



**career-resumes**

**A Do-It-Yourself  
LinkedIn Makeover**



## Introduction

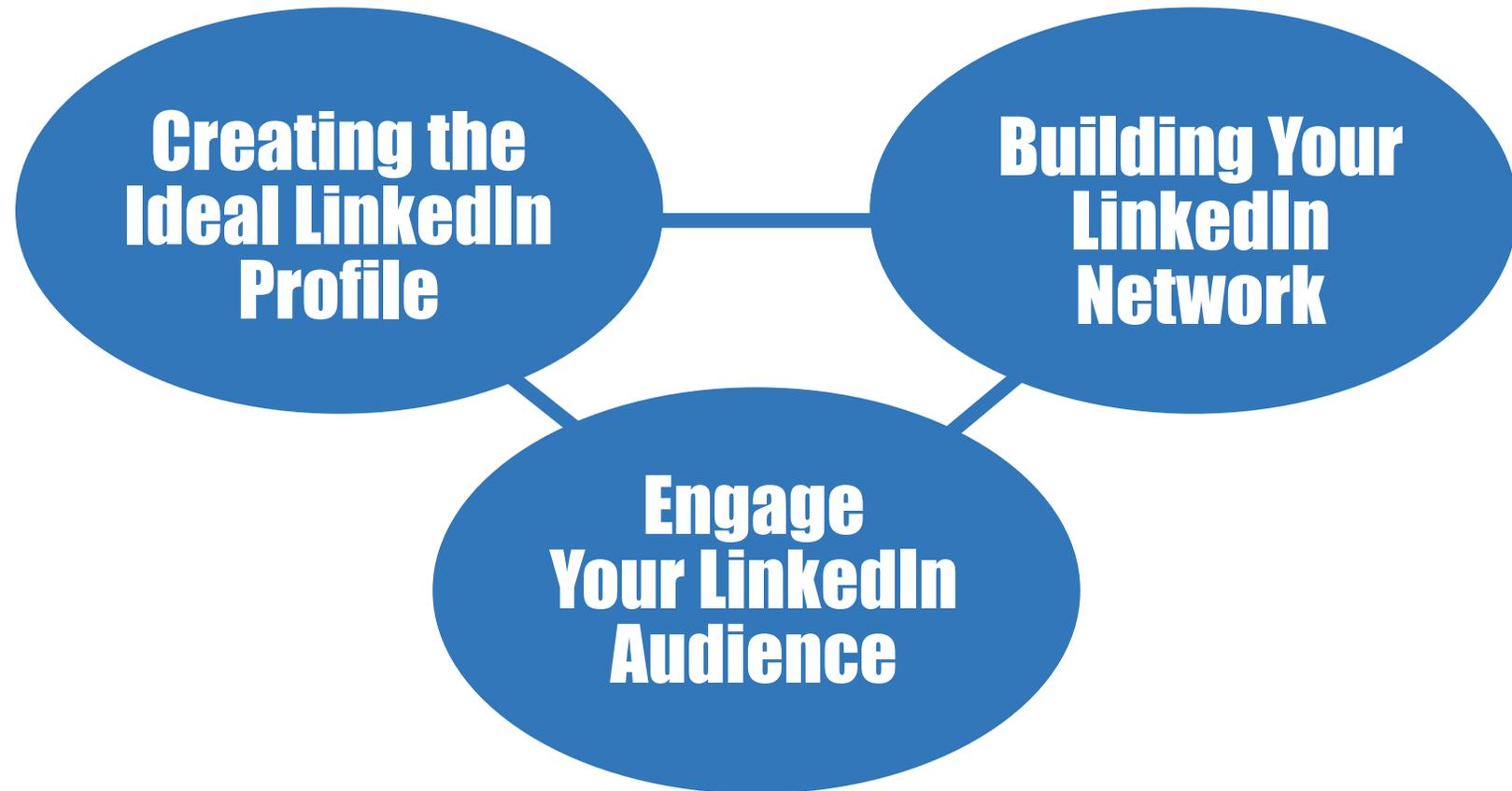
Is your LinkedIn Profile everything that it could be? Do you use LinkedIn as a daily / weekly tool to enhance your profession and connect with other people in your industry? Are you effectively using LinkedIn to find a new job or career?

**There is more to LinkedIn than just copying and pasting your resume in the right boxes.**

This ***DIY LinkedIn Makeover Process*** gives you a step-by-step process for creating a complete and compelling profile. But it doesn't stop there. It also provides tips, trick and ideas to stay regularly connected and engaged on-line. LinkedIn is not used like other social media platforms--it is strictly business--which has a lot of advantages for the career minded professional and the job seeker.

# The Three Pillars of Success

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## Join Our LinkedIn Discussion

Career Resumes has a LinkedIn Group: [Resume Help and Advice for Professionals and Executives](#).

In this group, job seekers, recruiters, business owners, and like-minded professionals discuss relevant issues having to do with job searching today. Join us!

# Creating the Ideal LinkedIn Profile

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## Creating a Personalized (Vanity) URL

A personal LinkedIn URL provides a cleaner look without the additional numbers at the end. It also makes it easier for people to find you and shows you have put the effort into creating an professional profile.

Your LinkedIn profile name should be based on your real name. First start by deleting the numbers behind your name. Log into your LinkedIn account and then complete the following steps:

1. Move your cursor over Me at the top of your homepage and select Privacy & Settings.
2. Selected Privacy in the center of the page with the shield. Click Edit your public profile.
3. You'll see a URL link at the top right line -Click on the blue pencil
4. Type the last part of your new custom URL in the text box.
5. Click Save.

Hint: It is better to NOT have hyphens in your URL. For example: bobjones vs. bob-jones

**That's it!**

# Creating the Ideal LinkedIn Profile (cont.)

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## Complete ALL Sections of your Profile

### Headline

Create an AWESOME headline. The default for this field is your current job title and company name. However, it is fully editable (so take advantage of this!!!). This should be compelling and make people take notice. Don't be boring. This field is required for all-star status.

### Profile Image

Use a PROFESSIONAL picture for your profile image and DON'T LEAVE IT BLANK. There are a lot of professional people who will not connect with someone if they don't have a profile picture. In fact, that is a good practice for you as well. It might be a fake or inactive account.

**Tip:** Use the same profile picture on all of your professional social media accounts as part of your professional brand. This makes you easily recognizable and consistent.

### Cover Image

Same goes for your cover image. Pick a high quality picture that has something to do with your profession or industry. **Ideas:**

- Logo of the company you work for
- Work Team images (all of your coworkers / employees)
- Image depicting your business's website
- Industry image, such as a house or neighborhood for a Real Estate Agent, a building for an engineer, menu items from a restaurant, etc.

### Summary

You need to ensure you include a Summary on your LinkedIn profile because your Summary is one of the three components that make your first impression on LinkedIn. Think of it as your "elevator speech." You have up to 2,000 characters, but best practice is to keep it short and sweet. Be sure to include:

# Creating the Ideal LinkedIn Profile (cont.)

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## **Keywords**

The words you most want to be found with. Include your industry, title, profession and common words associated with what you do. Think about the words you'd use to search for someone who does what you do.

Tip: Use several keywords but DON'T "stuff" keywords. Google frowns on this. Make sure they are relevant words that make sense and that your profile is succinctly written.

Include links to websites, organizations, social profiles, etc.

Consider video / slideshows / multimedia

## **Skills (add at least 10)**

Profile views for LinkedIn members that list skills on their profiles are 4 times higher than views for profiles that do not list skills. You can add up to 50 skills to your profile. Three are required for all-star status.

Tip: Ask for endorsements of your skills from people you know directly and have worked with. Also ask for people to provide recommendations. Be willing to do the same for them.

## **Experience**

You may be tempted to include every job you have ever had to show you vast knowledge and wide range of experiences. DON'T. Only include relevant experience to your current profession / industry. If you are just starting your career you can include a but more info here to show you have held other jobs, but make tailor the information and skills to suit your current needs. Don't dilute your current focus by including the part-time job you had in high school (unless it DIRECTLY relates to your current situation.)

## **Education**

Include your education here. Do you have an Associates degree? A Bachelor's? How about a Masters or a Phd.? Add all of your post high-school education. According to LinkedIn, profiles that contain education content receive 7 times more profile views. This section is required for all-star status.

# Creating the Ideal LinkedIn Profile (cont.)

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## **Volunteer Experience**

All experience, whether paid or unpaid, is valuable. A recent survey conducted by LinkedIn revealed that one out of every five hiring managers in the U.S. has hired a candidate because of their volunteer work experience. Does your volunteer experience help you align with your career goals? If it does, then seriously consider adding it to your LinkedIn profile, as you would to your master resume. Do you volunteer regularly? Do you serve on the board of an organization as a volunteer? If the answer is yes, add it to your profile!

## **Certifications**

Do you have a certification or a certificate that would support your job search goals or enhance your professional integrity? According to LinkedIn, profiles that have certifications receive double the profile views. Even if you are not currently searching for a new job, you may be someone. Or, you may want to use your credentials to negotiate a raise and / or promotion. Keeping your LinkedIn profile updated can be very handy.

## **Honors & Awards**

If you've earned a Medal of Honor or Purple Heart, Bronze Star, Meritorious Service, Commendation, or Achievement medal, consider including them here.

## **Projects**

In the Projects section, you can add more detail about specific projects. They will be associated with the position you held while you worked on the project, and you can include other people with whom you worked on that project if you are connected to them. This is a great way to give accreditation to fellow coworkers and team members who (hopefully) will return the favor — online of course!

# Building Your LinkedIn Network

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## **Sign up for a Premium Account**

No, you don't want to be spending extra, precious money right now, but it's worth it. Once your network grows to a size where you're happy with the quantity and quality of your daily interactions, then you can choose to back down to the freebie account ... but, once you see the real value, we don't think you will. Your future success depends on the network connections you make right now.

## **Join Relevant Groups**

Select groups based on the following criteria:

1. The group is BIG. The bigger the group, the more people you can interact with.
2. The group is moderated and tightly controlled by the owners. Loosey-Goosey rules and moderation tend to let in the spammers and drive away the good connections you're looking for.
3. The group is active. The more active, the more opportunity there is for you to make connections.
4. The group is focused. If half or more of the group is NOT your target audience, then it tends to be a waste of time.

## **Connect with people**

Try to connect with people on a regular basis — daily if possible. Let's say you make 50 connection requests per day and 20-25 of them respond back with a mutual connection. At this rate, you'll be acquiring 600-750 new 1st degree connections PER MONTH ... or, up to 9000 connections in your first year!

## **Use "Boolean Search"**

"Connecting with people" sounds great, BUT how do you find the "right" people to connect with? How do you connect with the best people who will add value to your network? Here's how:

# Building Your LinkedIn Network (cont.)

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Search using double quotes (“”), ‘AND’ & ‘OR’ and parentheses to highly target specific people. Phrases with more than one word, put in double quotes. To batch ideas together so they get treated as a single object, put them in parenthesis.

For example, let’s say you’re an owner of a packaging device that’s used in manufacturing. You might want to find people with the title of “Logistics Manager” and who’ve designated that they work in *either* the medical or pharmaceutical fields and who are located in the state of Iowa. Here’s how you’d construct your search string:

***“Logistics Manager” AND (medical OR pharmaceutical) AND Iowa***

See if you can figure out the logic behind these searches...

***“Automotive Industry” AND sales AND “General Motors”  
(doctor OR nurse OR physician) AND “New York” AND experienced***

Once you see your results, click on the “People” filter so you only see people (not companies, groups, etc.)

# Building Your LinkedIn Network (cont.)

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## Understand LinkedIn Limits

Of course, LinkedIn doesn't want you to spam people by sending out connection requests to complete strangers. Because of this, you may find that LinkedIn has started throttling your account activity if you push out your connection requests too aggressively. If you push TOO hard, you could even get your account banned. BE CAREFUL!

Here are some tips to avoid getting those raised eyebrows by the LinkedIn network moderators:

- Instead of just repeatedly clicking the “connect” button, instead **connect with a personal note to the recipient**. It takes more time to do this but will also dramatically increase your acceptance rate ... leading to less of a chance you'll get your activity throttled back.
- **One-click requests can be okay in SOME circumstances, not all**. Test this out. If you send out a batch of single-click connection requests and find that only 5-10% of them get a mutual connection, you should either tweak your target audience or start using personal notes along with your connection requests.
- **Know what is “too many” and “too quickly”**. LinkedIn has built into their algorithm a “Don't Know Threshold”. Although this has not been disclosed publically, there is strong evidence showing that this is true. Roughly, the algorithm detects the ratio between the total number of people whom you've asked for a connection and the number of them who have responded positively with a mutual connection. Assuming this is true, it may be helpful to go back into your network to delete connection requests that were sent more than a month or two ago. Doing this may improve your ratios and decrease the chance that LinkedIn will throttle your activity.

# Engage Your Audience

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Just like any Social Media platform, it is important to tend to it daily in order to get the most out of it. It may be best to create a daily habit/schedule such as reviewing social media first thing in the morning with a cup of coffee or on your lunch hour. Your audience is all the people you are connected to on LinkedIn. Just like other platforms it is important to increase your connections.

However, LinkedIn is unique in that you have to either know someone, know their email address, or be connected to them through another person/group in order to gain a first person connection. Also, people don't "friend" you or "follow" you as on other platforms. It is a direct connection. LinkedIn is used for professional connections, job searches, career advancement / enhancement. Even though it is included in "social" media it is not as much "social" as it is professional. You will not find a lot of idle chit chat, pictures of people's kids and what they ate for dinner last night.

## **Post only articles, blogs and videos that have to do with your professional career.**

However, be cautious when "selling" anything--products or services. LinkedIn users would rather you be helpful, offer advice and engage rather than direct sell. You are making connections, not selling.

## **Posting to Your Page**

- Tend to this DAILY!
- Post engaging articles / blogs / videos
- Ask questions
- Comment and share other people's articles
- Endorse people you know (and ask for endorsements)

We get asked a lot, "How often should I post to my page?" and "How much time should I be spending on social media for my business?"

There are no hard and fast rules for this, however, the more the better. At the VERY LEAST, check into your account a couple times a week. Ideally, check it daily. Post an engaging article or post 2-5 times a week. Request connects as much as you can.

# Engage Your Audience (cont.)

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Answer requests and direct messages as soon as possible!

Treat LinkedIn like you do your email for business. You wouldn't go days without checking your email would you? Well, maybe if you were on vacation...

## **Connecting with People**

As mentioned earlier, it is really important to connect with people on LinkedIn. The more the better. When someone requests to connect with you it is one of the few opportunities to (sort of) directly sell to them--especially if you provided services. Craft a compelling response you can use over and over that gets the dialogue going.

### **For example:**

*"Dear Bob, thank you for connect with me. I was wondering what prompted you to request a connection. I see that we have XYZ in common. (it may be a person, a position, industry, interested, group, etc.). Is there something specific I can help you with?"*

You can leave it at that and wait for Bob to respond, or you can add a few lines about the types of services (or products you provide). Such as:

*"I love to help businesses figure out their brand strategy and I have a lot of experience with social media marketing. I am available to answer questions and offer help."*

Don't miss the opportunity to personal engage by just accepting a connection request without including a personal message!!

# Engage Your Audience (cont.)

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## **Sending Direct Messages**

LinkedIn provides alerts when your connections update their profiles or reach milestones and work anniversaries. You have the option of sending generic, pre-written messages. Avoid this. Anyone can spend 5 seconds clicking a send button. Instead, use these opportunities to send personal, heartfelt notes to people who you really want to engage with for business purposes. Reserve wishing someone a “Happy Birthday” unless you know them personally.

With work anniversaries and promotions / job changes, you can use these as opportunities to engage with the person by asking them about their job. It is always best to lead with being inquisitive about the person and asking questions and giving sincere praise. Don't start by asking them for something. Common sense and polite conversation apply just as much online as it does in person. For example, if one of your connections has a work anniversary and you are interested in learning more about the company they work for because you might want to also work there, you could send a message like:

*“Hi, Bob. We are connected on LinkedIn through \_\_\_\_\_ (insert how you know him or know of him). I saw you have a work anniversary and I have been interested in XYZ company. How do you like working there?”*

## **Join Groups!**

Joining groups on LinkedIn is crucial to building your network. Once you join a group you can connect directly with any group member.

**There are some key things to consider when joining groups:**

1. Pick professional groups that have a lot of members.
2. At first, JUST WATCH AND LISTEN!
3. Understand your audience and your groups before diving in with aggressive tactics
4. Participate in group discussions
5. Ask questions

# Engage Your Audience (cont.)

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Be careful with in-your-face, overt sales pitches. Being subtle when talking about your services is way better than direct pitches. Be cautious of starting your own group unless you have experience engaging in other groups and are committed to maintaining and facilitating the group.

# Need Help With Your LinkedIn Account?

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## Career Resume LinkedIn Account Support Services

- With Resume; \$125 - 175
- Without Resume: \$550 (same as resume)
- DIY: \$49.95

### Checklist of things that need to be collected:

- Resume
- Education
- Relevant job experience
- Additional training / certifications
- Professional organizations
- Volunteer work
- Board positions
- Skills
- Website URL
- Profile Picture / Cover Image (high quality, professional photos)
- Links to other Social Accounts
- Videos
- Personal info / background / hobbies to write compelling intro and headline

**Contact Career Resumes!**

# Conclusion



*“Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy.”*

~Norman Vincent Peale

For more information about the team at Career Resumes, their services, or to find out more about their most recent successes, visit their website at [www.CareerResumes.com](http://www.CareerResumes.com).

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