



“KNOCK ‘EM DEAD”

LinkedIn STRATEGIES FOR JOB SEEKERS

TARGET & FOLLOW COMPANIES & PEOPLE ON LINKEDIN (LI):

- 1. TAP RESOURCES TO DEVELOP A TARGET COMPANY LIST:** In addition to Intellect 2000 (a new one for many!), **ReferenceUSA**, Hoovers, Edgar, Dun & Bradstreet, Standard & Poor's Registry of Corporations & Executives (2-volume set the better libraries have), ask your library to get the San Diego Book of Lists (hard copy is available) if they do not already have it or the electronic version. **THEN follow these companies on LI!**
- 2. ALSO, LOOK UP YOUR TARGET COMPANIES ON LINKED IN (COMPANY SEARCH & THEN “FOLLOW” THEM!** You get notices of job openings, expansion news, and even can see who posted the job in many cases and who you are connected to that can get you to them! Remember the concept of “Six Degrees of Separation” which is now between 3 and 4 degrees – thanks to social networking and the Internet (See other note relating to this elsewhere in this document.)!
- 3. DO A “PEOPLE SEARCH” EVEN BEFORE APPLYING TO IDENTIFY AN INTERNAL CHAMPION WHO WILL USHER YOUR RESUME THROUGH THE PROCESS.** Look for those in your network including groups who used to work at companies you are applying to BEFORE YOU APPLY OFFICIALLY or otherwise targeting and reach out to them. See if those still employed are comfortable referring you, and this MAY result in a win/win. There is nothing better than a well-respected internal champion. Many companies offer referral bonuses after 90 days of hire, so in some cases, the employee must first submit your name and contact info. If possible, ask contacts to refer your resume to hiring managers or those in HR and if they are comfortable endorsing you vs. simply referring you, that can boost your chances of getting a call or invited in for an interview. If possible, ask if you can include your contact's name in the first line of your cover letter.
- 4. FOLLOW RECRUITERS ON LINKEDIN (LI) AND TWITTER.** You can also SELECTIVELY "Follow" those who may someday be your boss or CEOs, etc. (Do an “Advanced” search on LI of “Recruiter” or HR or “Human Resources” within your zip code and write a short, compelling note to the recruiter.)
- 5. GO TO THE MAIN LINKEDIN “JOBS” TAB AND LOOK UP “Recruiter and “Talent Acquisition”** and follow the companies posting such jobs as well as proactively write them an exploratory letter expressing your sincere interest in them EVEN IF NO JOBS ARE CURRENTLY POSTED! Why? **Anyone hiring a recruiter (even a contract one) is justifying that salary, and this signals that a substantial number of positions will soon be available.** This positions you to get an exploratory interview and thereby better positions you to get a suitable job when it becomes available.

JOIN & “WORK” LINKEDIN GROUPS:

- 1. JOIN LINKEDIN GROUPS AND BE AN ACTIVE PARTICIPANT:**

Your competition is FAR less on groups making groups a great strategy for improving your chances of getting up at bat (phone or in-person interview)!

 - **JOIN 50 MAIN GROUP PLUS RELEVANT SUB-GROUPS** (subgroups do NOT count against your total. I belong to 59 groups).
 - **ACTIVELY REVIEW POSTED JOBS ON GROUPS!** Review jobs at least 3x per week (Whether you get a digest or go onto the group and sort through jobs).
 - **INTERACT WITH RECRUITERS** by clicking on “Reply privately” under the "More" button. Introduce yourself. Did you know you can "Reply privately" and let a recruiter/employer know that you are seeking work? Be sure to list some bullets or part of your 30-second pitch to entice them to ask for your resume. Or state that you would be happy to direct your resume to them. Sometimes, the *direct* approach is best.

2. **JOIN ALUMNI GROUPS** and be active. These groups are very likely to help you – even those you do not know well. Remember to pay it forward and pay it back!
3. **JOIN PROFESSIONAL ORGANIZATION GROUPS THAT HAVE SET UP A LI GROUP.**
4. **JOIN SEARCH FIRM GROUPS** that recruiters who serve your industry space and geographic target locations have created.
5. **JOIN INDUSTRY OR JOB TYPE GROUPS (e.g., Sales & Marketing, Accountants, Engineers, Medical Devices, etc.)**
6. **JOIN REGIONAL/LOCAL GROUPS:** (West Coast XYZ or San Diego Sales & Marketing Professionals).
7. **CHECK GROUP SETTINGS:** Be sure in your group settings that you do not Un-click the last box (even if you choose to have all other boxes Unclicked).
8. **DECIDE WHAT GROUPS TO DISPLAY:** Consider displaying a few well-chosen groups on your LinkedIn page. Recruiters will see the types of groups that interest you and ALSO can join these groups JUST TO CONNECT WITH YOU!
9. **JOIN MY GROUP:** Employer & Candidate Connection and actively participate and be positive and professional. There are recruiters and hiring managers on my group, so put your best foot forward.
10. **READ RULES & PERUSE GROUP CONTENT BEFORE JOINING:** Read the summary description before you join (and be sure to adjust your settings ASAP for EVERY group you join when the green bar emerges across the top of the page. (You can always adjust your settings later, but you will have far fewer emails and group showing up on your LinkedIn Home Page if you change your settings at the onset
11. **START A DISCUSSION.** If groups permit, start a discussion about yourself! My groups encourage you to post a “FREE Commercial” for yourself: What are you seeking, where are you looking and what are a few skills I should know about?
12. **JOIN "The RECRUITER NETWORK"** (If it is still accepting new members) - the largest collective LI group of recruiters who post jobs.). This Recruiters group and others are really for job seekers, *not recruiters*. MANY hidden jobs are on this group -- so many jobs in fact, that this group cannot display them for the full 14 day-limit that most jobs are allowed to remain posted. Instead, due to the sheer volume of ads, the jobs on this group and other high-traffic job ad groups expire in just a few days. Mouse over the down arrow after you click on the topic and “Reply Privately” to recruiters to get visibility.
13. **CHANGE YOUR SETTINGS** for ALL groups to get a "weekly digest" and interact with recruiters. (You can now change certain settings for ALL LinkedIn groups vs. one at-a-time under your settings --- then go to “Group” settings.
14. **WRITE TO THOSE IN GROUPS AND MENTION THAT YOU SHARE A COMMON GROUP** as group members are = to a 1.5 in “LinkedIn Land.” And while you will still need their address to “Connect” with them, you can write to them as long as they did not unlick the last box in that group’s settings prohibiting others from contacting them. **(LI only allows members of common groups who are not otherwise directly connected to write to members of a common group. You must log into that group and click on “About” which opens a blank bar that allows you to type that person’s name or simply, click on the actual number of members.)** Offer to reciprocate in some way to improve your chances of getting a favorable reply. Always offer to pay-it-forward when sending messages or invitations to those in groups. For those squeamish about getting dinged by "I don't know this person" responses, getting dinged DOES NOT apply to routine messages. Therefore, rather than send an invitation, just send a message and mention that you share a common group.
15. **ATTEND EVENTS POSTED ON YOUR GROUPS.**
16. **“CLICK “LIKE” WHEN YOU TRULY LIKE SOMETHING** – ESPECIALLY if it supports your “CAREER CAUSE” and the job you are targeting OR if it just keeps you “TOP OF MIND!” All “Likes” go to your network!

PURPOSEFULLY BUILD YOUR NETWORK:

1. **HAVE A TIME-REFERENCED GOAL/QUOTA:** Make it a point to build your network by at least 10-20 people each week – more if possible!
2. **BUILD A MIXED NETWORK:** Some ask, "Should I connect with people I don't know?" Although largely a personal decision, I suggest striving to a split between those you DO and DON'T know well. Why?

Those you know well are more likely to open doors, endorse and recommend you while others will bring you closer to connections you may need. You may need to influence those you do not know well to introduce you by offering something such as introductions to those in your network or support in areas in which you have expertise. Most experts agree about the importance of a mixed network. ALSO, did you know that according to a FaceBook study 3+ years ago, 6 degrees of separation decreased to fewer than 4?

3. **ACCEPT ALL REASONABLE INVITATIONS AFTER SCREENING PROFILES:** Another REALLY COMPELLING REASON to accept invitations from those you don't yet know is that you may not realize it, but you cannot even see someone who is 4, 5 or 6 degrees away. As you Link in to more people, the next level becomes visible!!!
4. **USE TAGS:** Click on your contact names and create category "tags" to organize them to establish lists.
5. **DON'T JUST SIGN UP, "WORK" YOUR LI ACCOUNT:** Per a 2014 Jobvite study, 94% of employers/recruiters are on LinkedIn, and 89% have found qualified candidates using it. If you are not using LinkedIn at all or optimizing your visibility, you are missing a HUGE opportunity. You must optimize!
6. **CONNECT WITH L.I.O.N.s:** (LinkedIn OPEN Networkers who will accept any invitation.) Link in, especially with Recruiters who are LIONS. Google www.toplinked.com to get email addresses for LIONS. Some LIONS are listed on LinkedIn groups such as "Most Recommended" groups, LION groups, etc. You can send 200 emails a day in batches of 50, but **FIRST, REMEMBER TO FIRST OPTIMIZE your profile** – Get your brand "cemented" electronically, ensure it is free of typos which we all make ESPECIALLY when we are sleep deprived and stressed, and then send out 100 or so each day. One of the very best (most responsive) LIONS is Stacy Donovan Zapar. She is the most LinkedIn woman on LinkedIn with over 30,000 connections. She is also a recruiter and coach and has a fantastic blog for job seekers. If you ask her to be introduced via the proper LinkedIn introduction button, she WILL introduce you ... no questions asked. She is AMAZING! She also wrote the most useful, "Best Kept LinkedIn Secrets" I have ever seen and I featured it in my LI Group.
7. **CONNECT WITH OPEN NETWORKERS:** Anyone with a paid account can change their settings to be an open networker. How can you tell if someone is an open networker? Look for the "PREMIUM" graphic that appears to the right of their name. THEN, click on the person's name, then "InMail" and send them a FREE InMail introducing yourself! Remember to pay-it-forward and offer them access to your network (introductions to those they wish to connect to), or share your expertise. It just good etiquette to do so! Take a look at my profile to see what I mean by a Premium icon.
8. **ONLY INVITE THOSE YOU KNOW/THOSE WHO HAVE ASKED YOU TO LINK IN OR THOSE YOU KNOW WELL:** Do not invite individuals you don't know unless they are LIONS or Open Networkers. You may get a "Don't know" and if you get enough of them, LinkedIn will restrict your account by requiring you to provide an email address for anyone you want to link with going forward. (You can ask LI to un-restrict your account by indicating that you are not a spammer and promising to only connect with known contacts going forward. See the Help functions and type "Restricted Account" for more information.
9. **NEED MORE INVITATIONS?** If you ask nicely and get the right LI customer support person, you can get an additional allowance each month.
10. **LINK IN WITH ME:** Link in with me and research companies to see if I know anyone you need to know

SPECIFIC STRATEGIES TO GET A JOB:

GETTING A RECRUITER'S ATTENTION & KEEPING IT:

MAKE YOURSELF ULTRA ACCESSIBLE:

1. **BE EASY TO GET IN TOUCH WITH IN AS MANY WAYS AS POSSIBLE:** There is nothing more frustrating to a recruiter than finding you and not being able to reach you. Consider displaying a few of the groups you are in right on your LinkedIn Homepage so that a recruiter can join one to reach you. Or, list your Twitter account so that recruiters can send you a message that they wish to speak to you. For those brave enough to do so, list your phone number or email or attach a document that has your contact information on it that the recruiter can use to connect with you once they open that document. **BETTER**

YET: Go to Google and get 2 things: A DEDICATED Gmail account and FREE Google Voice phone number JUST for job search. Display BOTH in 2 places: Your “Summary” and “Additional Information” sections “Advice for contacting” you. If you start getting spam mail/calls, simply go on to Google and get another email and phone number! If you have a website or blog, feature that link so that a recruiter can contact you through it. Upload your resume or a PPT doc with your contact info. These are just SOME of the ways you can help improve your odds of being contacted. If you join my group or read my blog, you can see the other 8-10 ways to get the phone to ring. (See my Links page on my website: www.TheECC.com for links to my blogs, or the link to the radio show I was interviewed on for additional career advice [speaking events page]). My two blog links also appear elsewhere in this document.

2. **LEARN TO THINK LIKE A RECRUITER!** Watch LinkedIn’s on-demand LinkedIn webinar: <http://premium.linkedin.com/jobsearch/webcasts.html> (There’s also one with tips for job seekers). If you cannot access it (if you do not have a Premium account), it may be worth it to pay for the most basic members for 1 month \$19.95, or ask those with such accounts to download and send the file.
3. **PROFILE COMPLETENESS:** The more complete your profile is, (the more connections you have, and the more you interact on LI), the more frequently you appear in search results. You are doing yourself (and others!) a disservice if they cannot find you easily. Be sure to have a professional photo, headline, at least 2 past jobs and 3 or more recommendations. **UPDATE YOUR PROFILE 1X PER MONTH!**
4. **CUSTOMIZED LINKEDIN PROFILE ADDRESS: Have you customized this so that it is easier to remember, more aesthetically pleasing, and shorter?** Click on “Edit Profile” and adjust this. Having an easier address also helps encourage others to LinkIn. To further encourage recruiters, hiring managers and others to view your profile, list it on your business card, resume, etc.

OPTIMIZE YOUR PROFILE:

1. **USE STRUCTURE TO OPTIMIZE:** See the structure of my profile and follow it.
2. **HOTSPOTS:** There are 4 hotspots on LinkedIn that weigh more heavily on the search algorithms than others: Your headline, Current title (if you are working), past title, and Summary. (Also, did you know that you can list multiple **concurrent** jobs separately? This may help you emerge in searches more often if you are featuring keywords that are being sought!)
3. **LOAD YOUR HEADLINE** with as many keywords/terms as possible. You want to come up in the first 3 pages of a search; many recruiters will not go much further.
4. **SELECT THE RIGHT KEYWORDS:** Use “Word Clouds” to analyze multiple job postings by copying and pasting 3-5 jobs in www.tagcrowd.com, www.tocloud.com or www.wordle.net.)
5. **RESEARCH PROFILES OF THOSE WITH YOUR TARGET JOB:** Go to profiles of those you wish to emulate who have worked in the job you desire and “borrow” some tips/content (imitation is the best form flattery anyway!)
6. **UTILIZE KEYWORD DENSITY:** Mention your target title(s) as many times as possible. This is easier if you have held this position. If not, list it in your “Interest” section or list under a position you’ve held that you reported to that position if this title happens to correspond to the person to whom you reported (In this way, it still gets the title counted – even though it was not yours!). Also, if you had an unusual title that is equivalent to a more common/mainstream one, put the mainstream title in parenthesis). For example: “Acquisition Director” (Marketing Director). In this way, you will pass a reference check as your actual title is listed, but you will draw recruiters to your page with the more recognizable title. To leverage and optimize keyword DENSITY, those who display keywords in more than one hotspot will emerge higher in the rankings than those who only mention the keyword once. Many experts suggest displaying your most critical keywords *at least four times*. “Pepper” the title you seek wherever you *reasonably* can without misrepresenting the facts so that you come up higher in the search results (within 1st 4 pgs.).
7. **“PREMIUM” Accounts:** Those who pay a subscription fee can designate their settings to accept free InMails from others. How do you know? You’ll know when you click on “InMail” in such a member’s home page. If you get a screen asking you to subscribe to LinkedIn and pay a fee, then this member is not accepting InMails. If, instead, you get a screen with drop downs and other choices, and which allows you to compose a brief email, you’re in luck! Use this especially to connect with hiring managers,

recruiters, and those at companies you need to network into. **Premium members can turn this setting on and off, so check back.**

8. **HAPPY REMAINING A CONSULTANT OR INTERIM CONSULTANT?** Make it crystal clear to those reviewing your profile that you are accepting interim project work while you seek a suitable full-time opportunity. Or some indicate that they are interested in both, if that is the case.
9. **IF YOU ARE A PAID MEMBER, CONSIDER BEING AN OPEN NETWORKER:** (Lowest account costs \$19.95 per month and sometimes, LinkedIn runs quarterly specials and give you the 1st month free.), you can declare yourself an "Open Networker" to get recruiters and others to contact you (and turn off at will.)
10. **GETTING RECOMMENDATIONS:** Ensure that you have at least 1-2 for your two most recent jobs; any others are also great. (A good way to get recommendations is to offer them to others, but do so without ANY expectations, and hopefully, you will be pleasantly surprised.) Read my blog about LI recommendations/tips.
11. **HEADLINE LOADING:** Use all 120 characters. Separate terms with a straight line with spaces before and after for readability.
12. **CREATE AND DISPLAY A HEADLINE AND/OR TAGLINE:** Consider creating a crisp 3-8-word branding statement that differentiates you, is relatable to others, or is memorable (e.g., I know individuals who have used: "An HR Manager's Right Hand," "More than Just a Numbers Guy," "I help Factories Run Better," or "I "Crash Computers" (SEO expert), Making Startups Start!" ONLY IF APPROPRIATE, consider making it the headline on your resume. These taglines tend to be more casual, so trust your instincts, if it seems "cheesy" to you to display it on your resume, then don't display it. When in doubt, ask your group. While you should have a casual version of your elevator pitch that is not intimidating and does not sound rehearsed, be sure to use it appropriately. When in doubt, you always "dress up" for events, right? The same applies to your elevator pitch. Use the more formal one when you aren't sure if you are in front of folks who could have a direct tie to a hiring manager. You are making an impression.
13. **CLEAR HEADLINES:** Some seeking work want to make it very apparent to eliminate the guesswork for recruiters and hiring managers. To be clear that you are open to new opportunities, you can also state that you are "Seeking XYZ Opportunities" or "Exploring New Opportunities" right in your headline and "Summary" sections.
14. **DOWNLOAD YOUTUBE "LINKEDIN PROFILE" VIDEOS TO LEARN HOW TO BEST USE LI:** Try to view newer videos (those under 6-monhs old), as functionality changes rapidly. LI also posts some that they have created. Also, click on the LI "Help Center."
15. **A PROFESSIONAL PHOTO SETS THE TONE:** Want others to take notice of you? Be sure to post a professional headshot and respond to discussions, being careful to check your response for accuracy and those dreaded typos that we all make. You will be more memorable with a photos and it will serve as your brand each time you comment on a topic. Others may be so impressed, that they may click on your name to "Follow" you. As an aside, LinkedIn requires a photo and at least three recommendations to be considered 100% complete. Consider asking a photographer (perhaps one in transition) to set up shop at a location where many can get their photo taken at a discounted rate. This creates a win/win.
16. **ONE BRAND/ONE PROFILE:** Although many job seekers have more than one resume, LinkedIn's rules state that members only have one profile. It is therefore important to determine who you will be portraying yourself as professionally, meaning, determine your brand, and stick to it! It is OK to put more than one related job on a profile (e.g., Project Engineer, Manufacturing Engineer & Quality Engineer OR Sales, Marketing and Business Development OR Teacher, Trainer, Curriculum Development Specialist, Writer. It gets a bit tricky when a person has had diverse job types during their careers. Even so, if you can logically explain in your summary how your career change unfolded, then it is possible to target two jobs types in one profile. IF YOUR JOBS ARE TOO DIFFERENT, IT IS BETTER TIO "PICK A HORSE AND STICK WITH IT, meaning, determine which career you want most and adhere to the 80/20 rule (and don't risk trying to be all things to all people and coming off desperate: Instead, put 80% of your energy into pursuing the job you are most interested in. NOTE: LinkedIn reserves the right to delete duplicate accounts if they discover them (and you may not be happy about the account they delete).
17. **SHOWCASE YOUR WORK UNDER EACH JOB:** You can now attach website URLs, Project info, images, and other files. You can also attach a resume, which will help hiring authorities to reach out!

18. **SOME GUIDELINES ON CHARACTER LENGTH:** Headline: 120 characters, Summary: 2000 characters, Skills/Experience (aka, "Endorsement" section: 50 skills/terms (up to 61 characters each: The top 10 endorsed appear first, so if you want different terms to appear on top, purposefully ask others who can confirm those skills to endorse you), Company Names: 100 characters, your company URL/website URL: 256 characters and "anchor text" is 30 characters, LinkedIn Status Update: 500 characters (but if you publish your update to Twitter, only the first 140 characters will be shared there), and position descriptions 200-2000 characters.
19. **QUALITY CONTROL "SANITY" CHECK:** Wondering if your profile is properly calibrated for the type of jobs you're seeking? Look at the profiles of others who have held the position type you seek (as well as the people listed in the "Similar" link listed near the names of those members and "People who views this profile also views (list of other people), and compare keywords, jobs titles, etc. BETTER YET, look at the "Suggested:" jobs, groups and newsfeeds at the right of your profile. If your recommendations are not suitable, then you have work to do!!!

SETTINGS

1. **ADJUST PREFERENCES/"ADVICE FOR CONTACTING"** settings.
2. **CHECK YOUR CONTACT SETTINGS:** Be sure to specify in your settings that you are open to "Expertise Requests" and "Career Opportunities."
3. **ADD YOUR DIRECT CONTACT INFO UNDER "OTHER INFORMATION" SECTION:** You can now enter an email address and/or phone number. If you are squeamish about doing so, go to Google.com and get a separate Gmail account purely to get job leads sent to you from recruiters and also sign up for "Google Voice" - a FREE phone number that you can have route to multiple phone numbers. **This is explained in more detail in #1 under "Making Yourself Ultra Accessible" above.**
4. **GOING STEALTH:** If you do not want others to know that you are seeking a job, you must do TWO things: Make your visibility anonymous by hiding your profile, your settings AND shut off your network activity updates/feed. You can change it back to visible and re-authorize LI to share your activity/updates to your network a few weeks later but FIRST, make all the changes you wish to make FIRST.

FINDING JOBS ON LI – 3 PLACES:

1. **LOOK FOR JOBS ON LI MAIN JOBS TAB:** These are paid postings but are seen by many and results in high competition for jobs.
2. **LOOK FOR HIDDEN JOBS EXCLUSIVELY POSTED ON LI GROUPS:** Is FREE to post. Many recruiters including me ONLY use groups and find our candidates there! You will have far fewer competitor job seekers on LI groups. Don't risk missing any postings: Subscribe to a weekly Digest and have jobs "pushed" to your email address 1x per week.
3. **ON MEMBER PROFILES INCLUDING THEIR UPDATES:** Some members (recruiters, hiring managers and others) post jobs in their Summaries or in their "Update" bubbles. How can you find them? Type one of these four terms into the search bar followed by the job title you want: "Hiring" "Now Hiring" "Looking For" and "Seeking." Type these terms into the search bar and see what happens. You should begin to see hidden jobs appear that are not often posted elsewhere! You will also likely get LI members who are seeking work, but with some luck, you will also get some hidden gems!

NOTE: SEARCH FOR HIDDEN JOBS BY USING A VARIETY OF KEYWORDS & ABBREVIATIONS:

Aside from www.indeed.com, www.simply hired.com, and careerbuilder.com, use a variety of terms, abbreviations, and other key terms when searching for jobs on any group or elsewhere. (e.g., For Customer Support," type in "Customer support" customer service" "call center" "CSR" or "CSRs" or "Technical Support" if you are a technical support person). Check all combinations on LinkedIn, as well!

Improving your rankings in LI searches: LI now uses sophisticated algorithms. It's no longer sufficient to complete all the main sections, add a photo and have 3 recommendations. Now, you need to remain active on LinkedIn and respond to invitations and messages. Starting and responding to discussions or

creating posts now gets you higher in the rankings, and therefore gives you the best chance of being found by recruiters and hiring authorities.