

# Linked**Inside**Out

## Top 10 Mistakes on LinkedIn

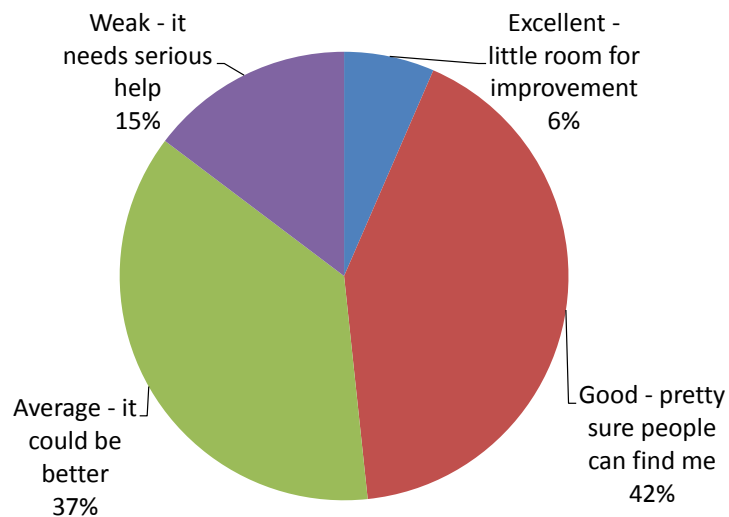
(and how to avoid them)

or...



## How Not to Scare Away Recruiters

### How Good is Your Profile?



## Sample of Your Questions

- What to include on my profile?
- How different than resume?
- Unemployed strategies?
- Optimize to get found?
- Join a premium membership?
- Best ways to reach out?
- How do I manage my privacy?
- Ways to improve my profile?
- Dealing with age discrimination?
- Changing career paths?
- Strategies for online job application?
- Get recommendations?
- Understand the search algorithm?
- Best practices?
- and more...

## What You Can Expect

- Top 10 Mistakes
- How to avoid them
- Develop an action plan
- A guaranteed process to improve your networking efforts in less than 30 days

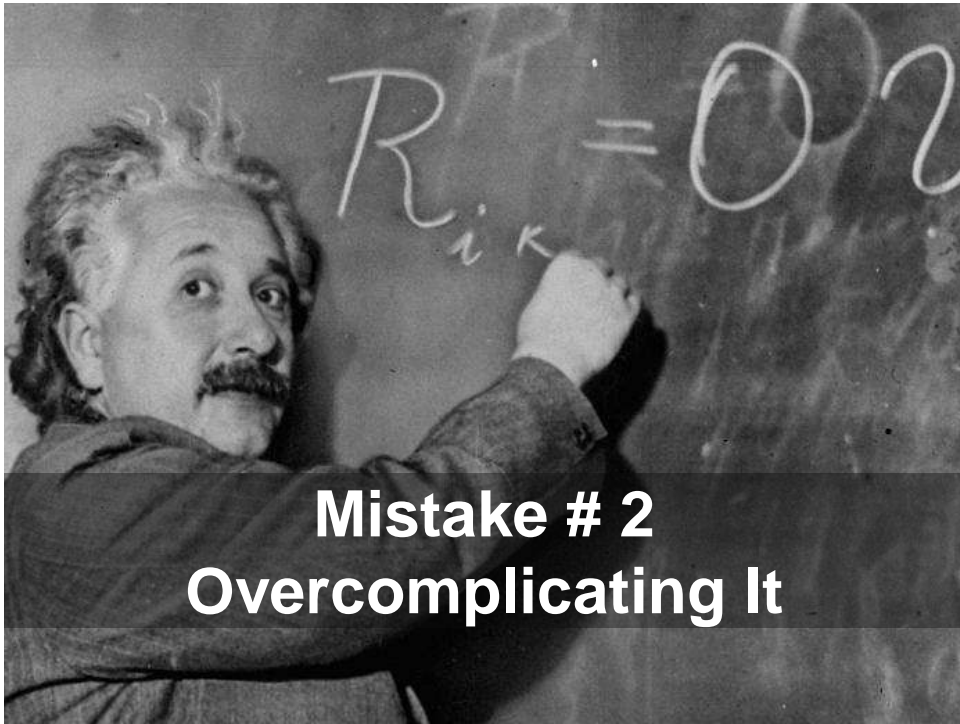




## **Mistake # 1 Not Having a Plan**

### **What's Your Goal?**

- **Find a job?**
- **Become a thought leader?**
- **Develop new business?**
- **Identify strategic partnerships?**
- **Gather intelligence?**



**Mistake # 2**  
**Overcomplicating It**

**It's not  
complicated**

# Simply a tool



## Mistake #3 Just for Job Seekers

## Not Just for Job Seekers

- **Real professionals**
- **Real relationships**
- **Look for spots to demonstrate your authority by adding value**
- **Welcome new messages and relevant connections**

...even from recruiters when you are “not looking”



**Mistake # 4  
Profile Envy**

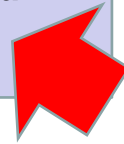
## Only 2 Things

### 1. Your Profile

- business card
- resume
- short sales pitch

### 2. Your Network

- broaden your connections
- leveraging your already established network
- Adding value to strengthen your reputation



**Mistake # 5**  
**Everything to Everyone**



## Your Unique Selling Proposition

### What sets you apart quickly?

- “A private equity investment professional with deep M&A transaction experience ranging in size from \$10 million to \$1 billion, primarily in web technology.”





**Entrepreneurial. Extensive  
experience. Innovative. Motivated.  
Results-oriented. Dynamic.  
Proven track record. Team player.  
Fast-paced. Problem solver.  
Diverse. Responsible. Patient.  
Strategic. Creative. Expert.  
Organizational. Driven.  
Innovation. Analytical.**



**Mistake # 7  
Half Hearted Effort**

# Best Practices for Your Profile

- Complete profile
- A clear USP
- Strong headline
- Compelling summary (w CTA)
- Professional looking photo
- Profile reflects your resume
- Solid recommendations



## Business Consulting Manager

Arthur Andersen

January 1990 – October 1998 (8 years 10 months)

Started career with this top 10 consulting firm. A trusted business advisor to dozens of clients in several industries throughout the United States including Herman Miller, Ford, Perrigo and World Color Press. Responsible for managing intellectual resources and specialized in strategic planning, process re-engineering and ERP systems design and implementation.

2 recommendations



Steve  
Director at

I had the pleasure of working with (and reporting to) David on several major projects while at AABC. David was simply one... [View >](#)



Don  
President at

Having worked extensively with David, I can highly recommend David as a person with vision, tenacity, and the ability to... [View >](#)

## Quick Poll

How many connections do you have on LinkedIn?

- A) Less than 10
- B) 11 to 50
- C) 51 to 100
- D) 101 to 500
- E) More than 500



# Quality

vs. Quantity

## Your Network

- A great profile is only as valuable as the network viewing it
- You may have 500+ connections but if you provide no value, your network is worthless
- You want to build
  - Powerful, collaborative network
  - Trading value
  - A long term asset

Your LinkedIn Network  
**240** Connections link you to  
10,828,856 professionals  
**46,966** New people in your Network  
since February 28



## Mistake # 9 Treating it as a Job Board

## Job Listings

A screenshot of a LinkedIn job search results page. The search bar at the top shows "SEARCH" and "1,276 results for 'financial analyst'". The results are sorted by "Relevance". On the left, there is a sidebar with search filters: "Advanced", "All Jobs", "Keywords" (with "financial analyst" entered), "Company", "Title", "Location" (set to "Located in or near"), "Country" (set to "United States"), and "Postal Code". The main content area displays five job listings, each with a company logo, job title, company name, location, and a "Save Job" button. The listings are: 1. Financial Analyst, Mid Job at Booz Allen (San Diego, CA); 2. Senior Financial Analyst at East West Bank (Greater Los Angeles Area); 3. Sr. Financial Analyst at Placement Strategies, Inc. (Woodland Hills, CA); 4. Senior Financial Analyst, Content Planning &amp; Analysis at Netflix (Berkeley, CA); 5. Financial Analyst/ Loan Analysts + Accounting - East West Bank - Pasadena!! at East West Bank (Pasadena).

**75%**

**of employers actively  
research candidates  
online**



**Mistake # 10  
Silver Bullet Mentality**

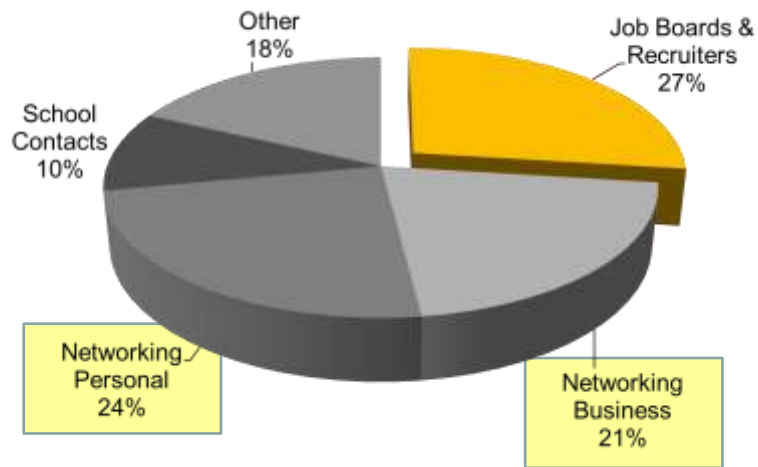
# Silver Bullet Mentality

Jan 1 - You decide to get into shape





# How People *Really* Find Jobs



**Survey Jobs Online - How to Earn Cash From Home**  
Lucy [redacted]  
Senior Marketing Manager at [redacted]  
When you are a student you need a flexible job that can get you the extra cash you need, but that still allows for your studies to come first. In an economy like this, it can be hard to find. There is, however, a simple way to earn fast cash from...  
Like (1) • Comment (1) • Follow • 10 months ago

Lucy [redacted] likes this

Lucy [redacted] You are always in total control of the surveys. You will never be penalized for passing on a survey, so decide w...  
10 months ago

Add a Comment...

**100% debt/equity financing. Looking for projects Min. 10 Mil USD to No Limit.** [redacted]@Hotmail.de  
Independent Business Solutions Consultant  
Like (2) • Comment (14) • Follow • 18 days ago

## Group Etiquette

- Treat as a face-to-face meeting
- Intelligent, meaningful posts
- Share relevant information
- Ask thought-provoking questions
- Demonstrate your expertise



## Mistake # 12 Blowing Your First Impression

### Reached Out Via Group

Gary [redacted] has sent you a message.

Date: 12/18/2013

Subject: Gary here, reaching out to David

I came across your profile and wanted to see about networking together here on LinkedIn.

I was wondering if I could ask you a favor.

I see that you are part of The Hedge Fund Group.

I am looking to be connected with others in this group here in California.

I am considered an expert in Alternative Investments (18 years of experience), and I specialize in bringing institutional profitability to the individual investor, without any stock market risk or volatility.

I'm currently helping many individuals, families and business owners generate Double Digit Fixed Returns on IRA's, 401 k's and other repositioned funds from under-performing assets like CD's, Annuities, Mutual Funds, Bonds etc....

Do you know anyone that would jump at the chance for a personal walk-through on how they can get these types of returns for their own funds?

Let me know! =>

Also, please let me know if there are any connections I might be able to provide for you as well!

I have many professional connections and would love to help you in your endeavors.

Thank you so much for reading this!

Gary [redacted]

Gary@ [redacted] .com Cell [redacted]

Here is a link if you would like to see an overview:

## Background



### Summary



### Experience

#### Owner

##### Investments

December 1995 – Present (18 years 1 month) | Sonoma County

"Essentially, you face two choices, you either shape the retirement you want to live or your retirement shapes the life you get. Either way, your retirement is taking shape"

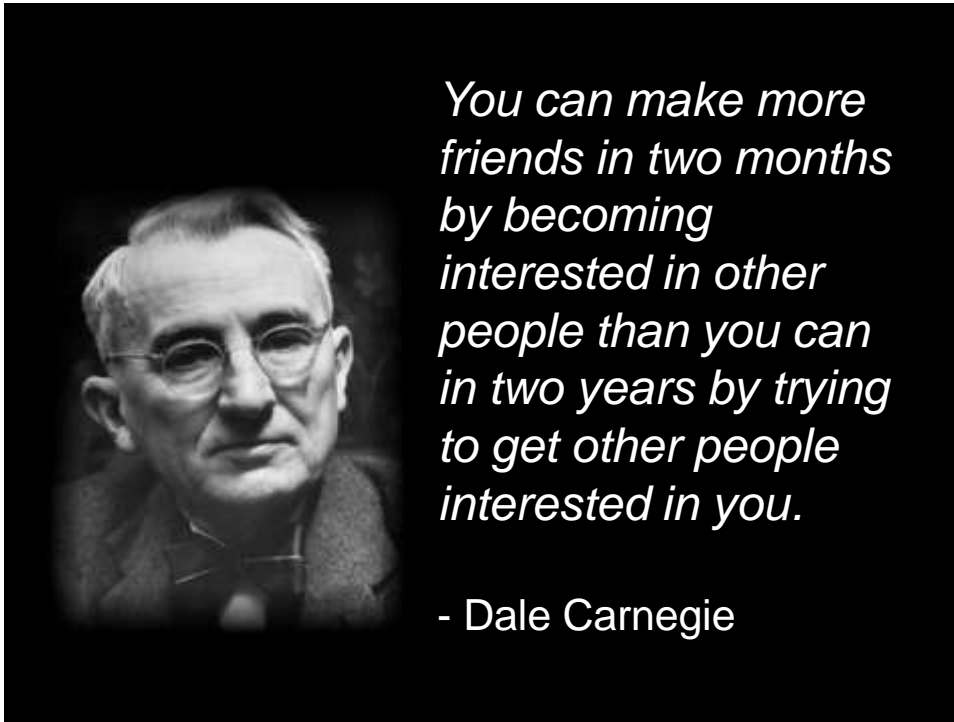
Ponder these words above, and ask yourself if you are on the right track and working with the right financial advisor? Are they helping you fulfill your goals and retirement dreams? If not, make a change now, not later! We have a proven track record of 10% annualized return or better, make us prove it!



### Skills & Expertise

#### Most endorsed for...





*You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.*

- Dale Carnegie

## How You Can Help Them

- **Make it easy to find you**
- **Make it easy to understand the value you bring**
- **Make it easy to contact you**
- **Make it easy for someone to share your information and expertise**



## Mistake # 13 Staying Online Too Long

### Warm Them Up

**“John, long time no speak. I was on LinkedIn and your profile came up.**

**I thought ‘it’s been too long,’ so I decided to just pick up the phone and give you a call. How have you been?”**

## Questions for Your Action Plan

Take a look at your LinkedIn Profile again

- What is working? What is missing?
- What needs to change?
- Is your USP clear and supported by your headline and summary
- Who could give you recommendations?
- Who should you network with?
- What are the best groups for you?

## Thank You

Send questions to  
[lio@jobsearchdigest.com](mailto:lio@jobsearchdigest.com)