever you use for email.

The easy way is to allow LinkedIn permission to your email address books.

Now go through your contacts and invite them to join your LinkedIn network.

You can either use the less personal default message of: "Hi, I'd like to add you to my network," or you can craft your own personal invitation.
For the invites I get, most everyone just uses the default message.

You also want to make sure you have added all the places you have worked to your profile as this will open up even more opportunities to connect with people and expand your network.

Every time you log in to LinkedIn, it will suggest people you may know based on the places you have worked and your first and second degree connections. If you know these people then this is another opportunity to connect with someone and grow your network.

**Other ideas for building your LinkedIn network:**

Mention your LinkedIn profile in your email signature.

In a future lesson, I'm going to show you how to create your own personalized public profile link instead of the ugly default one that LinkedIn gives to you.

If you run a website or blog, add your LinkedIn signature link to it and then you’ll get more people inviting you to connect with them.

Consider joining LinkedIn discussion groups as this will inevitably give you more visibility on LinkedIn and get you more and more connections.
So what groups should you join?

Since you are looking for a job, consider groups where recruiters might find you. These groups will vary wildly depending on your background so you'll have to do some digging around in LinkedIn Groups to find the right ones for you.
Chapter 4: PERSONAL INTRODUCTIONS

Getting a personal introduction to a hiring manager that you don't even know is a big deal. I don't know of an easier or more powerful way to get this kind of introduction.

Do you remember what I said about your second degree network being the most important? Let me know you why.

This is probably the most powerful job search technique on the planet.

Here's what you do:

Sign into LinkedIn and select job search from the drop down search bar.

For example, when I do this, I select "Jobs" and type in Software Sales and click search.

In this example, I'm looking for a job in Software sales.

Several jobs will show up in the listing. When you do this, look at the third line of the job posting - it shows you how many people are in your network that work or have worked at this company and it shows how many college alumni work or worked there as well.
When I do this, I see people I'm connected with for nearly every job posting. Some of the job postings even show my first level, but most of them are my second and third level.

Do you remember what I said about your second level?

So here's what you do:

Search for a job in your field. When you find one you like, look and see who you are connected with that works there. Chances are it's someone from your second level.

The next step is to find your first degree connection to that person and then send him/her a message and say something like:

"Hi David, I found this job posting on LinkedIn and wondered if you could introduce me to "this person" who works there."

Where "this person" is David's first, and your second level connection. Once David introduces you, then you can ask that person to introduce you to the hiring manager who posted the job opening.

That's it! It’s that easy to get a personal introduction to a hiring manager. The rest is up to you.

If one of your first level connections works at the place who posted the job then that's even better. Just ask your first level
for a direct introduction to the hiring manager.

Even if you're not good at networking, you have to admit that LinkedIn makes it real easy for you to network with people you don't even know.
Chapter 5: CUSTOMIZING YOUR LINKEDIN URL

It amazes me that so many people don't know about this.

If you haven't changed your LinkedIn URL, it's not the end of the world, but it's certainly a good idea.

Your public profile URL normally looks like this: www.linkedin.com/in/76837938439.

It's just some mess of random numbers that makes for a really ugly public profile link.

But did you know that you can change this? Well, you can. Mine looks like this: www.linkedin.com/in/dgeorgevich and yours can too.

All you need to do to change your LinkedIn public profile URL is to Edit your profile.

Go to your profile page, for example: www.linkedin.com/in/9998989

You can get there from the top menu by clicking the picture of you that says “Me” and then click View Profile.
Look on the right side of the screen for: **Edit Public Profile URL**
Click the pencil next to your URL
*(www.linkedin.com/in/9998989)*

In the box type in the name of the URL you would like to use:

For example:  *www.linkedin.com/in/dgeorgevich*

If your name is Kate Mitchell, your URL could be: www.linkedin.com/in/kmitchell but only if no one else has taken that name.

Even though you can go back and change it, make sure you put some thought into it the first time so you don't have to revisit this.

Now you've got a customized LinkedIn profile URL that's easy to remember, distribute, and add to your email signature and resume.

I’ve given you a simple and easy to use roadmap to LinkedIn success. Now get out there and get put everything I have taught you into action and the job interview requests are certain to come rolling in.

**On the next page, I have several books, video training, and personal 1:1 coaching programs, and even FREE training to further help you in your job search.**
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