



Welcome!

What's New on LinkedIn?

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Background:

- Enterprise Rent-A-Car
- Brown Shoe (Naturalizer, Buster Brown, Sam Edelman, etc.)
- CBS Radio
- Global nonprofit

Started using LinkedIn to craft my brand for my career
and then for what I really wanted to do:

1) LinkedIn training | 2) Career Coaching

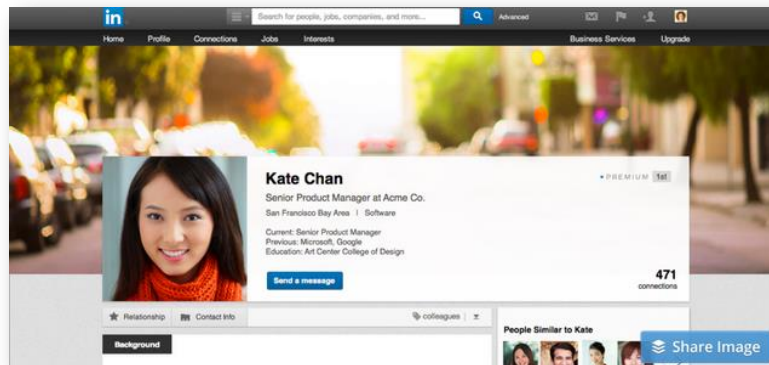


The Good News



Power Masthead

- ▶ Stand out!

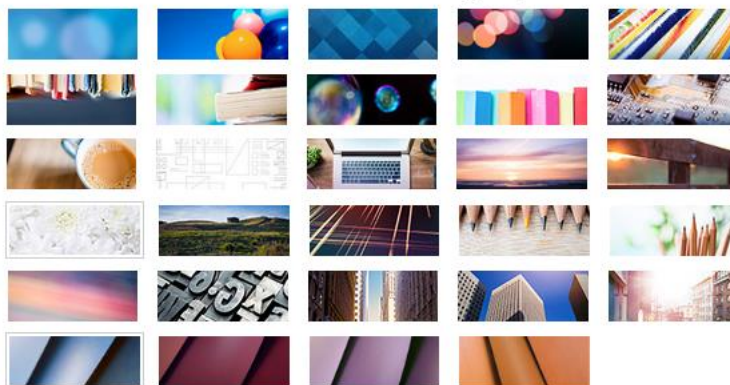


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Power Masthead

- ▶ Premium account holders can choose from 25 designs

Standard LinkedIn Premium Header Image Options



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Free Account?

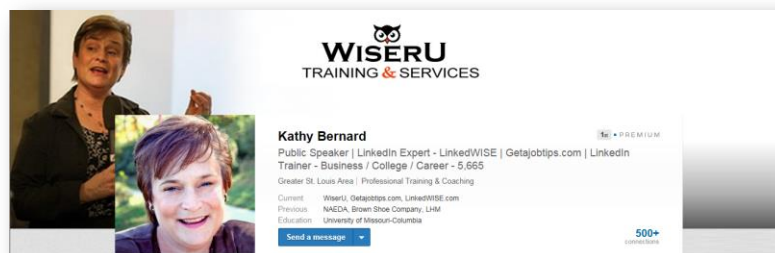
- ▶ You must add your own image
- ▶ The parameters are very tricky



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Free Account?

- ▶ WiserU has affordable options:
 - ▶ Customized banner: \$109



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Free Account?

- ▶ Customized word cloud: \$69



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Free Account?

- ▶ Standard image: \$29

Standard Header images - \$29 each (Additional styles / colors may be available)



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“How People Found You” feature

- ▶ When you visit “Who Viewed My Profile”



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Improved Mobile

- ▶ Get quick reminders about person you are meeting
- ▶ Learn common connections
- ▶ Easier to use, but still make detailed edits on computer



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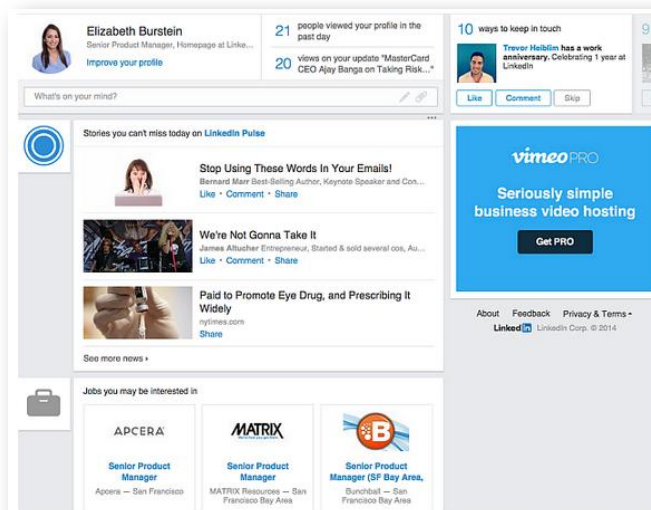
Job search app

- ▶ Location-based job postings
- ▶ Instant notifications of key jobs
- ▶ Apply **with** your LinkedIn profile **on your phone**



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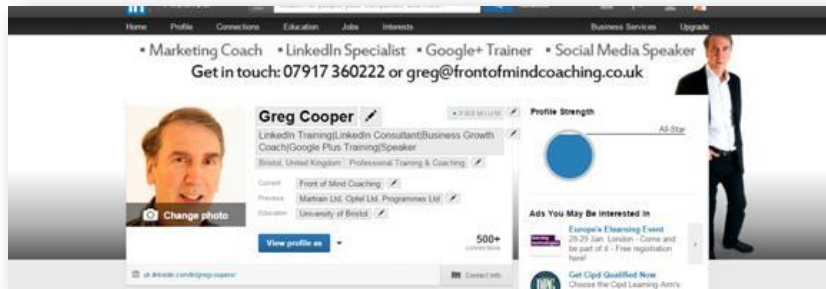
New dashboard home page



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More easily edit your profile

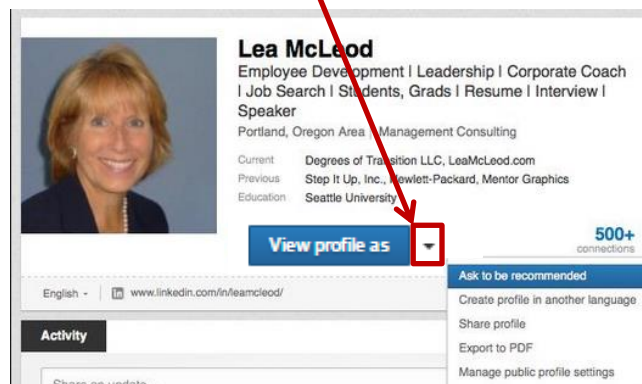
- ▶ Hover over any line to reveal edit pencil



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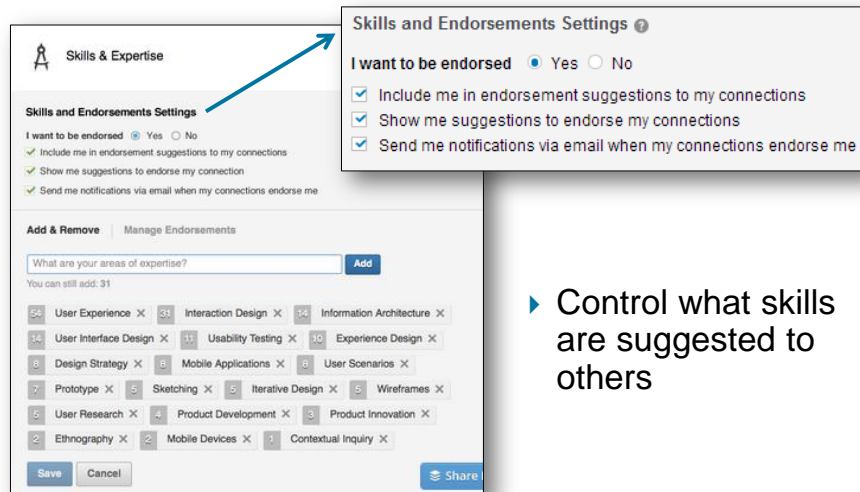
Easier way to get recommendations

- ▶ Visit your profile, click down arrow > Ask to be recommended



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Skills endorsement options



Skills and Endorsements Settings

I want to be endorsed ☒ Yes ☐ No

- ☒ Include me in endorsement suggestions to my connections
- ☒ Show me suggestions to endorse my connections
- ☒ Send me notifications via email when my connections endorse me

Add & Remove | Manage Endorsements

What are your areas of expertise? **Add**

You can still add: 31

- User Experience X
- Interaction Design X
- Information Architecture X
- User Interface Design X
- Usability Testing X
- Experience Design X
- Design Strategy X
- Mobile Applications X
- User Scenarios X
- Prototype X
- Sketching X
- Iterative Design X
- Wireframes X
- User Research X
- Product Development X
- Product Innovation X
- Ethnography X
- Mobile Devices X
- Contextual Inquiry X

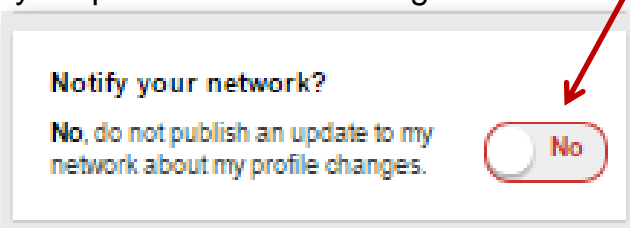
Save **Cancel** **Share**

- Control what skills are suggested to others

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Hide profile edits

- Turn off activity broadcasts more easily
- Find on right side of Edit Profile page. **Keep turned off.**
- Edit your profile without alerting others!



Notify your network?

No, do not publish an update to my network about my profile changes.

☐ No

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Profile helper button

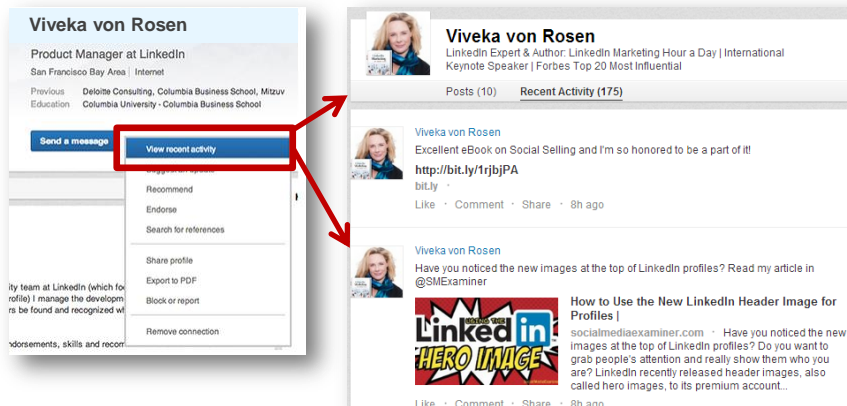
- Walks you through your profile so you know what to do



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View connection's recent activity

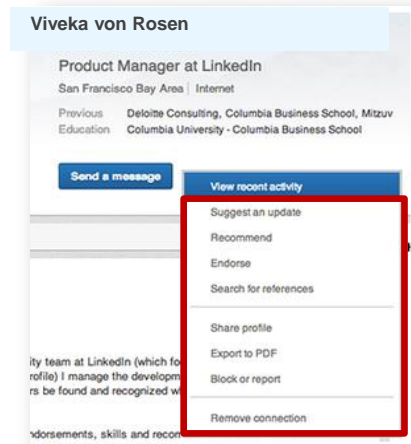
- Gives you something to talk about with connection



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Other options on people's profiles

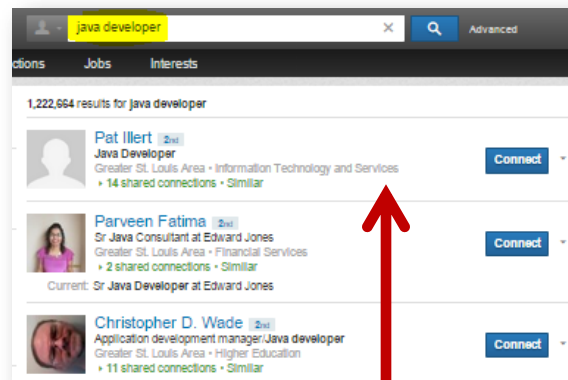
- Share profile, export to PDF, block, or even remove



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Very good news coming soon ...

- Better search results
- The right people should show up on top



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The Bad News

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Group invite option removed

- You can no longer select “Group” as an option for inviting someone from the standard invitation box

Invite Jenny to connect on LinkedIn

How do you know Jenny?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Jenny

Group option has now been deleted

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Greg Cooper

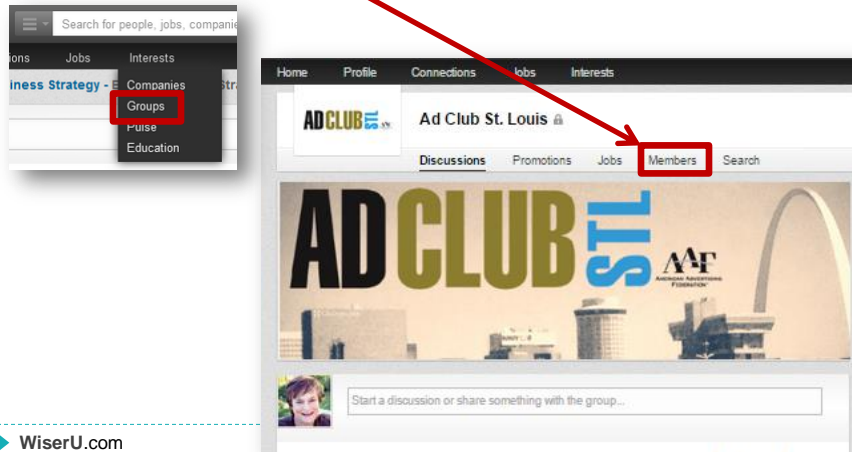
Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

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Workaround

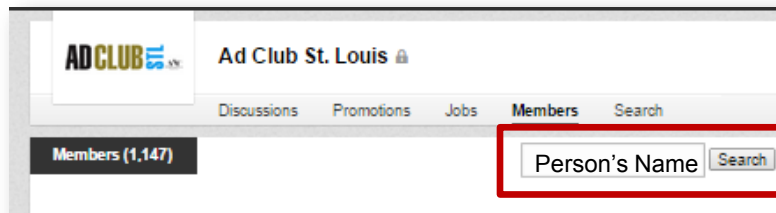
- ▶ Visit **Interests** > Groups. Select a pertinent group
- ▶ Click **Members** tab



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Workaround

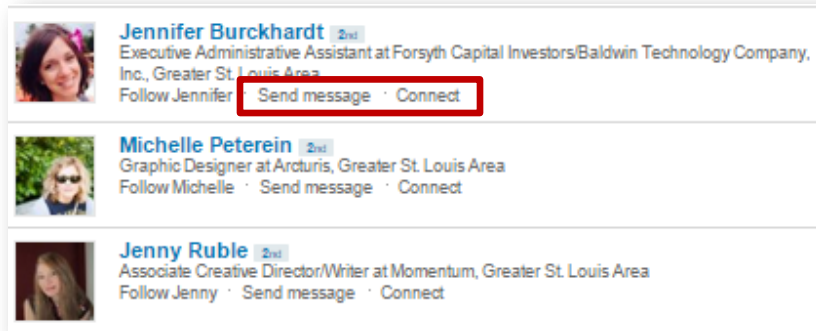
- ▶ Type person's name into the Member's search box



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Workaround

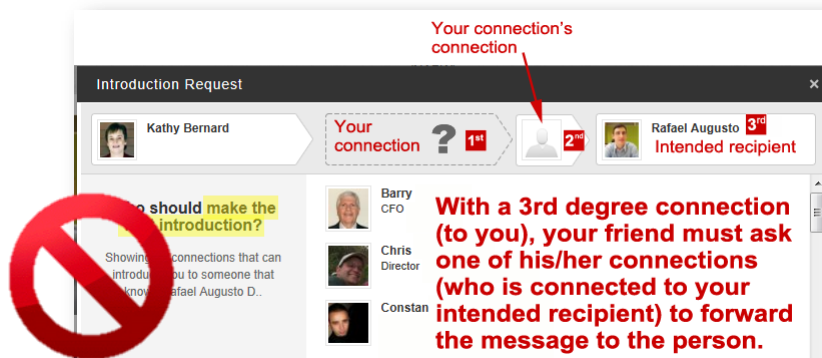
- ▶ Find person in the list
- ▶ Click **“Send Message”** or **“Connect”**



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3rd Party introductions are gone

- ▶ You used to be able to ask your extended network to introduce you to someone



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Workaround

- ▶ Visit person's profile. Scroll to Groups section
- ▶ Join group and then send them a direct message



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Open Profile button is gone

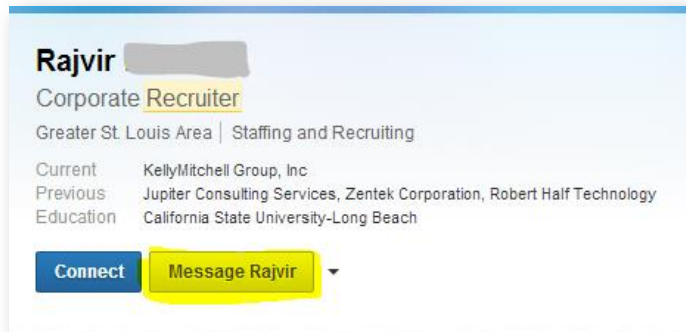
- ▶ It let you know you could send a message to someone you were not connected to



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Visit the person's account

- ▶ If you see "Message [NAME]", you can send a free message



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Send recruiters a message

- ▶ A box will pop up where you can send a message

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POWERFUL Premium Job Seeker Account

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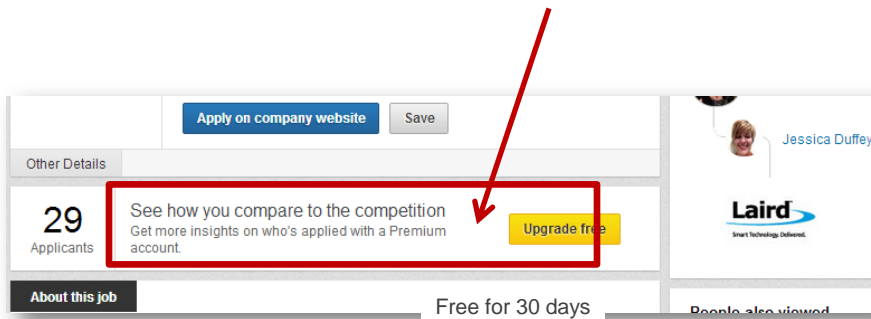
Should you have a premium account?

► I always said no or wait, but ...

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Premium has powerful tools

- ▶ You can't see them unless you upgrade



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Top box placement

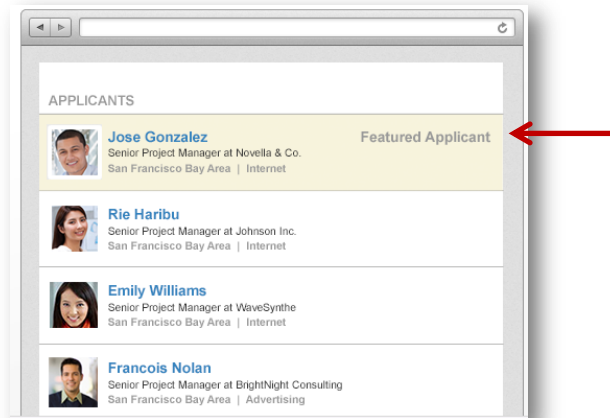
- ▶ For jobs posted on LinkedIn



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Top box placement for jobs

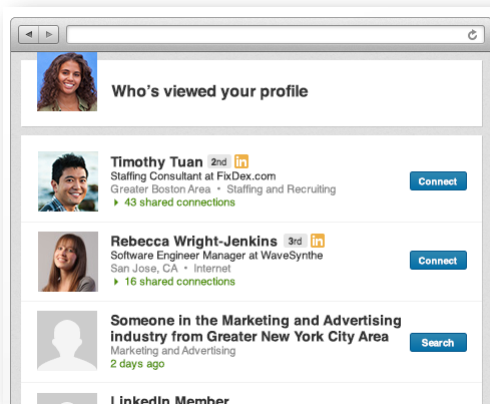
- ▶ System highlights you as a Featured Applicant



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See who viewed your profile

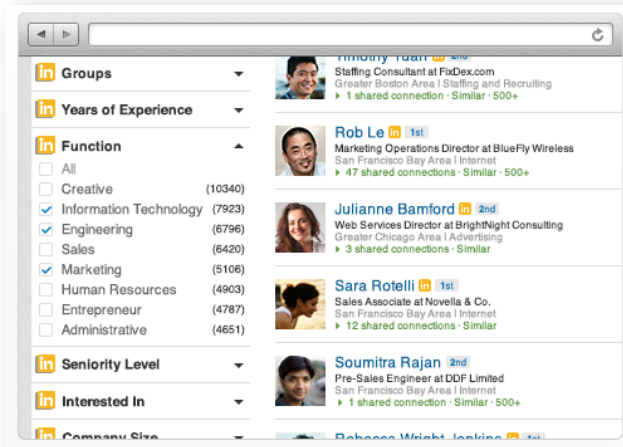
- ▶ 90-days worth of visits
- ▶ Anonymous visits will still be anonymous
- ▶ See keywords used
- ▶ Learn locations and industries of visitors



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Use premium research tools

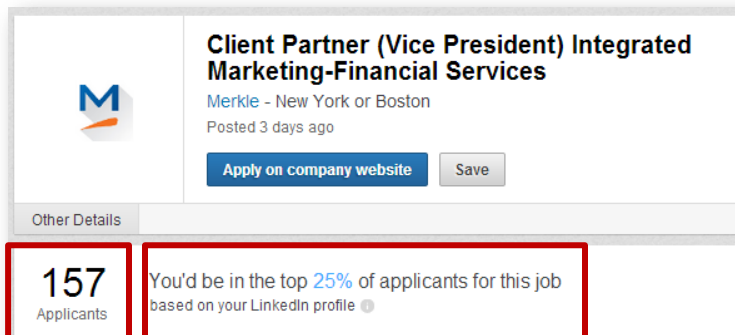
- Find the right people with advanced research tools



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Get the inside scoop on jobs

- See how you are stacking up for the jobs that you want



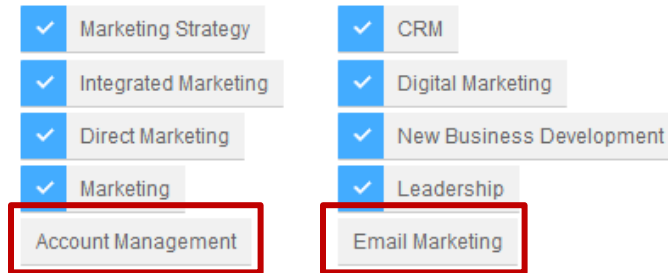
► WiserU.com

View keywords used for the job

- ▶ View missing keywords in your Summary section

Top skills and areas of expertise

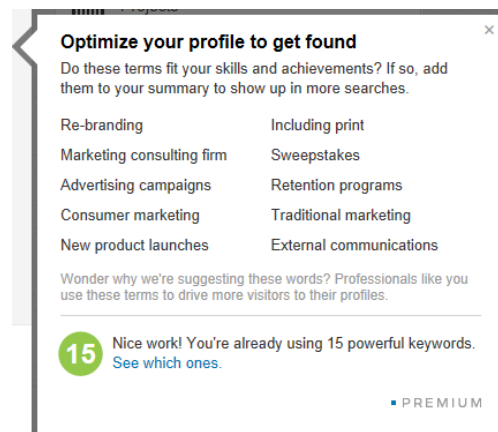
Add relevant skills to improve your chances of getting this job.



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Add keywords to your Summary

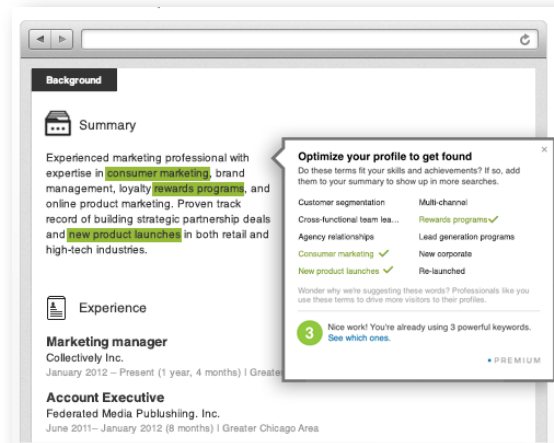
- ▶ Simply add the keywords that LinkedIn tells you to



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Add keywords to your Summary

- ▶ Immediately show up higher for the jobs that you want



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Add keywords to your Summary

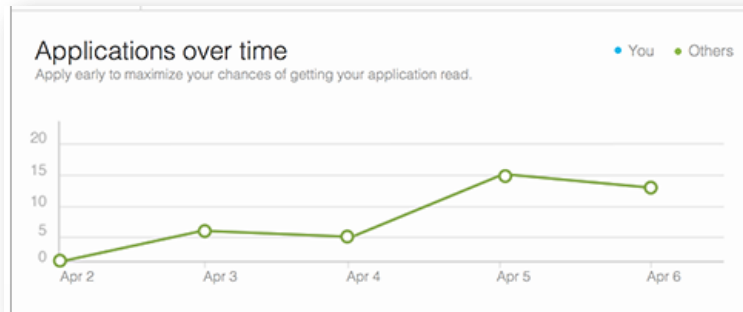
- ▶ Compile list from **several** LinkedIn job postings
- ▶ Put them in alphabetical order
- ▶ This can make a HUGE difference

STRENGTHS: (Alphabetical): B2B Marketing, Branding, Brand Management, Business Alliances, Business Intelligence, Certified Process Improvement Facilitator, Client Service, Consumer Research, Cross-Functional Process Improvement, Cultural Sensitivity, Customer Research, Customer Segmentation, Direct Response Marketing, Drive Growth, Integrated Marketing Plans, International Marketing, Leveraging, Marketing, Marketing Communications, Marketing Strategy, Marketing to Women, Marketing Verticals, Market Segmentation, Multicultural, Multilingual – English-Spanish-French and Conversational Portuguese, Marketing, Needs-Based Segmentation, New Business Development, New Credit Card, New Market and Product Development, Online Advertising, Partnerships, Product Enhancements, Product Management, Product Positioning, Propositions, Relationship Building/Management, Sales Collateral, Salesforce Support, Salesforce Training, Segmentation Strategy, Six Sigma Black Belt, Social Media Marketing

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See when people applied

- ▶ Find out if you are too late to apply



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Stats compiled after 10 applications

- ▶ Helps ensure applicant privacy

6
Applicants

Check back soon to see how you compare to the competition
To ensure privacy, we only share insights when there are at least 10 applicants.

■ PREMIUM

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Other premium insights

- ▶ Your status compared to other candidates' **seniority**



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Other premium insights

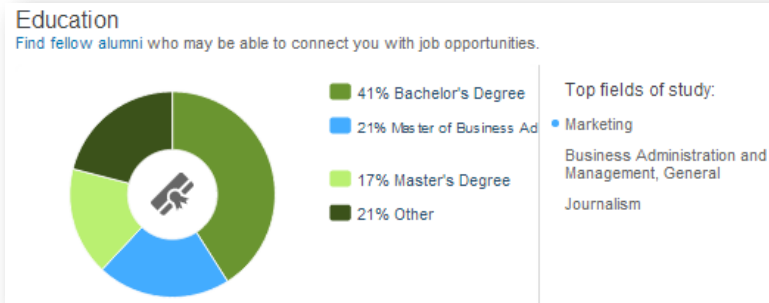
- ▶ Your status compared to other candidates' **LinkedIn network size at the company**



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Other premium insights

► Top fields of study of your competition



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Same approach is **used** on your resume

- 1** **FIRST NAME LAST NAME**
STREET ADDRESS, CITY, STATE ZIP CODE
PHONE NUMBER | EMAIL ADDRESS | LINKEDIN PROFILE ADDRESS
- 2** **Strong headline related to each job description**
- 3** **Skills Summary**
List keywords listed in the job openings you want. Keep format simple so you can easily paste it into online application systems. Example: Experienced in Microsoft word writing, speech writing, events, promotions, development/fundraising, public speaking, blogging, branding and design. Include all computer and software proficiencies feature all relevant certifications.
- 4** **Work Experience - (JUST MOST RECENT JOB FIRST)**
Company Name - (ADD IMPRESSIVE DESCRIPTION OF COMPANY) **YEAR - YEAR**
Brown Shoe, Inc. - Global footwear marketer of Naturalizer, Dr. Scholl's and other top brands.
Job title
- Most relevant duty related to job description
- Second most relevant duty related to job description
- Third most relevant duty related to job description
Accomplishments at Company Name
- Most impressive quantifiable accomplishment - Example: Grew sales by XX percent.
- Second impressive quantifiable accomplishment - Raised \$XXX in donations.
- Company Name** - (ADD IMPRESSIVE DESCRIPTION OF COMPANY) **YEAR - YEAR**
Brown Shoe, Inc. - Global footwear marketer of Naturalizer, Dr. Scholl's and other top brands.
Job title
- Most relevant duty related to job description
- Second most relevant duty related to job description
- Third most relevant duty related to job description
Accomplishments at Company Name
- Most impressive quantifiable accomplishment - Example: Grew sales by XX percent.
- Second impressive quantifiable accomplishment - Raised \$XXX in donations.
- 5** **Education**
BA - Bachelor of Arts, Graphic Design - University of Missouri-Columbia
Recent classes completed in Adobe Photoshop, Illustration, Dreamweaver, content management, blogging.
- 6** **Background**
- Awards and Honors
- Volunteer involvement particularly related to your field

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Pack your resume with ...

- ▶ Keywords
- ▶ Proof of seniority
- ▶ Proof of the right education
- ▶ Also, prove your network
 - ▶ Drop names in cover letter and interviews

1 FIRST NAME LAST NAME
STREET ADDRESS, CITY, STATE ZIP CODE
PHONE NUMBER | EMAIL ADDRESS | LINKEDIN PROFILE ADDRESS

2 Strong headline related to each job description

3 Skills Summary
List keywords listed in the job openings you want. Keep format simple so you can easily paste it into online application systems. *Example:* Experienced in Microsoft word writing, speech writing, events, promotions, development/fundraising, public speaking, blogging, branding and design. Include all computer and software proficiencies feature all relevant certifications

4 Work Experience - (JUST MOST RECENT JOB FIRST)
Company Name - (ADD IMPRESSIVE DESCRIPTION OF COMPANY) YEAR - YEAR
Brown Shoe, Inc. - Global footwear marketer of Naturalizer, Dr. Scholl's and other top brands
Job title
- Most relevant duty related to job description
- Second most relevant duty related to job description
- Third most relevant duty related to job description
Accomplishments at Company Name
- Most impressive quantifiable accomplishment - Example: Grew sales by 18 percent.
- Second impressive quantifiable accomplishment - Raised \$500K in donations.

5 Education
BA - Bachelor of Arts, Graphic Design - University of Missouri-Columbia
Recent courses completed in Adobe Photoshop, Illustrator, Dreamweaver, content management, blogging.

6 Background
- Awards and honors
- Volunteer involvement particularly related to your field

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View salary ranges for jobs

- ▶ Great answer for what's your salary expectation?

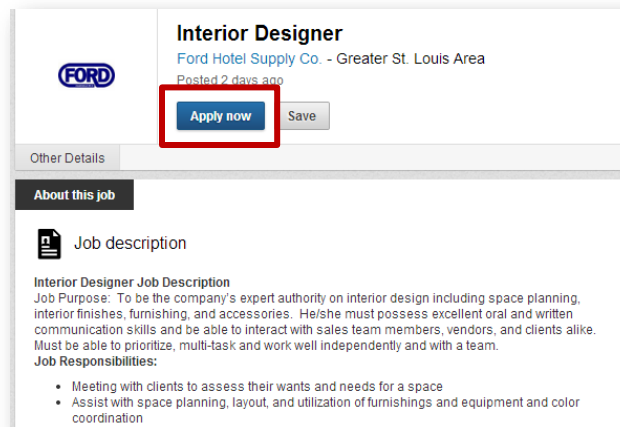


- ▶ Search for **jobs by salary range** on LinkedIn

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Apply Now Feature

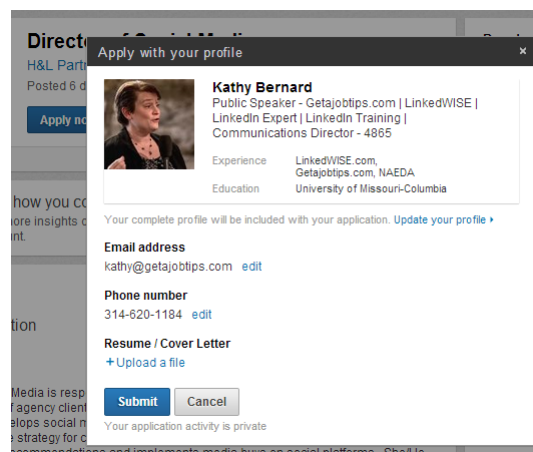
- ▶ Let's you apply immediately with your LinkedIn profile



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Maximize your profile & then apply

- ▶ Upload your resume + cover letter and voila!



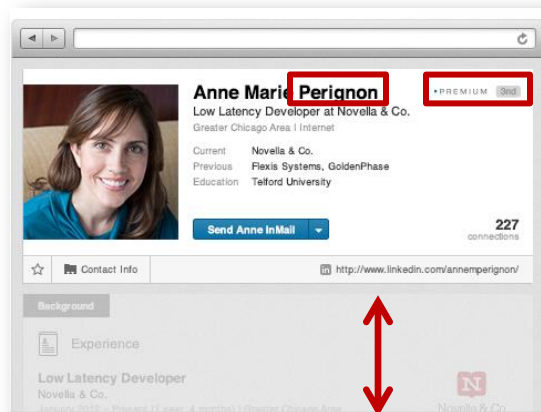
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Premium is pricy, but may be worth it

Compare Plans	Free	Personal Plus <i>Your Current Plan</i>	Job Seeker Basic	Job Seeker
Pricing: Annual Monthly			US\$19.99/MO ¹	US\$29.99/MO ¹
			Start Now	Start Now
Get in touch				
InMail Messages Send direct messages to recruiters on LinkedIn. <i>Response guaranteed.*</i>				3 per month
Who's Viewed Your Profile See the list of people interested in your profile.	Limited	✓	✓	✓
Get noticed				
Featured Applicant Move your job applications to the top of the recruiter's list.			✓	✓
Premium Badge Stand out in search results with a premium icon on your profile.			✓	✓
Get premium insights				
Applicant Insights See how you compare to other applicants for any job on LinkedIn.			✓	✓
Salary Data See detailed salary info for each job.			✓	✓
Job Seeker Group and Webinar Get support and advice on landing your dream job.			✓	✓

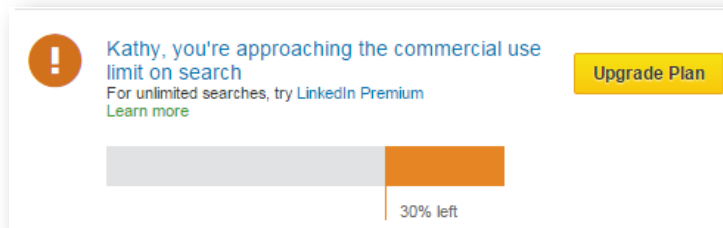
See more of people's profiles

- ▶ Even if viewing 3rd degree or group members' profiles
- ▶ See full last name, but ...



Your searches are now limited

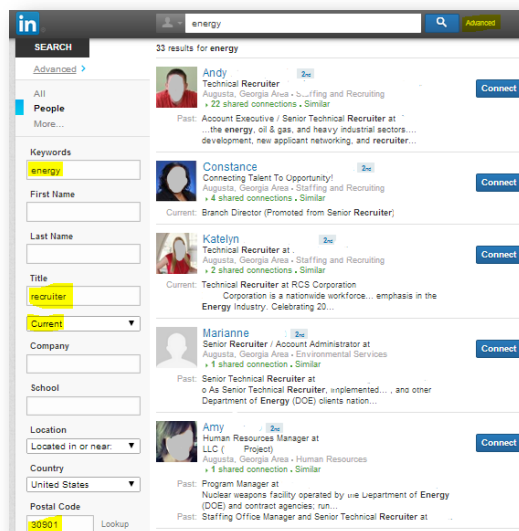
- ▶ 60 searches per month; renewable first of each month
- ▶ You must upgrade to Business or Recruiter premium to search for more



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For example ...

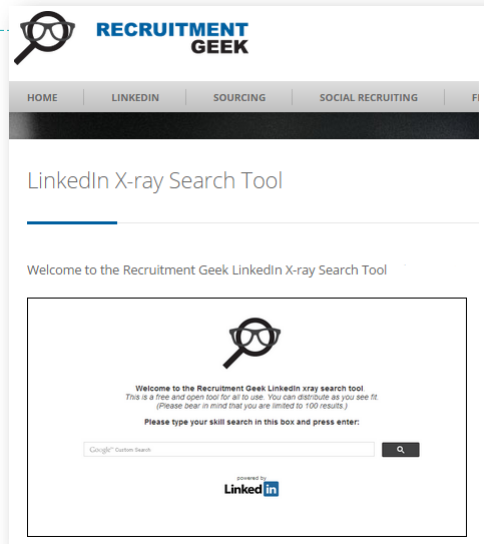
- ▶ If you search for a recruiter specializing in your industry ...
- ▶ The system will eventually limit you
- ▶ Search as much as allowable and then ...



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Use this site ...

- ▶ Recruitment Geek . Com
- ▶ LinkedIn X-ray Search Tool
- ▶ It will let you conduct 100 more searches for free



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LinkedIn is powerful ...

- ▶ **97%** of recruiters use it
- ▶ **40 times** greater chance of landing a job with an optimized LinkedIn profile

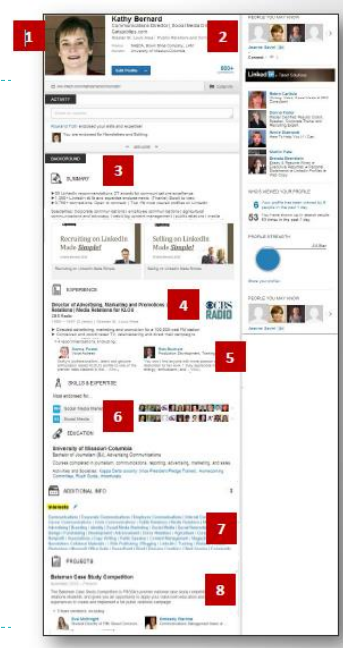


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Ask me about a ...

- ▶ **Total LinkedIn Profile Optimization**
- ▶ Every aspect of your profile **power-packed**
- ▶ *Plus*, all the right groups
- ▶ *And* all the right companies

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Total LinkedIn Profile Optimization



- ▶ *Since you optimized my LinkedIn profile, I started getting emails and phone calls from recruiters in my field. In fact, I just accepted a job offer with Bank of America-Merrill Lynch as a vice president while I turned down three recruiters this week. Your fine work made this happen.*

– **Kim Hughes, New York City, NY**



- ▶ *Thanks to my beefed up LinkedIn profile, I got an interview and thanks to your techniques, they have invited me back for a second interview. I honestly don't think I'd be in this position if it weren't for you. You are like a St. Bernard when it comes to rescuing job seekers lost in the snow-covered mountains of unemployment.*

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– **John Tucker, Phoenix, AZ (he got the job!)**

Power pack your profile!

► Total LinkedIn Profile Optimization

- \$495 for optimized profile to ensure you can be found for the titles you want
- Add a fully optimized resume – *both* for \$850
- Save \$40



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Find job search & career help

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- Step-by-step help
- Subscribe!

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TRAINING & SERVICES

Home About Services Contact Us Job Tips by Topic Seminars Job Sites eBooks

How to optimize your LinkedIn job titles

Unemployed or miserably employed? Maximize your current and past LinkedIn job titles to show up higher in search results for the jobs that you want. By doing so, you will better attract employers who search LinkedIn for top candidates. (And believe me, LinkedIn is where they look... **92%** of recruiters use LinkedIn to find and/or check out candidates according to *Jobvite*. Here's how:

How to optimize current and past job titles:

Job Seeking? Optimize your current and past LinkedIn job titles

Maximize each **100** character job title space!

- 1 List your actual title first.
- 2 Include **additional titles and important duties/attributes** in parentheses in the job title box.

By doing so, you'll come up higher in search results!

EXAMPLE

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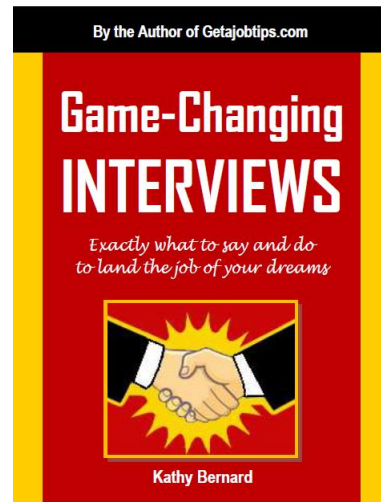
“Game-Changing Interviews” e-Book

▶ Expert interview guidance

- ▶ Phone/Skype interviews
- ▶ In-person interviews
- ▶ **Great** questions to ask
- ▶ Answer to **tough** questions
- ▶ Follow-up strategies

80+ pages packed with tips

\$9.97



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Today's Special Offers

- Total Optimized LinkedIn Profile: \$495
- Resume: \$395
- Profile & Resume: \$850
- Game-Changing Interviews e-Book: \$9.97

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TRAINING & SERVICES

Thank you!
Any questions?

What's New on LinkedIn?

Kathy Bernard

WiserU.com | kathy@WiserU.com