



Careers Done Write Creating a Winning LinkedIn Profile

Debra Wheatman, CPRW, CPCC

President

Careers Done Write, Inc.

debra@careersdonewrite.com

877-389-SEEK (7335)

Put your career in gear...
Visit www.CareersDoneWrite.com

LinkedIn is No Longer Optional

- LinkedIn Profile is becoming as important as having a professional looking [résumé](#).
- With over 100 million users, LinkedIn is THE [social media](#) site for business networking.
- In the six months between January 2011 and June 2011, 73% of all social hires came from LinkedIn.

LinkedIn is the 800 LB Gorilla

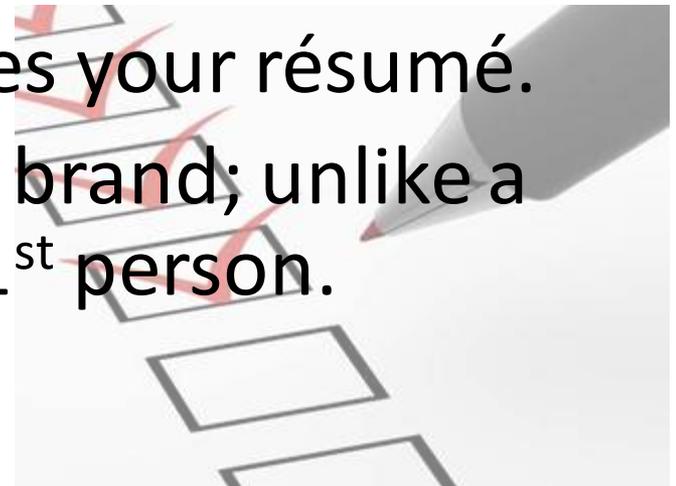
- The site recently hit a milestone and now has 100 million users.
 - 44 million in the US
 - 54 million across the rest of the globe
- LinkedIn is considered to be the most successful business-oriented social media site.
- LinkedIn provides a full job board.
- LinkedIn has over 800,000 different groups, most of which are job related.

LinkedIn Objectives

- Your profile must –
 - Encourage people to communicate with you.
 - Provide accurate and error-free information.
 - Be complete but not exhaustive or boring.
 - Paint a picture of your expertise and brand you effectively.
 - Clear and concise – “what are you an expert in?”

LinkedIn Best Practices

- Make sure your current profile is complete.
- Get recommendations.
- Create a strong headline.
- Update your photo with a professional shot.
- Make sure your profile matches your résumé.
- Use LinkedIn to promote your brand; unlike a résumé, you can write in the 1st person.
- Join groups.
- Participate.



LinkedIn Tips and Tricks

- 1. Put your email address and phone number (optional) in the address section at the bottom of your profile.**

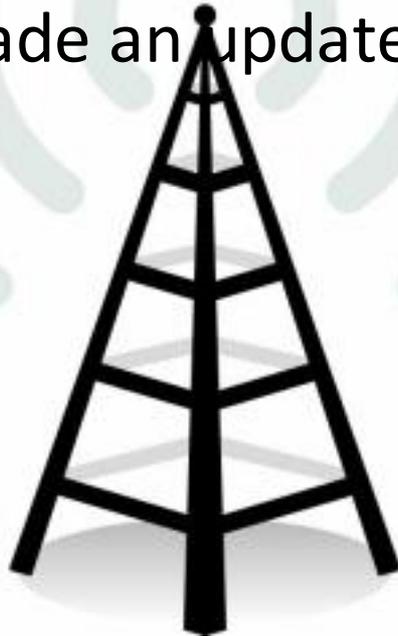
You may also put it immediately after the top of your profile, but this is not LinkedIn practice.



LinkedIn Tips and Tricks

2. Turn on/off your activity broadcasts

If you are currently employed and update your profile, anyone connected to you will receive a notice that you made an update.



LinkedIn Tips and Tricks

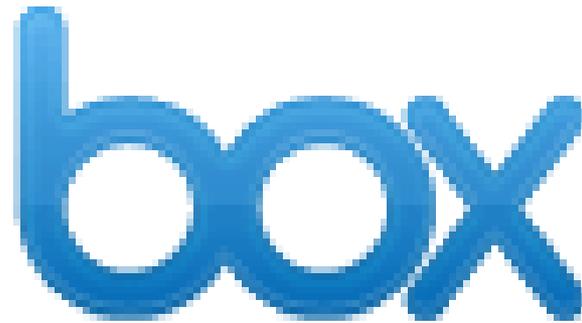
3. Turn on/off enhanced advertising –

LinkedIn can use your likeness in promotions to anyone in your network, making it appear that you are endorsing products without your permission unless you opt out.



LinkedIn Tips and Tricks

- 4. You can sign up for Box.net** and add a plug-in that will allow you to create a link to your word doc résumé at the bottom of your LinkedIn profile.



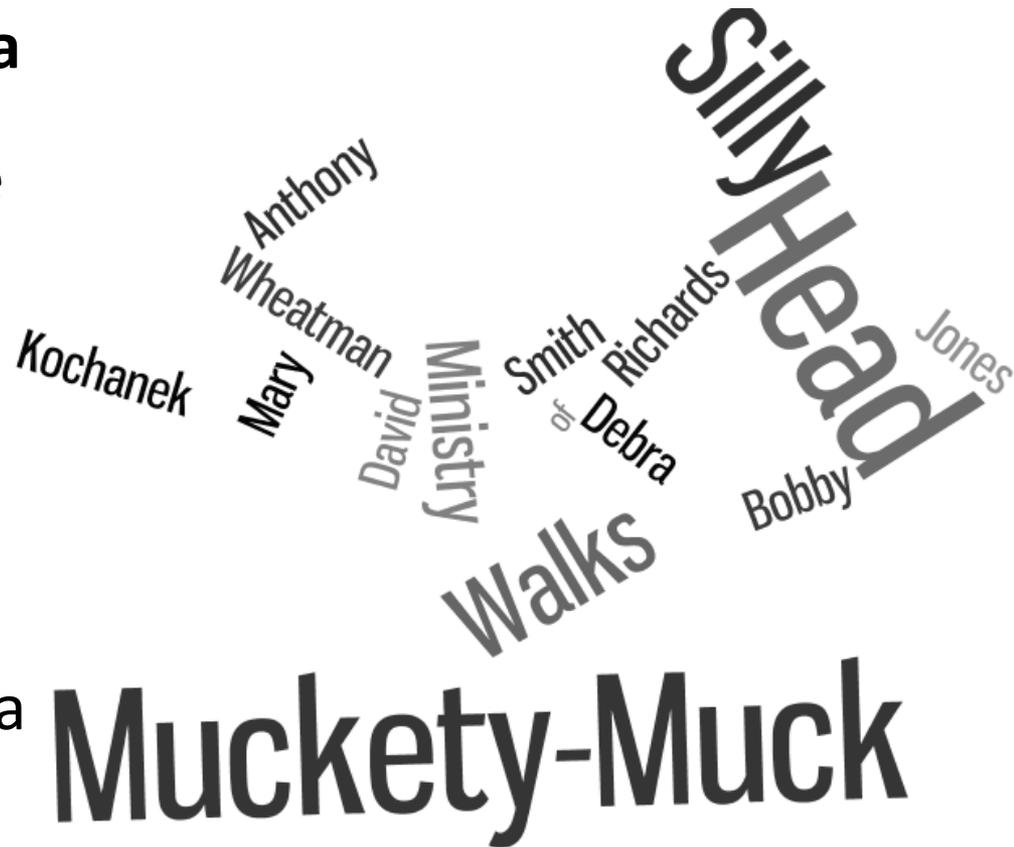
LinkedIn Tips and Tricks

- 5. You can export all of your existing connections** into an Excel spreadsheet that includes First name, Last Name, and email addresses for everyone linked to you. This can be very helpful if you want to send direct emails.



LinkedIn Tips and Tricks

- To get the full name of a hiring manager** who is listed as John S., put the name and title into Google as it appears in LinkedIn and add the word LinkedIn. It will come up with their full profile. Even people who are out of your network that only have a title can be searched this way.



LinkedIn Tips and Tricks

- 7. Export the profiles of hiring managers uncovered during research as PDFs for future reference.**



LinkedIn Tips and Tricks

8. **Contact contacts “out of your network”** by checking to see if they are in any of your groups. If they belong to groups that you are not in, join those groups and then send them an invite. Once you have done so, you can easily “un-join” the group if you so desire.



LinkedIn Tips and Tricks

9. LinkedIn Jobs Insider – works with

- **Monster**
- **Career Builder**
- **Hot Jobs**
- **Craig's List**
- **SimplyHired**
- **Dice**
- **Vault**
- **LinkedIn indicates which contacts you have connections with at a particular company you target.**
- **You can write to your contact directly or ask a first for an introduction.**

LinkedIn Tips and Tricks

Overview Outlook Social Connector **Browser Toolbar** Mobile Lotus Sharing Bookmarklet

Jobs **insider**

Use your network to find your next job

- ✔ See your connections at any hiring company
- ✔ Request an introduction to the hiring manager
- ✔ Comes with the [LinkedIn Browser Toolbar](#)

We protect your privacy. [Privacy Policy](#)

IE Toolbar 3.2

[Download it now](#)

Download Size: 1.18 MB

 PC only

Firefox Toolbar 3.3

[Download it now](#)

Download Size: 158 K

  PC or Mac

See your inside connections for any job posting



- 1 Open any job posting at Monster, CareerBuilder, HotJobs, Craigslist, SimplyHired, Dice, or Vault



- 2 JobsInsider shows you the people in your network that work at the hiring company



- 3 Request an introduction to the hiring manager, get your resume to the right person, or find out more about the company

One Final Trick and Tip

10. Create a unique custom URL for personal branding purposes *For example-*

<http://www.linkedin.com/in/firstlast>

As opposed to the default

<http://www.linkedin.com/pub/first-last/9/974/a00>

A Good LinkedIn Profile



Debra Wheatman, CPRW, CPCC (LION) 1st

President / debra@careersdonewrite.com / 732.444.2854
Greater New York City Area | Professional Training & Coaching

Debra Wheatman, CPRW, CPCC (LION)



Interviewing to Find a Full Time Job careersdonewrite.com
For up to date information on career management; resume and cover letter preparation; salary negotiations; interview preparation; personal and professional branding, using LinkedIn, twitter, and other social media, recruiting,...

Like • Comment • Send a message • Share • See all activity • 1 day ago

- Current **President at Careers Done Write** 
- Past **Director, Career Services at Vault.com** 
Recruitment Manager at Martha Stewart Living Omnimedia 
Senior Human Resource Manager at Conde Nast 
[see all](#) ▾
- Education **Adelphi University**
- Recommendations **75** people have recommended Debra
- Connections **500+** connections
- Websites **Blog**
Company Website
- Twitter  [@DebraWheatman](#)
- Public Profile <http://www.linkedin.com/in/careersdonewrite>

Professional Headshot
Contact Information

Active Contribution

Tons of Connections
High #s of Recommendations
Social linking

A Good LinkedIn Profile

Summary

Certified Professional Resume Writer (CPRW) and Certified Professional Career Coach (CPCC) with more than 18 years' corporate human resource experience guiding and directing global clients in determining career goals and identifying gratifying career choices. Demonstrated success with professionals and academics.

Proven abilities in facilitating increased exposure leading to better job opportunities. Demonstrated capabilities in helping clients pursue and successfully obtain positions making more money.

Specialties

Financial services, including private equity, hedge funds, venture capital and investment banking, management consulting, legal, technology, biotechnology and academia.

Experience

President

Careers Done Write

Privately Held; 10,001+ employees; Human Resources industry
January 2005 – Present (6 years 11 months)

Advise clients regarding professional career aspirations. Write and review resumes, CVs, cover letters, and entrance essays for clients across the globe, facilitating improved communication. Recognized by clients for producing work that has been instrumental in driving the attainment of desired positions at increased compensation levels. Generate consistent referral business due to exceptional product quality and client interactions.

Debra has 73 recommendations (1 manager, 1 co-worker, 68 clients, 2 partners) including:

 Dustin Martin, *Credit Analyst, Memorial City Bank*

 Constantine Kounelis

Director, Career Services

Vault.com

Privately Held; 51-200 employees; Internet industry
2001 – 2008 (7 years)

Oversaw the development, implementation, and management of career services, including resume and cover letter preparation, case, financial and traditional interview preparation, and admissions services for clients globally. Identified, hired and managed a team of subcontracted writers and coaches. Consistently delivered high quality documents and coaching to achieve clients' goals.

[Recommend](#) Debra's work at Vault.com

Strong Summary

- Concise
- Powerful
- Key-word Heavy

Experience

- Supports resume
- Does not mimic resume

Some Other LinkedIn Advice

- Commit one day a week.
- Connect with 5 current or former business associates.
- Over the course of the first 30 days joining 15 groups.
- Start a discussion in each new group every day for 5 days after you join.
- Go to the answers section and answer 2 questions a week consistently.
- Add applications on your profile page.
 - The reading list by Amazon and the Wordpress applications are two of the best and most popular.
- Repeat, repeat, repeat.

Using Groups on LinkedIn

- Leverage global reach.
- Don't SPAM or advertise.
- Different types of groups.
 - Professional
 - Special interests
 - Careers goals and aspirations
 - Industry
 - Not too big but not too small
- Select how you receive e-mails.
 - Individual
 - Digest
 - None



Privacy on LinkedIn

- Modify your privacy controls.
 - Activity feed
 - Hide your ID when viewing profiles
 - Limit who can see your connections
 - Profile photo and visibility here
- The second Privacy Controls section, which is the one you want to select to “Manage Social Advertising” is under Account.
- Account is the 4th and last tab at the bottom of the page. Once you have selected this tab, you can modify your settings so you will not appear in any advertisements.

Your Action Plan

- Take a look at your LinkedIn Profile again
- What is working?
- What needs to change?
- Who could give you recommendations?
- Consider getting professional help.

A Process that Get Results



How We Can Help

The Managing Director

If the next goal in your career is senior management, the top job or the board room, this is the package for you.

- Executive Resume
- Cover Letter
- LinkedIn Profile
- Executive Bio
- Job Search Strategy Coaching
- Negotiation Strategy Coaching
- Professional Branding

Original: \$2300
JSD Special: \$2100

Most Popular

The Vice President

For a career defining move, with this package your success is imminent.

- Executive Resume
- Cover Letter
- LinkedIn Profile
- Executive Bio
- Job Search strategy Coaching

Original: \$1500
JSD Special: \$1350

The Associate

Get a targeted overhaul of your professional profile to rise to the challenge of your next great career move.

- Professional Resume
- Cover Letter
- LinkedIn Profile

Original: \$900
JSD Special: \$800

Ask about our referral program

Debra Wheatman, CPRW, CPCC is the founder and president of Careers Done Write, a premier career services provider focused on developing highly personalized career roadmaps for senior leaders and executives across all verticals and industries

Debra can be reached at –

877-389-SEEK (7335)

Debra@CareersDoneWrite.com

CareersDoneWrite.com

Connect to me on [HTTP://LinkedIn.com/in/resumesdonewrite](http://LinkedIn.com/in/resumesdonewrite)

Follow me on [HTTP://twittercom/DebraWheatman](http://twittercom/DebraWheatman)

