

How to USE LinkedIn Proactively

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Headhunter for Technology Professionals

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Friday, May 31
8:30am – 12:00pm




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Job Search



Are you "worth your salt?"




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Job Search & Chess Play

- Both have stood the test of time
- Both require strategic thought
- Both allow for many ways to win!



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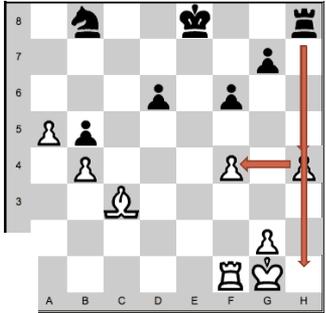
Job Search & Chess Play

- Lots of styles of play
- Lots of arguments for which style is best
- But we CANNOT argue about the rules.



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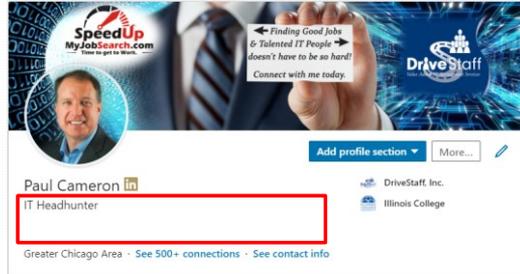
New Chess Strategy!





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New Job Search Strategy!





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That's NOT How it Works!



Search Engines do NOT:

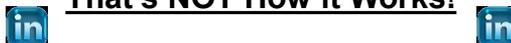
- Guess
- Assume
- Suppose
- Approximate
- Surmise
- Deduce

They Search For Words.



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That's NOT How it Works!



- The algorithm searches *titles* first
- Fill it with logically appropriate *titles and words* to find your profile
- 120 Characters available, use them!



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Are the right employers calling?

Are you getting more offers to:

- Fill a job you are qualified for?
- Fill a job your friends are qualified for?
- Or to sell insurance?



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Are the right employers calling?

What WORDS would an employer need to Search for to find you on LinkedIn?

i.e. What do you do?
Is it called anything else?



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Are the right employers calling?

What WORDS would an insurance firm search for to find an

Unemployed professional who is **Currently Seeking Opportunities?**



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Let's talk about "Experts"

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Before you pay – find out Are they really an Expert?

Level 1 – Just curious

- Look at their profile!
 - How many connections/followers?
 - Do they have a professional headshot?
 - Do they have a background picture? Does it support their message?
 - Is their title complete, or is it short with "at [company name]"?
 - How many years have they been helping job seekers?
 - Do they claim to be the #1 most viewed profile on LinkedIn?
(psst...that's of THEIR network, NOT all of LinkedIn)

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LinkedIn "Experts" – really?

Level 2 – More than just curious

- How full is their profile? All sections? Projects?
- How many groups are they in? Which ones?
- Are they following other LinkedIn Experts?
- Check their Links on the side, where do they go?
- Read several of the published articles *on their profile*

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LinkedIn "Experts" – really?

Level 3 – Advanced

- Do they use Fluff words?
 - "I am an innovative, resourceful and adaptable [title] with extensive experience [doing things]."
- CHECK THEIR RECOMMENDATION PROFILES!!
- Watch their videos, look for absolutes, the WHY behind the advice
 - "No employer will ever...", "Every company wants...", All/None
 - They MUST know *why* they are recommending things. It should make logical sense, and should NEVER include, "In my opinion..."

Only a Sith deals in absolutes!

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LinkedIn Profile Essentials

- Add 49 Endorsable Skills
- Why not 50?
 - To keep suggestions available
 - If you have 50, the "Add Skills" box goes away
 - And the Keyword Suggestion tool goes with it!
- Can't think of 49 skills? Find others with your title, look at theirs!

Add Skills

Q Proj

Proj

Project Management

Project Planning

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LinkedIn Profile Essentials

- Add all schools
- Add all certifications
- Add all volunteer experiences
- Add all organizations

Employers are looking for warm leads too!

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LinkedIn Profile Essentials



- It's a research tool – only.
- It's NOT a 'little black book' of personal friends.
- It's a way for employers to find you to fill jobs, and for you to find employers to contact.
- Only allowing personal friends to connect with you is like putting up a billboard, but then blocking off the road to only allow friends to drive down that road to see it.



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LinkedIn Rules of Play

**If you are connected to more people,
then more people can find you.**

**If more people see your billboard,
then more people might want to hire you.**



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LinkedIn Profile Essentials



- Get over the 500+ Level – Easy to do
- Search “I never IDK” or “LION”
- Add **I never IDK** and **LION** your profile

7.7K total candidates 3.6K have company connections 56 past applicants 1.2K engaged with your Talent Brand

- I used to say, connect with EVERYONE,
now I say ALMOST everyone.



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Who I Avoid!



- My market is US, so I accept US locations only
- Lead Generation Experts
- Profile Discrepancies:
 - 500+ connections but 3 endorsements
- Less than 50 connections without a personal note
- “I help businesses to...” or
“I help entrepreneurs...”



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Building Endorsements



- Build those 49 endorsable skills
- Why? You will rank higher in search results for specific employers!

7.7K total candidates 3.6K have company connections 56 past applicants 1.2K engaged with your Talent Brand



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Building Endorsements



- Every time you accept an invitation, endorse them!
“Thanks for the invite, I gladly accepted and endorsed your profile so you will rank higher in search results when companies look for people with your skills. This article explains:
<http://ow.ly/LZ7W30JdtKG>”

*I'm hoping you can help me in return. I'm trying to build my top 3 skills. Could you go to my profile and endorse them so employers can find me too? I would greatly appreciate it.
Thanks! –Paul”*



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Building Endorsements



- My actual response...

"Thanks for the invite, I gladly accepted and endorsed your profile so you will rank higher in search results when companies look for people with your skills. This article explains: <http://ow.ly/LZ7W30jDtKG>

If you like that article, you may also like:
[YouTube.com/SpeedUpMyJobSearch](https://www.youtube.com/watch?v=SpeedUpMyJobSearch) Thanks again for connecting! -Paul"



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Building Endorsements



- Cut and paste takes time & access
- Use the free Chrome Extension:

"Text Expander"
(t×t)

Auto Text Expander
for Google Chrome™

Sve on evry kystyrke



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Use it to find Target Companies

Step 1: Go to LinkedIn, Search for PEOPLE who do what you do.

Step 2: Open their profiles, note the companies that hired them.

Step 3: Start searching for people at those companies!



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Use it to find Warm Leads

- Search company name to find connections at that company.
 - Only open 1st level connections!
- Reach out to them BEFORE applying
 - Either through LinkedIn OR email – use RocketReach
 - I noticed you worked at XYZ, I was about to apply. How do you like it?
 - When they respond, Thank, Ask, Offer...
- See [SpeedUpMyJobSearch.com/referral](https://www.speedupmyjobsearch.com/referral) for exact scripts



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<https://SpeedUpMyJobSearch.com/Unlimited>

- Open in a new browser
- NOT logged into LinkedIn
- Block ALL Cookies on that browser



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HOME | JOBS | DIRECTORIES | COURSES | SERVICES | BLOG | LOG OUT |

<https://SpeedUpMyJobSearch.com/Unlimited>

Search LinkedIn without Limits!

Search ALL LinkedIn profiles, even OUTSIDE your network, as often as you want! Search job titles, keywords, company employees, and locations. All results will be profiles of People. For multiple-word titles, names, and keywords, use quotation-marks (i.e. "IT Director")

Boolean search syntax WILL work in our practice searches. For example: To find a great recruiter in Wheaton, IL, type the following into the search box below: "IT Headhunter" Wheaton IL (I blocked them scroll below the Ads to see the results)

Plus Tip from LinkedIn: Expert Dariah Carlin: To avoid filling your search limit as fast, search your 1st level connections first in LinkedIn: click My Network => Connections => Search! LinkedIn counts the profiles you open, not the searches, but you can open 1st level connections as often as you want.

Plus Tip from Paul: Since this search box will ONLY list People in the results (after the ads), enter company names to find employees and former employees of your target companies!



Facebook Unlimited Searches!

You must be logged into Facebook on this computer/device for these searches to work, however, they are anonymous searches. That FB blocks will not see that you are making these searches. Find hiring managers by title at your target companies AND find which of your friends have spent this is a GREAT source for very warm leads! Happy hunting!

FIND SOMEONE SPECIFIC:

Name:
 Lives in:
 Search

FIND FRIENDS & FRIENDS OF FRIENDS AT:

Relationship: Friends
 Company:
 Search

FIND EMPLOYEES BY LOCATION AND/OR TITLE:

Relationship: All People
 Lives in:
 Company:
 Job Title:

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Proactively USE LinkedIn

- Follow every company where you apply
- Make it part of your application process
- Why?

7.7K <small>total candidates</small>	3.6K <small>have company connections</small>	56 <small>past applicants</small>	1.2K <small>engaged with your Talent Brand</small>
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- "Engaged with your Talent Brand" means:
 - You Followed the company
 - Or you Liked, Commented on, or Shared a company update

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Proactively USE LinkedIn

7.7K <small>total candidates</small>	3.6K <small>have company connections</small>	56 <small>past applicants</small>	1.2K <small>engaged with your Talent Brand</small>
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1,242 results • Sorted by relevance

Devon Berry 📄

Sr. Technical Project/Program Manager (PMP, PMI-ACP, CSM, ITIL v3)
San Francisco Bay Area • Information Technology and Services

Current Senior Technical Project/Program Manager - Mobile software development at Independent consultant. 2011 – Present

Past Lead **Project Manager** (consultant) - B2B Internet Banking at First Republic Bank. 2009 – 2011
Project Manager - Commercial Card Payments at VISA Inc. 2008 – 2009

Education San Francisco State U. - MS Comp. Sci / Applied Math. 1988 – 1990
San Francisco State U. - BS Comp. Sci, BS Applied Math. 1983 – 1988

Company followers

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If you're in technology looking for jobs or people, please connect with me!
Illinois Search & Staffing Association
If you're not in technology, check out www.issaworks.com, look for the Membership Directory for a list of recruiters and their specialties.

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