

# IT'S WHO YOU KNOW!

## HOW TO MAKE THE MOST OF LINKEDIN

MARK MOYER – CAREER COACH AND BUSINESS GROWTH STRATEGIST

**AUTHOR – WIN AGAIN!**

### IT REALLY WORKS!

Several of the mid and senior level professionals that I coach had been reluctant to do much on LinkedIn, with reasons ranging from not wanting to appear desperate, not wanting their friends and colleagues to see that they were looking for a job, or they had not anticipated the amazing results that can come from networking via LinkedIn.

They were in for a big shock when the first invitations they sent out were being accepted, leading to informal meetings, interviews, and then offers. LinkedIn is the low hanging fruit of your job search!

### YOU'VE ALL HEARD OF LINKEDIN, RIGHT?

You may have a LinkedIn account and be reasonably well connected. You may have acquired contacts, posted information about your current job and past experience, and even received endorsements or recommendations. But does this mean you are maximizing LinkedIn to your best advantage? Are you using it effectively to land your dream job now, or create and build your network that will lead you to the perfect opportunity in the future? Did you know that your profile could actually be turning potential employers away and preventing you from landing that dream job?

### OVER 85% OF JOBS ARE FILLED BY NETWORKING!

LinkedIn has become THE destination for hiring managers and recruiters looking for the right candidates, whether they are active job-seekers, “passive” candidates (those who are happy in their current position but are unaware of more fulfilling positions out there), or those just building networks. **It's also the place where proactive professionals can make their presence known immediately**, or lay the groundwork for career moves down the road. But as with any powerful tool, you need to know how to use it!



### CREATE YOUR PROFILE - 4 KEY ELEMENTS

When a hiring manager or recruiter conducts a search on LinkedIn, or when someone receives an invitation from you to connect, they will immediately see three things:

1. Your **PHOTO**
2. Your **JOB TITLE**
3. Your **WORKPLACE**



**Mark Moyer**  
Career Coach &  
Business Growth Strategist



155 East 31st Street  
New York, NY 10016

646-580-6739

[www.markmoyer.com](http://www.markmoyer.com)

[@MarkMoyerCoach](https://www.linkedin.com/groups/4199564)

[www.facebook.com/MarkMoyerCoach/](http://www.facebook.com/MarkMoyerCoach/)

[mark@markmoyer.com](mailto:mark@markmoyer.com)



If any one of those gives them a reason to reject you, chances are...they will. But if you have a professional-looking picture, a compelling job title, and clear indication of where you work, they will likely move on to your profile and accept your invitation to connect.

## 1. PHOTO

Make sure you look presentable, professional, and appropriate for your industry. And remember, you are the subject of the photo. Not your cat, your car, or someone else's arm.

## 2. JOB TITLE

You don't have to list the title your employer has given you. Choose more catchy words like "specialist" or "strategist." Instead of "Financial Planner for XYZ Bank," try "Financial Services Attorney and Legal Strategist." A more descriptive title shows the reader you know your stuff! And you don't have to name your company here, since that shows up in the next line where you list your workplace. So be inventive (while still being accurate) and use your title to spark interest.

## 3. CURRENT WORKPLACE

Including your workplace is essential because it establishes that you are either currently or recently employed, or a student.

## 4. SUMMARY STATEMENT

Once a hiring manager or potential contact clicks on your profile, the next thing they see is your summary statement, the 3-5 sentences that outline what you do. It can also indicate what you'd like to be doing, which is especially important if the two are not currently aligned. Phrases like "looking to leverage that expertise into..." show hiring managers both where you've been and where you want to go.

Many people simply cut and paste their resume into their summary statement or list everything they've ever done. That's not an effective strategy. Think of your summary statement as your "greatest hits" and not everything on the menu!

A way to spoon feed your readers so they see the tasks you've performed and the skills you possess in the light of what their organization needs. If you no longer want to balance P&L statements, don't highlight that part of your experience: it will only get you noticed by those who want their P&L statements balanced.

**Put yourself in the shoes of the person reading your profile.**

Anticipate what they're looking for—determine what will attract them or turn them away.

**Creating a compelling profile is much easier than you may think.** It only takes about an hour, and that hour will provide enormous returns for your current job search as well as for your long-term career. Once you've got your profile set up (and you've included each of the four essential elements), you're ready to show hiring managers WHO you are and WHY YOU should be hired! The key to unleashing the power of LinkedIn is by making yourself visible in the right way.

## **GET NOTICED – 5 ESSENTIAL STEPS**

### **1. BUILD YOUR NETWORK**

The most obvious way to grow your list of contacts is to send invitations. Most of us are comfortable reaching out to friends and close colleagues. But how comfortable are you reaching out to senior-level connections and leveraging their networks? **On LinkedIn you can establish professional relationships with people you would otherwise never have access to.** Your challenge here is getting them to accept your invitation, and the best way to do that is to send **personalized invitations**.

To make your invitation personal, you need to find a common bond. Is the person you want to meet connected to someone you already know? Did they go to the same university as you? Grow up in the same town? Do they share an interest, a hobby, or belief in a cause? Highlight these similarities to establish a connection quicker and more efficiently. Another way to forge links with potential connections is to join Groups. LinkedIn has groups of all kinds—alumni groups, special interest groups, social groups, etc. And if you're a rugby player, a quilter, or a stamp collector, odds are there's somebody else in your industry who loves those things too. So that's your entry point, your way to personalize an invitation:

## **JOIN AS MANY GROUPS AS POSSIBLE!**

One of the best ways to expand your network of professionals that will have a direct impact on your job search is to join a variety of LinkedIn groups, and then connect with fellow members. These groups can include fellow college or high school alumni, industry associations, and even hobby or sports-related groups. Anything that you can pinpoint as a common bond to the person you want to connect with! Go out and join these groups now, and reach out to me if you need more guidance on how to do so.



Hi Bob,

*I see that you are a fellow Colgate graduate (marathoner, Beatles fan...) and that you work in the financial space. I would love to connect here on LinkedIn and find out what it's like to work for ABC Co. Let's set up a chat in the coming days. Regards, Mark*

**The acceptance rate on personalized LinkedIn invitations is high: 60-70%, and 4 x the rate of the generic message.**

There's also no limit on how many you can send. If you send one hundred invitations and only twenty of them accept, you still have twenty new connections who you have hand-picked. And even if you're not actively looking to change jobs, you can connect now with (and even get advice from) people who will be in your network when the time comes for you to make a move.

But you can't just send invitations—you have to **Follow Up**. When you get an acceptance, you'll receive a message from LinkedIn that says: Congratulations! You're now connected to Jim. That's your cue to take the next step. Go to Jim's profile and get his email address (since you're connected, you have access to his contact information). Then email him directly. Your subject line can be "Thanks for connecting!" and in the body of your message, remind him of what you have in common (Colgate, marathons, Beatles) and repeat your request to get his insight or advice.

## 2. ADD VALUE

Another way to get noticed on LinkedIn is to **provide useful information to people in your industry**. You can post relevant articles or anecdotes, or share someone else's material (as long as you make the appropriate attributions). The key is to make sure your postings are substantive; you won't draw positive attention by offering fluff. You can post information to your own network or to specific groups. This kind of activity allows you to showcase your knowledge or field of interest, while adding value without asking for anything in return.

## WHAT THEY'RE SAYING...

"What I value most is **Mark's ability to provide practical advice** for mid-career job hunters and career changers. Many alumni of our programs are eager to leverage their degrees in new professions but may not be sure how best to market themselves. Mark gave powerful examples to highlight the importance of networking, and gave **useful tips for leveraging social media platforms like LinkedIn**. His enthusiasm and ability to communicate are infectious and made it easy for audience members to ask questions."

Thanks Larry!

Reach out to see how I can make your LinkedIn profile truly stand out!

**You will present yourself as a valuable resource by offering assistance.** When you send invitations, you can express your willingness to help. Many people have a tendency to minimize their own value when they think about connecting on LinkedIn (or elsewhere). They think of themselves as the one in need, and forget that they, too, have accomplished a lot. Don't be so humble. You're both professionals, so make the offer. Say "Please don't hesitate to reach out if there's anything I can do or if there's anyone in my network you'd like to be connected to. I'd be happy to help." You can never create too much good will. Just be sure that you mean it!

**If you want LinkedIn to deliver for you, you have to work at it. Set aside some time — at least two hours a week. If you're actively seeking a job, do it every day! It's easy to do!**

### **3. DO YOUR RESEARCH (SURF THE SITE)**

LinkedIn is a place where professionals describe what they do and how they do it. When you are researching, experiment with search parameters by entering both relevant and random key words. "Equity analyst Ukrainian" will show you how people leverage language skills in the financial arena. "Writer public speaker" lets you see the many ways in

which those types of expertise can be applied. You'll also notice attributes that tend to be listed together. You might find you've forgotten to mention some skills of your own!

### **4. DON'T ASK FOR HELP, ASK FOR ADVICE!**

Whatever your circumstances, you don't want to come across as desperate. **Never say** "Can I send you my resume?"! **Never ask** "Are you guys hiring?" Begin a dialog and let it develop from there. Any discussion of job opportunities should come from them, not from you. So when they ask—Are you actually looking now?—you can say, "Well, I'm considering my options..." Then they'll connect the dots and tell you if they're looking for someone. The bottom line: Put yourself in their place. Imagine you've been contacted. What would make you inclined to respond? **Never ask for help, always ask for advice.** Because people love to give advice but rarely want to help.

### **5. PUT IN THE TIME**

**If you want LinkedIn to deliver for you, you have to work at it.** Set aside some time—twice a week, at least. If you're actively seeking a job, do it every day. If you love your current situation, chances are there's another one out there that you'd love even more.

## **FIND THE COMMON BOND**

Grow your network: send out personalized invitations, join groups, post relevant stories or articles. Search, read, reach out. You know more people than you realize. You have something in common with more of them than you imagine. All you need to do is find a link / connection.

If you'd like see a video with additional tips for using LinkedIn, talk to me about maximizing your profile, or **check out my four-week intensive career bootcamp**, visit [my website](#) today!