



# **INSIDER SECRETS REVEALED**

Tips, Tricks & Strategies

From the Podcast Interview With

**Social Media Marketing & LinkedIn Expert**

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Part 1

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**INSIDER SECRET - LinkedIn is the #1 place to find work and be found.**

On LinkedIn, you have access to information about people, and people hire people. With over 400 million professionals on LinkedIn, you can find out almost anything you want to know about someone, and then make inroads via networking. Also, with over 400 million professionals on LinkedIn, it is the #1 place for companies to search for people who may not be actively looking for a new job.

**INSIDER SECRET - The LinkedIn job board is not the only place to find jobs on LinkedIn.**

Companies can buy job ads on LinkedIn, but there are also millions of special interest groups that also have job boards. Employers will post in groups because they are guaranteed to reach people interested in that profession or who are specialists in a particular field.

**INSIDER SECRET - When you apply via LinkedIn your LinkedIn profile may also be sent to the employer.**

Sometimes when you apply for a job via LinkedIn and you upload a résumé and cover letter, LinkedIn will also send the employer a link to your LinkedIn profile.

**INSIDER SECRET - Applicant tracking software can be used to analyze keywords and phrases in your LinkedIn profile, not just your résumé.**

When an employer or a recruiter is looking for someone with a particular skill, they search LinkedIn for that particular skill. It is very important to include keywords in your profile for the skills you have. There is a science to how and where you use keywords in order to come up #1 in that search.

**INSIDER SECRET - 80-90% of jobs are never posted.**

If you want to have access to the 80-90% of jobs that are never posted, it comes down to networking. Identify whom you want to work for or where you want to work. Find people working at those companies, and get busy networking on LinkedIn.

**INSIDER SECRET - Getting busy on LinkedIn means connecting with people.**

Build your network by connecting to people on LinkedIn that you worked for or with, or who have worked for you. Join the biggest and most active special interest groups related to where you want to work. Post in these groups or on your profile, and respond to posts by others.

**INSIDER SECRET - When you lose your job, get over it & get on with your jobsearch.**

If you are out of work, there is no shame in it. Let everyone know that you are looking for a new position. "Seeking an opportunity" should be the first three words in your professional headline.



**INSIDER SECRET - Your headshot on your LinkedIn profile must be professional.**

You must have a picture, and it should be professional. You will ultimately be paid based on how well you look in your profile picture. Invest in a professional headshot.

**INSIDER SECRET - Create an advertisement in your professional headline.**

If you are looking for work (and able to advertise it), create an advertisement for yourself that entices people to learn more about you. "Seeking an opportunity to ... Credibility + Benefit".

**INSIDER SECRET - Write your LinkedIn summary in an outline format.**

The summary is a 2,000-character advertisement, so don't make it a huge block of text. An outline format is easier to scan. Include who you are, the benefits you can bring, your credibility, and a call to action. Include your phone number and your email to make it easy for people to contact you.

**INSIDER SECRET - Write in first person and be conversational in your profile.**

Just like a résumé, list all the places you worked and describe what you have done. However, LinkedIn is a social network, so write in the first person and be conversational. Invite people to get to know you.

**INSIDER SECRET - It is crucial to have recommendations attached to your profile.**

Seek out at least three decent recommendations for each position you have had. The only way to get recommendations is to ask for recommendations. The only way to ask for recommendations is to be a first level connection. You have to get people in your network first, and then reach out to everyone and ask for a recommendation. Giving recommendations is powerful too! This is a part of "getting busy" on LinkedIn.

**INSIDER SECRET - Endorsements are not as crucial to your profile.**

While endorsements are not as crucial as recommendations, make sure you list the skills you want to be known for.

**INSIDER SECRET - Your privacy settings should be based on your comfort level.**

If you want to be found, become an open-networker. If you have particular concerns, it is easy to set your privacy settings at much stricter controls.

**INSIDER SECRET - Follow LinkedIn etiquette for making connections.**

There are penalties for reaching out to people you don't know and who report your connection attempt as spam. If it happens too often, LinkedIn will erect hurdles when you try to connect to someone you do know. Do not indiscriminately reach out to make a connection unless you know the person or their profile indicates they are an open-networker.

