

OWN YOUR PERSONAL BRAND

# OPTIMISE

# *YOUR* LINKEDIN

For Career Success

A 10 Minute Makeover Guide  
that will help you **attract** the  
right Recruiters to your Profile

• Add a little bit of body text •

*Anya O'*

Career Strategist & Coach

# The Power Of LinkedIn

**LinkedIn is every Recruiters favourite headhunting tool.**

It allows them to take control of the headhunting process and immediately connect with qualified candidates like you. With so many recruiters using LinkedIn this should be good news for all of you eager job seekers. Well, the Job seekers who are using it efficiently.

I am sure you have a profile, you probably update it every time you get a new position. But how do you make LinkedIn really work for you?

Are you using LinkedIn to socially connect with people who make critical hiring decisions? And if so, How?

Do you know how to use LinkedIn to *dramatically improve your job search*?

As a Career Strategist I want to make sure that you are showing up as a person of value and most importantly that recruiters can FIND you.

**So what are you doing to differentiate yourself from other qualified candidates?**

A strong LinkedIn profile can help explain who you are as an employee, what your accomplishments have been, and where you seek to go.

If you do it right, a succinct and compelling story will help you connect with relevant recruiters and influencers empowering you to accelerate your career.

**Here are Four simple steps which you can implement today so recruiters and hiring Managers can instantly find you.**



# 1- A Persuasive Headline

Your headline does not have to be your Job title and Company. Your LinkedIn headline can be used to promote your brand statement, your expertise, your core value and who you help.

By default LinkedIn populates your LinkedIn headline with your current job title and employer.

Most professionals do not realise that they can edit their headline and turn it into prime marketing real estate. You have 120 Characters to entice.

## Example

**"PMO with 18 years industry experience- known for successfully inspiring leadership and trust, leading to complex projects being delivered on time and within budget."**

This instantly tells me that you are an effective communicator who can influence people through leadership and trust.

Lets say I am looking for a Digital Marketing Manger who can generate brand awareness for my new B2B SaaS product aimed at 20 - 35 years old's.

The below headline would catch my eye

## Example

**"Digital Marketing enthusiast who inspires and motivates businesses on how to leverage new technologies and digital marketing to stand out from the noise and reach the millennial and generation Z consumers."**

This not only explains who you are, and what you- The headline also carries a benefit to the viewer.

# 1- A Persuasive Headline

- Be Specific- Consider who you're trying to reach with your headline, and how you can stand out from the competition. The more specific you can be, the better.
- Get Your Keywords In- Think of what are the likely terms a recruiter would use when looking for someone with your skills and experience. Also, think of phrases. Embed as many as you can in your headline.
- Be Creative- Creativity does not mean unprofessional. Think of different ways you can pitch your value proposition with humour. A lot of people use humour in their headline to show their lighter side, which is perfectly fine if used correctly.

*A successful LinkedIn headline should tell me what your value proposition is or your 'so what'? is*

## How to Update your Headline

Go to your LinkedIn profile now and click "Edit Profile." You'll see the tiny word

"Edit next to your name.

Click on that, and then get TYPING.

## 2 - Be Strategic about Your Skills

With Skills, recruiters can sort and search for candidates based on what skills they have and how many endorsements they have for that skill.

Here how you can use skills to help you get more traction from recruiters and hiring managers.

**Manually add 50 Skills-** You can have up to 50. So why not fill them up with the skills that best reflect and how you want to be perceived. Include both general and specific skills.

If you're in Programme Management, pick "PMO" but then also pick the skills that relate to your Industry and your specialism, your value proposition etc.

The **recommendations, skills and endorsements** sections are all areas where you can add LinkedIn SEO keywords.

Tip - When applying for a job via LinkedIn, make sure that your skills correlate with the Job description.

### How to Edit Your Skills on LinkedIn

Click the *Me icon* at the top of your LinkedIn homepage.

Click *View profile*.

Scroll to the *Skills & Endorsements* section and click Add a new skill.

In the pop-up window, type the name of a *skill in the text box* and select it from the dropdown list that appears.

# 3 - Ask for Recommendations

LinkedIn recommendations are the “reviews” of your profile. This is where references and past employers/colleagues/clients can talk about their experience working with you and the results you have gotten for them.

***"Anya worked with me several months ago when I was first seeking advice on a business concept. She was so professional and creative, and I was able to get a better understanding of what was required in order to succeed in business. Anya helped me to discover what attributes I had that would help me to succeed in the long run. I gained personal insight into what it takes to be an entrepreneur. I would highly recommend her to any friends in need of career coaching. Anya gave me the courage to step outside of my comfort zone and to take risks."***

You want well-written recommendations that capture major successes or career milestones with a short summary or a recommendation. Ask for recommendations from a manager, colleague, or client after the successful completion of a project, or when they receive praise on a specific accomplishment."

## How to request a recommendation on LinkedIn

- Think about what you would like to communicate
- Identify the person you'd like to recommend you
- Identify three topics you'd like the person to focus on
- Offer Value
- Send the request

When asking for recommendations make sure you ask your network to include keywords related to your expertise.

Recommendations are great social proof to show that you know what you are doing and that you BRING value to your employers.

# 4 - The Right Kind of Connections

LinkedIn prioritises showing you your first-, second- and third-degree connections whenever you search for a keyword. It works the same way for your potential Employers. If you are connected with people in their network, your profile is more likely to pop up when they search for one of your keywords. Therefore, the more industry connections you have, the better.

**Client Persona- When you are looking for a new Job there are 4 types of Professionals you should be connecting with.**

- Specialist Recruiters/ Executive Search Recruiters- Look at niche recruitment agencies as opposed to big 360 companies. Start connecting with the recruiter who recruits for your profession.
- Talent Managers/ HR- Most big companies will have a Talent function; some can have over ten in their teams. Try to connect with as many Talent leads as possible.
- Senior Leaders/ Head Off/ CEOs- People that you would typically report too. Every time you extend a connection request to someone, send them a message introducing yourself and why you want to connect with them.
- Peers- Professionals who are within your industry and within the sectors of your prospective employer.

Try to build as many connections as possible; aim to connect with 10/20 per day. This helps you build a more expansive network and appear as a trusted person in your industry.

# Turn Your LinkedIn Into an Online Brand

*LinkedIn works best when you know what YOU want.*

As a Job-seeker it's essential to assess the industry you want to get into, then audit your skill set so you can apply the relevant keywords to the platform. There are more dynamic ways in which you can optimise your LinkedIn, such as writing organic content and sharing industry-leading blogs.

LinkedIn also has its on-site for uploading presentations.

However, the 4 Steps which I have outlined are the most important, to begin with, and should be updated immediately if you are serious about getting in front of your ideal employer.

*Happy Optimising!*



# Final Word

Thank you for your kind attention. I hope you found this e- report helpful in seeing the value of LinkedIn as *a viable tool for your continued success.*



My job is to help professionals like you to become opportunity magnets so you can attract a more fulfilling and lucrative career.

I help you create a value -driven CV and LinkedIn so you can start the Interview process faster, tap into the power of personal branding to increase your chances of being found by hiring managers and understand the importance of creating a narrative that resonates with employers.

Why not get in touch now for your free 20 minute Career Clarity Call.