

How to Get a Job Using **LinkedIn**

By 22-year recruiting & consulting industry leader
Cat Breet. Chief Stripe Changer, ARBEZ

You might be just one conversation away from the job you want

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“In the new world of work, your reputation is the only accepted currency.” – William Arruda

Personal Branding Guru & Author, Career Distinction

Hello! Are you tired of sending message on LinkedIn, but hearing nothing back? Or, wasting time chatting in groups or threads underneath posts ... but getting nothing in return? You should be! If LinkedIn isn't working for you, I've got some great news: all that is about to change for you. I've spent the past 15 years on LinkedIn ... as a recruiter, salesperson, consultant, and business owner. I've fed my family and built my business almost exclusively through LinkedIn.

Many relationships start on LinkedIn. Those that don't wind up on LinkedIn at some point. I've made all the mistakes ... and found most of the solutions over the years. I've tested and tweaked and tested and tweaked. Lucky for you, you can skip all of that and just take what works from me in this guide.

What I'm about to teach you works!

Melissa just got a job in two weeks using LinkedIn to find, connect and meet people on the inside of the company she really wanted to work for. Before she tried my approach to networking on LinkedIn, she had been job hunting for 3 months and applied for 45 jobs. Not ONE of them had made her an offer. She decided to try a new approach (mine) and wah-lah! It worked!

Kent followed this plan and got a job in 4 weeks. He had been job hunting for 6 months and was convinced nobody wanted to hire him because he was “too old” at almost 60. That nothing to do with it! He took a chance and started reaching out to people who had viewed him profile but said nothing to him. It worked!

Jennifer got a great new job in just 2 days by reaching out to 3 former coworkers on LinkedIn

No, things don't always work that fast ... but if you learn how to use LinkedIn effectively as a job seeker, you can dramatically boost your chances of getting hired.

10 Key benefits to using LinkedIn in your job search:

1. REFERRALS are still the best & easiest way to get hired ... and LinkedIn makes it easy to get referred into a company!
2. 97% of RECRUITERS USE LinkedIn Daily to find talent. Many of them go there first. If they don't find you there, your chances of hearing from them are slim. If your profile is complete, has the right keywords for your desired job ... and you are active out there doing things daily on LinkedIn then the recruiters will find you.
3. IT'S WHERE THE DECISION MAKERS ARE. 74% of B2B decision makers use LinkedIn to help make purchasing decisions. Facebook is the most popular social network on the planet—except with CEOs. Within the 50 largest global companies not one CEO is active on Facebook. (Marketing Insider Group)
4. IT'S WHERE THE HIDDEN JOBS ARE. Less than 20% of jobs get posted online, which explains why only 12% of people get hired by applying for jobs online (JobVite). The rest? The lion share of them get hired through networking. LinkedIn is one of the easiest ways to find decision makers, as well as friends and new connections who will lead you to the jobs and the decision makers.
5. COMPANY RESEARCH: You can research the companies you're most interested in working for, follow them and find people who work there. If you follow their company page, you'll be among the first to hear about new positions and company updates. You will start to learn at-a-glance information about the company, which can help you decide if you want to work there ... and if so, prep you for the interview. Some companies share projects, new hires, promotions, and company statistics on their company page.
6. RESEARCH INTERVIEWERS, FUTURE BOSS & TEAMMATES: LinkedIn helps you prep for networking conversations and interviews. You can learn about mutual connections, career history, accomplishments, affiliations and even find common ground (same college, same former employers, etc.)
7. INSIDE SCOOP on a company: You can use advanced search to find people you can talk to about the company culture, hiring process and the specific people you are trying to meet ... or about to interview with.
8. STAND OUT from your competition. There are several ways to stand out on LinkedIn:
 1. With an all-star profile and great storytelling, you can be a real stand out.
 2. By sharing some of your achievements, project, and perhaps even award, you get a chance to stand out.
9. STAND OUT in your industry as a thought leader. If you're willing and able to publish original content or videos or other content, your industry will start to notice.
10. HEAR ABOUT JOB & PROJECT LEADS BEFORE ANYONE ELSE. When you're active and well-connected on LinkedIn ... and helpful to others, it will come back to you big-time. People will think of you first when they hear about project & job opportunities. And, they'll actually take the time to tell you about it and introduce you to the decision maker. It's awesome!

The 3 KEYS TO SUCCESS ON LinkedIn

1. **A STRONG PROFILE (with a clear, strong message)**
2. **DAILY ACTIVITY (you need to engage, not just peek in the window)**
3. **Thoughtful personalized MESSAGES (what you say matters!)**

If LinkedIn isn't bringing you the connections or interviews you want, then take a look at you profile, activity levels and messages ... in that order. The hiccup is always in one of those three areas (and sometimes all three). Just take this one step at a time and you will easily be able to fix the boo-boos and dramatically boost your success.

How to Build a STRONG PROFILE:

Pssst! Let go of perfect. There is no perfect profile or style. What works well for one person might not work well for you. Let your personality shine through, then trust your gut. Consider your LinkedIn profile a work in progress. You will build it up over time and starting small is the best way to go. Right now, you just need the essential elements (which I will help you create). The rest will come in time. You're gonna want to change things as you step out into the networking world. That is perfectly fine! Change at will! Don't get overwhelmed by other people's profiles. As you look at other people's sassy, robust LinkedIn profiles and 500+ connections, you might be tempted to give up. Don't! Not one of those people got there overnight. I sure didn't!

Go to privacy settings and turn off the toggle that alerts your network to profiles updates. Go to privacy, then How others see your LinkedIn. Next, scroll down until you see the section called "Share job changes, education changes & work anniversaries from profile." Turn the toggle to NO while editing.

Make sure you turn the toggle back to "YES" when you are done.



The LinkedIn Checklist

12 Essential Elements to a great job seeker profile

- ❑ **Use your common name.** Use the name you *really go by!* If everyone calls you “Sue,” don’t use “Susan.” Your mom might disagree with me, but nobody else will find you as “Susan.”
- ❑ **Customize the automated URL in the “Contact info” edit section.**
- ❑ **Add a professional, friendly headshot. 21x Boost!** Profiles w/ photo get 21x more clicks & 36x more messages. Reflect your brand! No bikinis, dog shots (unless you are a dog whisperer) or selfies.
- ❑ **Add a banner image.** This is an excellent opportunity to highlight your brand. If you’re not sure what to use, look at the banners of professionals you admire out on LinkedIn.
- ❑ **Choose a headline that says exactly what you do.** People need to see and understand – immediately – what you do. Use industry-recognized job title and/or area of expertise (“Recruiter” instead of “Staffing specialist.”) After that, state what you really do (“I get people hired & promoted faster & easier.”) By all means, add a tagline (if you’ve got one).
- ❑ **Create a strong, clear summary (“About” section)** that grabs attention & clearly indicates what you do ... for whom ... and why connecting with you is a really good idea. People can see the first two sentences of your summary when you come up in their searches, so make them count. But don’t stop there. Key: 40 words or more to show up in search results. Not sure what to write? Keep reading! I’m about to give you a blueprint for writing a winning summary.
- ❑ **Experience matters! 18x boost!** Take the time to list your recent, relevant jobs with clear, compelling descriptions. Profiles w/detailed positions are discovered 18x more in searches. Use RESULTS + METRICS whenever you can (i.e. Reduced time to fill by 13% + Reduced turnover by 23%)
- ❑ **Use industry-standard keywords & language** (“Recruiter,” not “Staffing specialist”)
- ❑ **Skills & expertise. 33X More contact requests! 17x more profile views!** This section is critical. **Add at least 5 skills.** Profiles with 5+ skills listed receive 17x more profile views and are contacted up to 33x more by other members. WOW. List your skills in order of importance. Tip: Let LinkedIn autofill with the most searched by words.
- ❑ **Contact details!** Include email & phone in your summary if you are serious about growing your career and expanding your network. If you’re hard to reach, you’ll hit their “maybe later” pile.
- ❑ **Recommendations. 3x Boost!** Members who have recommendations are 3x more likely to be contacted. Plus, recruiters and hiring managers love seeing recommendations as well. Endorsements do not carry NEARLY as much weight! Ask 3 people who *know you well* professionally (and who are well-respected in your industry) to write a recommendation for you.
- ❑ **Set up your Jobs section so recruiters and others can find you effectively.**



Job Seeker Settings on LinkedIn

Your privacy settings are REALLY important. For instance, if you have your visibility set to “anonymous,” nobody will ever see you out there and everything you do out there is a waste of time. Here’s a checklist of the most important things to set up for a successful job search.

This checklist tells you which settings you need to go and review ... not where to find them or how to do it. There’s a reason for this: LinkedIn is constantly changing things! The best way to find out HOW to do these things is this: LinkedIn help. That will give you access to the latest links & directions at any time.

ADVICE: Turn on maximum visibility, make it easy for people to connect with you and make sure they can see your full profile. Unless you have a safety issue (a stalker or someone else harassing you at the moment), then you need to be easy to see and easy to find.

- Update your privacy settings. Most important:**
 - Sign in & security. Make sure your email address is your personal email address. Otherwise, when you leave or lose your job and they cancel your email address, you might get locked out of LinkedIn!
 - Visibility of your profile: Let people see your FULL PROFILE
 - Custom URL – Change to your name
- Change Visibility of your LinkedIn Activity - Most important:**
 - Your name & headline- YES
 - Share job changes – Turn off until AFTER you have finished editing
 - Share job changes – Turn BACCK ON after finished editing
- Edit job preferences**
 - Job titles
 - Job locations
 - Start date
 - Job types
 - Choose who sees you’re open. NOTE: I do NOT recommend putting the green [#OpenToWork](#) circle on your LinkedIn profile ... unless you are a freelancer / contractor. To keep this message only visible to recruiters, click this choice: “Share with recruiters only,” NOT the “Share with all LinkedIn members”
- Set up job alerts** to make sure you’re the first to know about new jobs posted the minute they come out.
 - Type of jobs: After you complete a search for a type of job. You can set up a job alert based on that search criteria.
 - By company: Create job alerts for your favorite companies.
- Skills assessment** – I rarely recommend this. Very few recruiters search for this, and so I think it is a waste of your time.
- Job Application settings – Manage your resumes.** I recommend uploading your resume for easy-apply, but I do not recommend attaching your resume to your profile for everyone to see. As discussed, you will need to tailor your resume to various positions, so you don’t want people grabbing the wrong resume for a position.
- Follow your favorite companies**
- Follow your favorite industry leaders**



How to put the “WOW!” in your profile Get them at “Hello.”

Your HEADLINE should grab attention & tell people clearly what you do.

- Travel agent | Adventure hound | Making travel easy, exciting & memorable since 2002.
- Insurance agent | Protecting families from life’s little surprises since 2014
- Territory Director | Iowa & Minnesota | Delivering Insurance + Peace of Mind since 2005

Your ABOUT section should have some sizzle in it!

TRUCK DRIVER: Message: On-time, damage-free delivery

Licensed Class A CDL professional trucking and transport driver with a #1 on-time and damage-free delivery rating 3 years in a row. I document daily and keep great records and I am easy to work with. Safety is my #1 priority. I have an in-depth knowledge of DOT regulations and inspect my rig daily.

MEDICAL RECEPTIONIST: Message: Personal story / passion + business results

When I was little, I went to the doctor a lot with my mom when she was getting cancer treatments. Mary at the front desk always made me smile ... and a little less afraid. Today, as a medical receptionist, that’s exactly what I do: I think about Mary and try to make every patient feel a little less scared, and a little happier. It’s good for patients, and it’s good for business. My last 2 clinics had the lowest percentage of patient complaints, and I know it all started with my “Hello.” I’m also really good at paperwork. If you want your clinic to run like a well-oiled machine, I’m the one to do it for you!

HEALTHCARE I.T. Implementation Leader: Message: Smooth implementations, reduced business interruption

You’ve got to get - and stay – close to your customers to drive successful system implementations and product launches. I’ve been doing just that for the past twenty years ... as a salesperson, manager, and educator. From nationally ranked physicians all the way through to coders and billers, I reduce the pain and disruption of business, and ensure smooth, highly successful system implementations.

SALES: INSURANCE AGENT – Message: Peace of mind

I take away the headaches around insurance. When life throws you a nasty surprise, the last thing you need is a fight with your insurance agent. I’ll make sure that doesn’t happen to you. I’ll help you choose just the right amount of coverage AND help you make it through the claims process without a hiccup.

DISTRICT MANAGER – Message: Personal story / passion + business results

When I was five, my dad was in a car accident. Not only did I watch him struggle to recover for months, but I also watched my mom battle with their insurance company for months on end to get a new car and get his hospital bills paid. Today, as a District Manager at AAA, I help other families avoid all that pain and suffering.

RECRUITER – Message: I care about you and will help you find a job you love.

Your success is my success. Seriously. For me, it’s never been about the chase; it’s about getting it right. My goal is to find the right fit for everyone with a direct and honest approach, and to help them take make the *right* CAREER move. Let me help you do the same.

Your last part in the ABOUT section should be contact details

Newsflash: Many people want to get off LinkedIn as soon as possible, and connect with you the good old-fashioned way: phone or email. Make it easy for them (or risk not hearing from them). I can share countless stories with you about people who missed out on the opportunity of a lifetime because someone did not know how to get in touch with them. It's heartbreaking. If you're worried about sharing your personal phone and email this publicly, set up a free Google phone number that will push to your cell phone, and create a new professional email address you can use.

Jessica Rabbit | 612-612-6121 | jessicarabbit@rabbitsunlimited.com

How to test your LinkedIn profile

Jobscan.co is by far the best way to make sure your LinkedIn profile (and your resume, too ... when you get to that stage) is on point for a specific position. This is really important! You can get a free trial, and then you will have to pay. Take advantage of the free trial, and then if you continue to apply online, and if you can afford it, pay the fee. It really is worth it.

Finished editing? Turn your “broadcast” button back to YES.

Now you're ready to share your profile updates with the world! Go back to privacy + settings, then change “Sharing profile edits” back to YES. Not only do you want people to see your new profile, but a huge part of the LinkedIn magic is letting your 1st level connections know when you have shared an article, made a new connection or posted something. If the toggle is still turned off, they won't see those things and you will never show up in recruiter or hiring manager searches.