



INSIDER SECRETS REVEALED

Tips, Tricks & Strategies
From the Podcast Interview With

Social Media Marketing & LinkedIn Expert

Dan Sherman

Part 2

Dan Sherman is the Author of Maximum Success with LinkedIn, a Social Media Marketing and LinkedIn Consultant, and Speaker. <https://www.linkedin.com/in/socialmediatrainer> <http://maximumsuccesstwo.com/> <https://twitter.com/danlinkedinman> <https://www.facebook.com/dan.sherman.750?fref=ts>



INSIDER SECRET - LinkedIn Premium members can search for jobs within a salary range.

The advanced job search on LinkedIn is very similar to any job board. You can search by job title, company, location and if you are a premium member, you can also search by salary range.

INSIDER SECRET - Use the company page on LinkedIn in your research.

If you are interested in a specific company, research their company page for information about their business, their culture, job openings and connections to employees of the company.

INSIDER SECRET - When you reach out to someone, keep it personal.

People on LinkedIn are there to network. Before you ask someone for a favor, read their profile, know who they are and what they are interested in, and share something helpful (an article, a white paper, a piece of industry news) with them. Don't just cold call them asking for a connection; engage with them first.

INSIDER SECRET - LinkedIn is not just about connections; it is about engaging with people.

The best way to be engaging is to be helpful. Your goal is to move people from LinkedIn to a phone call, so be intriguing in order that you can engage them. Build rapport first.

INSIDER SECRET - LinkedIn can help you connect with people who are not a 1st level connection.

InMail is one way to reach out to people, but you have to be a premium subscriber. Alternatively, look at the individual's profile to see if they have included their contact information. A third way to reach someone is to join a group with them because you can send up to 15 InMail messages per month to people who are in one of your groups.

INSIDER SECRET - The days of finding a job by responding to posting, and sending in a résumé, are dead.

80-90% of jobs are never posted. If you want to find a good professional job these days, you have to get busy on LinkedIn. Spiff up your profile and get busy talking to people. Ask for and send recommendations, respond to discussions in groups and let people know you are open to opportunities.

INSIDER SECRET - LinkedIn is a great tool for preparing for your interview.

A company's LinkedIn page has information about current events, new initiatives, and who works there. You can also get insight into the company's culture, how to dress, and how to speak.



INSIDER SECRET - Jobs that are posted on LinkedIn work just like a job board, except with LinkedIn, you get insight into who the recruiter or hiring manager is.

Unlike most big job boards, where you apply and your résumé goes into a black hole, with LinkedIn you can review the recruiter or hiring manager's profile. You can also see who you know who is connected to them or the company so you can reach out and let them know about your enthusiasm for the job. Don't forget to engage with them on a personal note, based on common interests (which you can find on their LinkedIn profile!)

INSIDER SECRET - Use your LinkedIn profile to stand out from the crowd and make it easy for the company to hire you.

Take advantage of the ability to attach to your profile your résumé, a video clip, and other media that highlight your achievements so that when a company finds you, they can easily learn more about you. It is just one way to differentiate yourself from other candidates.

INSIDER SECRET - Link a personal website to your LinkedIn profile.

If you have things that you can show, a personal website is essential. There are so many free website builders that are easy to use, so there is no excuse not to create a personal site and link it to your profile.

INSIDER SECRET - You don't have to use trial and error to benefit from marketing yourself on LinkedIn

"Maximum Success with LinkedIn" (available on Amazon), has a huge chapter dedicated to the job seeker and includes a step-by-step process for building your profile. It also includes how to find and engage recruiters and hiring managers. If you are looking for how to "get busy" on LinkedIn, pick up a copy of the book and review the chapter on job hunting. Or, you can have a phone or Skype consultation with an expert. Most people don't know how to market themselves. Experts can help.

INSIDER SECRET - Avoid big LinkedIn mistakes.

It all starts with your profile, but you can lose out on the power of LinkedIn by making etiquette mistakes (reaching out to 100 people you don't know), having no or an unprofessional headshot, and not keeping active. A great profile can get lost in the 400 Million people if you don't put yourself out there and touch people. People hire people. If you want a job, you have to get busy and start engaging people!

