



INSIDER SECRETS REVEALED

Tips, Tricks & Strategies

From Our Interview With

Résumé and LinkedIn Expert

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Part 2

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INSIDER SECRET - When someone Googles your name, typically one of the first results will be your LinkedIn profile.

Good or bad, people are going to identify you by your LinkedIn profile. It becomes your brand. It creates a perception of who you are.

INSIDER SECRET - Companies and recruits

There is an enormous amount of searching going on within LinkedIn. If you have not been proactive in making sure that your profile is very well put together and deliberately created, then your reputation in that market can be extremely poor.

INSIDER SECRET - Your résumé and LinkedIn profile should not be identical.

Typically, people have your résumé and then they look up your LinkedIn profile because they are looking for more information. These two documents should complement each other, but they should not be carbon copies.

INSIDER SECRET - Don't publish your résumé on LinkedIn as an attachment.

If an HR manager or recruiter finds your résumé on LinkedIn, they may make a yes/no decision without you even knowing about it. However, if you invite a LinkedIn profile reader to contact you for your résumé, you now have that lead.

INSIDER SECRET - Don't make a prospect hunt for your information.

If you are in the market for a new job, make it easy for prospects to reach you on a personal level. Have a professional email address and personal contact information readily available for companies and recruiters to contact you.

INSIDER SECRET - Let your personality come through in your LinkedIn profile.

When you are seeking your perfect job, you want to make sure that you are a culture match for the company. The right company will be attracted to you when you fit within their culture.

Be conversational and invite people to get to know you. Let it be known what you love about your work, why you do it and how you got started in it. If you appear as a human, speaking with a human voice, you will invite people into the conversation. For this reason, avoid a third person voice because it will create a disconnect between you and the reader.

INSIDER SECRET - Use formatting to make your LinkedIn profile attractive and increase the readability.

Avoid big bulky paragraphs. They are painful on the eyes and appear overwhelming to your reader. You want your profile to be inviting. Big bulky paragraphs will not be read.



INSIDER SECRET - Upload videos, images or other documents if you are in a visual profession like graphic design or if you have a portfolio to share.

Don't upload your entire portfolio, but just some key samples and include some history. These visuals can go a long way to showcase what you are doing. Articles and other documents that look good, read well, and reinforce who you are, can be a great asset.

INSIDER SECRET - Basic or free LinkedIn is very powerful and usually sufficient for the average person.

Premium services allow you to reach more people and see more history, so if you have exhausted all your leads, it can be helpful.

INSIDER SECRET - Check your online presence on the job-search platforms (eg. Monster, Indeed, CareerBuilder) to make sure you don't have stale profiles out there.

If somewhere in your past you uploaded a résumé or created a profile, companies or recruiters may now be reviewing something that is old and skipping you for opportunities because you have not updated your information and included the skills that you have now. If you have an old résumé out there, either close down the account or continually keep it up to date.

INSIDER SECRET - Be cautious of your comments online, on Facebook, or on blogs.

Beware of comments that are not good or can be construed as "-ist" in any way (i.e. sexist, racist.) Many companies conduct extensive background checks and an "innocent" comment can make the difference.

INSIDER SECRET - Be aware of what others post and tag you with.

Because they can't control everything that others do, some candidates will increase their privacy to the highest level or shutdown their social media accounts altogether, when they are in an active job search.

INSIDER SECRET - What you see is what you get!

Being authentic will communicate your values to your ideal client and can endear you to an employer.

INSIDER SECRET - Be proactive even when you are extremely happy in your job.

Your career is yours to own, yours to document, and yours to manage. You will be in a better position to take advantage of new opportunities if you keep track of your achievements and your contributions, update your résumé, and proactively manage your online brand.

