



# **LinkedIn Tips and Strategies to Leverage LinkedIn to GROW your Network and PULL High-Level Career Opportunities to You.**

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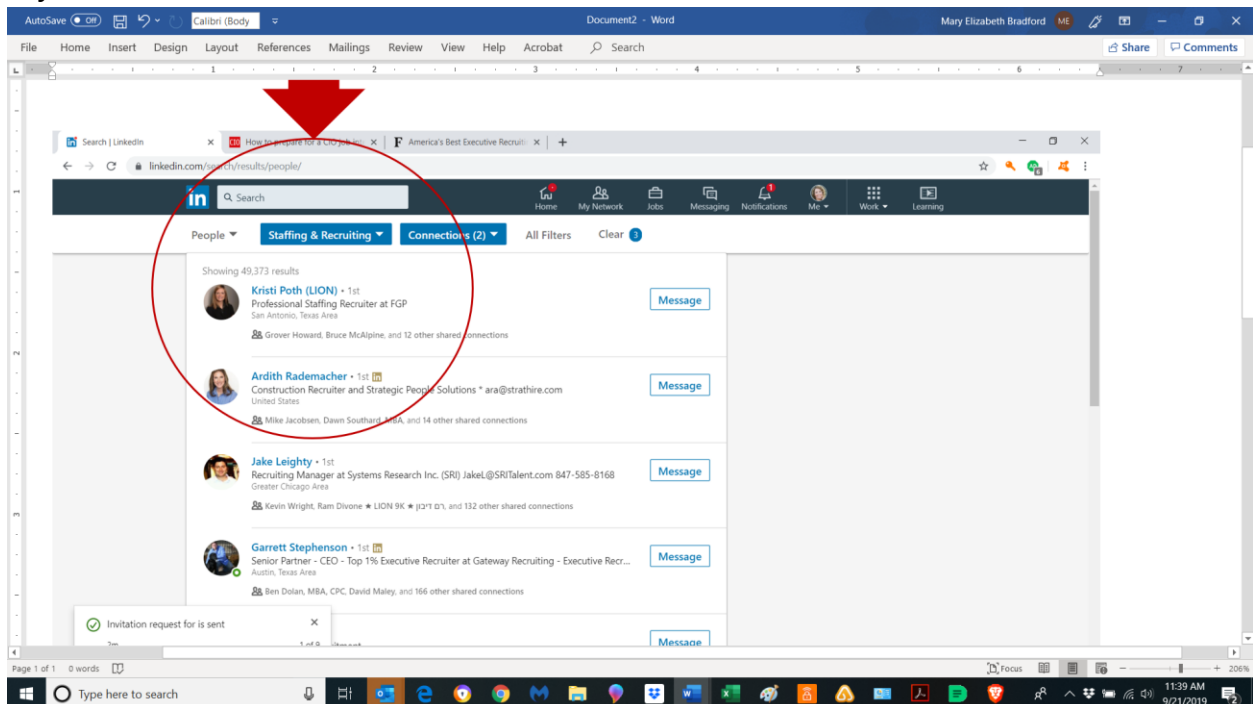
**Below you will find powerful tips to leverage LI. Beyond connecting with me so that you can benefit from my expansive network of recruiters, PE and VC firms, you may wish to employ a few items on this list – or all of them. Here are my tips:**

## Connect with Me

Connect with me here: <https://www.linkedin.com/in/executiveresumes/>

I have a network of over 50K executive recruiters in my first and second-degree connections. I also have over 4K VC and PE connections and 500K board members and CxOs. Inviting me to your network gives you access to them.

My 50K recruiter connections:



## Recruiters

Today, over 87% of internal and external recruiters are using LinkedIn to source candidates. 92% of those recruiters are sourcing for Fortune 1000 companies.

LinkedIn offers two plans for recruiters to use LI to source candidates:

1. LinkedIn Corporate Recruiter (\$10K a year per user – this unlocks and gives direct access to, LI's entire database)
2. LinkedIn Recruiter Lite (\$1200 a year per user – see up to 3<sup>rd</sup> level connections)

Since most recruiters are running LI Recruiter Lite and can only see up to their third level connections, that is their reason and interest for accepting your invitation – notably, if you are:

- A. in their industry.
- B. in their niche or title that they place.

**First, a note on privacy from LinkedIn regarding LI Corporate and LI Recruiter Lite. You have some protection shielding your job search activity from your current company, internal and even external recruiters:**

#### **Privacy for Shared Career Interests**

Once you have [shared your career interests on LinkedIn](#), users of LinkedIn's Recruiter product will be able to find you based on your shared career interests when they're searching for profiles.

***Only recruiters who use LinkedIn's Recruiter product will have access to your preferences and career interest information. It won't be added to your LinkedIn.com profile.***

***In order to protect your privacy, we take steps to keep Recruiter users who work at your company, as well as related companies, from seeing the career interests that you share.***

*We do this by comparing a unique number (Company ID) assigned to the current employer listed on your profile with the Company ID for recruiters on our network. If a recruiter's Company ID is the same as the current employer listed on your profile, or the same as a company affiliated with that current employer based on our platform mapping, then we won't show your career interest preferences.*

## **Recruiters and Your Profile**

A PRO LI HEADSHOT CAN INCREASE LI VIEWS BY 26x

***If we are writing your profile, the tips below will be done for you. If you want to know WHY we are framing your content a certain way, please read on:***

**VERY IMPORTANT: The value of your About section is in the first 100 words:**

**1<sup>st</sup> 50 words: Your contact information; email and phone.** Create a Google Voice phone number and develop a separate email to use expressly for LinkedIn. (You may wish to do this for your resume as well). By listing this information at the top of your profile, you give people an opportunity to connect with you in other ways besides LI. This is important for those recruiters that cannot unlock or view your entire profile but want to connect with or contact you.

**2<sup>nd</sup> 50 words: Keywords at the top of the About section; use bullet points.** Keywords need to align with your industry and target position.

**Tips:**

- **If you have a Ph.D., MBA, or meaningful certification – list this after your name.** Recruiters search by keywords. They may be looking for: COOs with Fortune 1000 Companies, in Chicago with MBAs.
- **Include the year of your college degrees.** If a recruiter filters their search by graduation date and you leave off yours, you won't rank in their search results. If you have a recent MBA, but an MS degree earned before 1990, use the MBA dates. The general rule of thumb is, if the degree is prior to 1990 and you have a more recent degree, leave the older date off.
- **If no degree,** you can use the technique of optimizing algorithms, listing any school studies, key courses or classes focusing onxxx, and the school.
- **Include awards, clubs, circles, pinnacles, or achievements.** If possible, include the job history section, as well as the honors section. Recruiters often search for keywords such as "circle, pinnacle, and award."
- **Compound job titles to increase your search rankings:** Under your work history, you can compound your job titles for algorithm credit on the back

end, potentially ranking higher for those who are keyword searching for executives like you.

- *Not this: CEO*
- *But this: Chief Executive Officer (CEO), Transformation Leader, M&A Leader, Strategic Planning*

- **Keyword Placement – Improve Your Ranking in Search Results.**

- These keywords are what LI algorithms count the most:
- Keywords in the headline
- Keywords in the job title line
- Keywords in the skill section
- In these sections you must have the right keywords and phrases associated with what position you want next. If your search is secret, you can be subtle.

- **Skills Section**

- Skills: try to create 45 keyword skills. Get your keywords primarily from the roles and titles and industries you are moving towards or want to be in next.
- Pin the most important keyword skills at the top
- Optimize skill diversity by combining (not duplicating) words. Example: choose acronym and compound words. Write the keywords to the job roles you next: ***P&L forecasting, management, and oversight***

- **Choose a location that is close to a major metropolitan area or region in which you are interested.** Recruiters will perform searches within a certain mile radius of a major metropolitan area. If you fall outside of that, your profile will not appear as a result in LI's Corporate Recruiter App. If you are in a smaller town on the outskirts of a major metropolitan area, it may be wise to list a closer and larger city as your location, so that your profile will appear in more search results.

- **Leave dates to present:** If you are not working, it is best to set the date of your last company to "present." If there is an end date listed, your profile will not show up as a result in LI's Corporate Recruiter App. If you do not wish to leave your last company date to present, another option might be

to list a present date for your most recent engagement – consulting projects, manager of a group or nonprofit or a board seat.

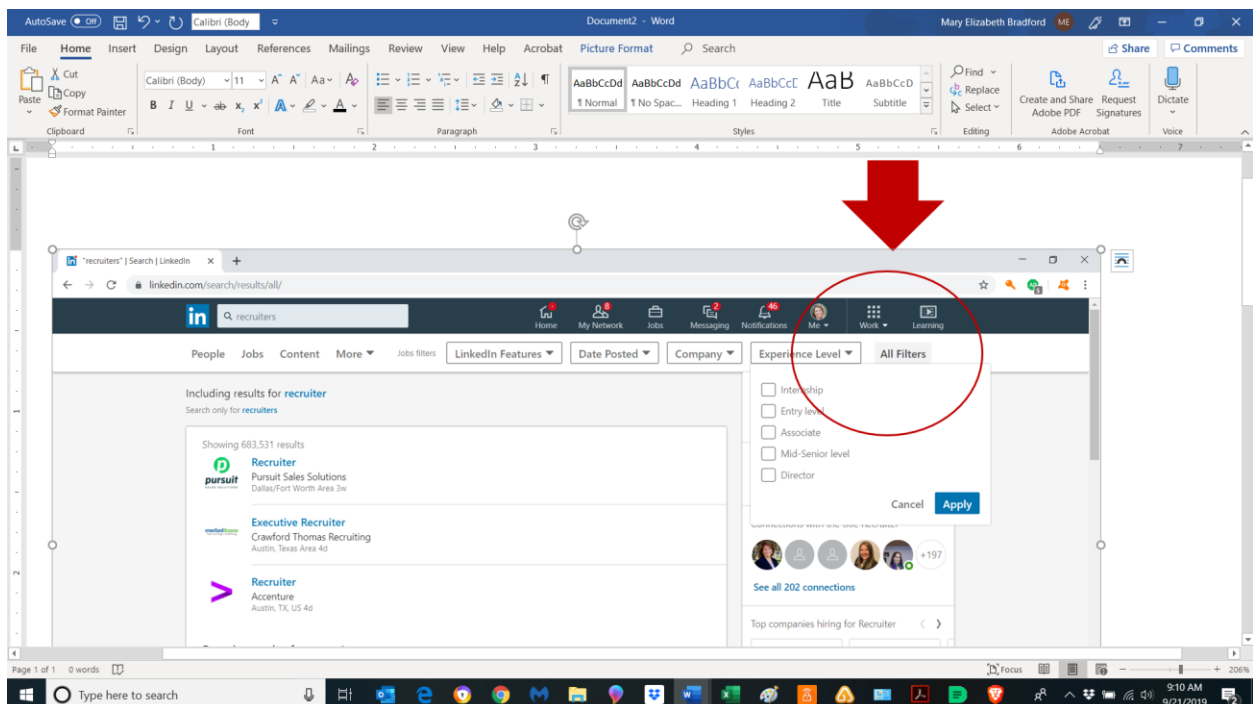
- **Acronyms after names:** Recruiters can and do search by certifications and degrees (like CISO or MBA). So put this after your name whenever possible!

## Find Recruiters to Connect with on LinkedIn

This is a VERY important step in developing a network that will come to YOU with job opportunities and other thought leader partnerships. In the search box for LinkedIn, search the following terms:

- Recruiters
- Talent Acquisition
- Senior Executive Recruiters
- Hiring Manager

For each term, click on filters to narrow your search by title or industry or general level of person the recruiter places (click mid- to senior-level and director):



Here is a great starter list of the top executive recruiting firms in the world. Follow their company, click on their list of recruiters, and invite them to join your network (more on this below).

<https://www.linkedin.com/company/heidrick-&-struggles/>

<https://www.linkedin.com/company/n2growth/>

<https://www.linkedin.com/company/kornferry/>

<https://www.linkedin.com/company/egon-zehnder/>

<https://www.linkedin.com/company/spencer-stuart/>

<https://www.linkedin.com/company/russell-reynolds-associates/>

<https://www.linkedin.com/company/boyden/>

<https://www.linkedin.com/company/boyden/>

<https://www.linkedin.com/company/stanton-chase-international/>

<https://www.linkedin.com/company/transearch/>

<https://www.linkedin.com/company/dhr-international/>

<https://www.linkedin.com/company/plymouth-search-partners---signium-international/about/>

<https://www.linkedin.com/company/jefferson-maguire/>

<https://www.linkedin.com/company/signium/>

<https://www.linkedin.com/company/santulin-&-partners/about/>

[https://www.linkedin.com/company/bo-le-associates\\_2/](https://www.linkedin.com/company/bo-le-associates_2/)

<https://www.linkedin.com/company/battaglia-advisory-services/>

<https://www.linkedin.com/company/odgers-berndtson/>

<https://www.linkedin.com/company/pearson-partners-international/>

<https://www.linkedin.com/company/wittkiewer/>

<https://www.linkedin.com/company/on-search-partners/>

<https://www.linkedin.com/company/the-caldwell-partners/>

<https://www.linkedin.com/company/true-search/>

<https://www.linkedin.com/company/ngs-global/>

<https://www.linkedin.com/company/diversified-search/>

<https://www.linkedin.com/company/robert-half-international/>

<https://www.linkedin.com/company/lucas-group/>

<https://www.linkedin.com/company/cabot-consultants/>

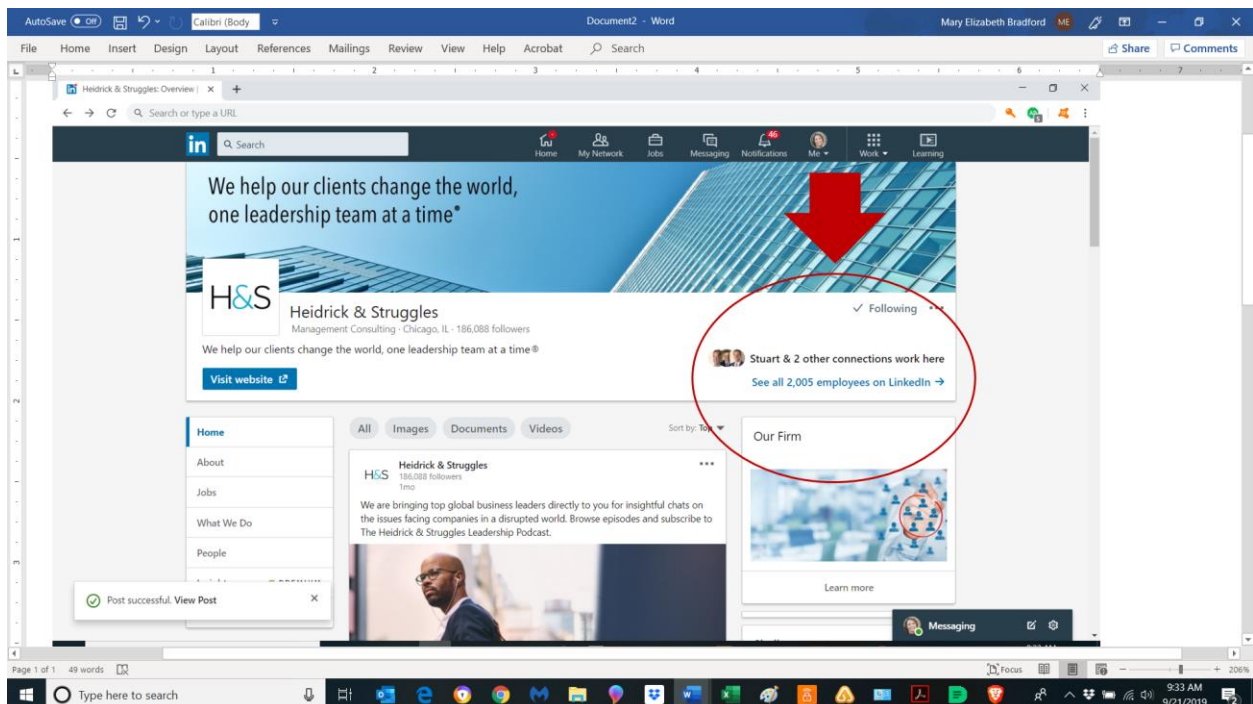
<https://www.linkedin.com/company/tatum/>

<https://www.linkedin.com/company/linked-executive-search/>

TIP: Like and comment on the articles in their feed if you feel inclined.

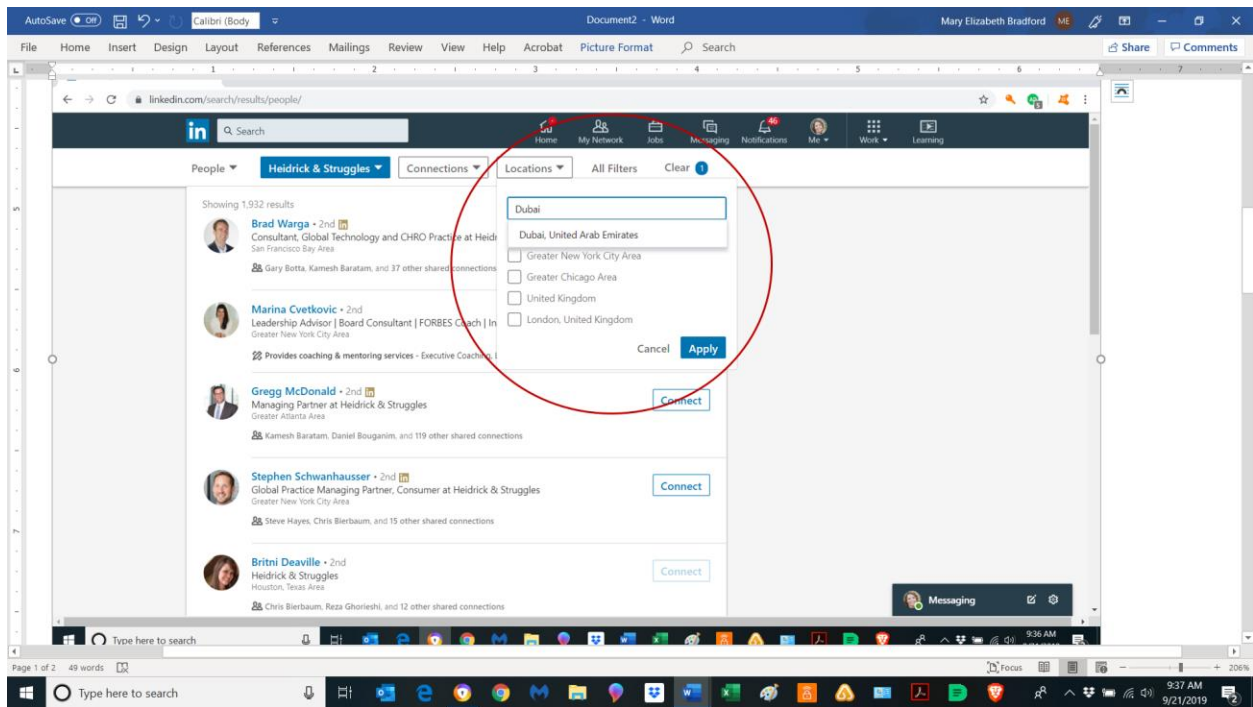
Following the instructions below, invite 5 of their recruiters/partners to connect with you. This triggers LI's algorithms.

Note that when you go to their LI company profile page, you will be offered a list of all their employees:

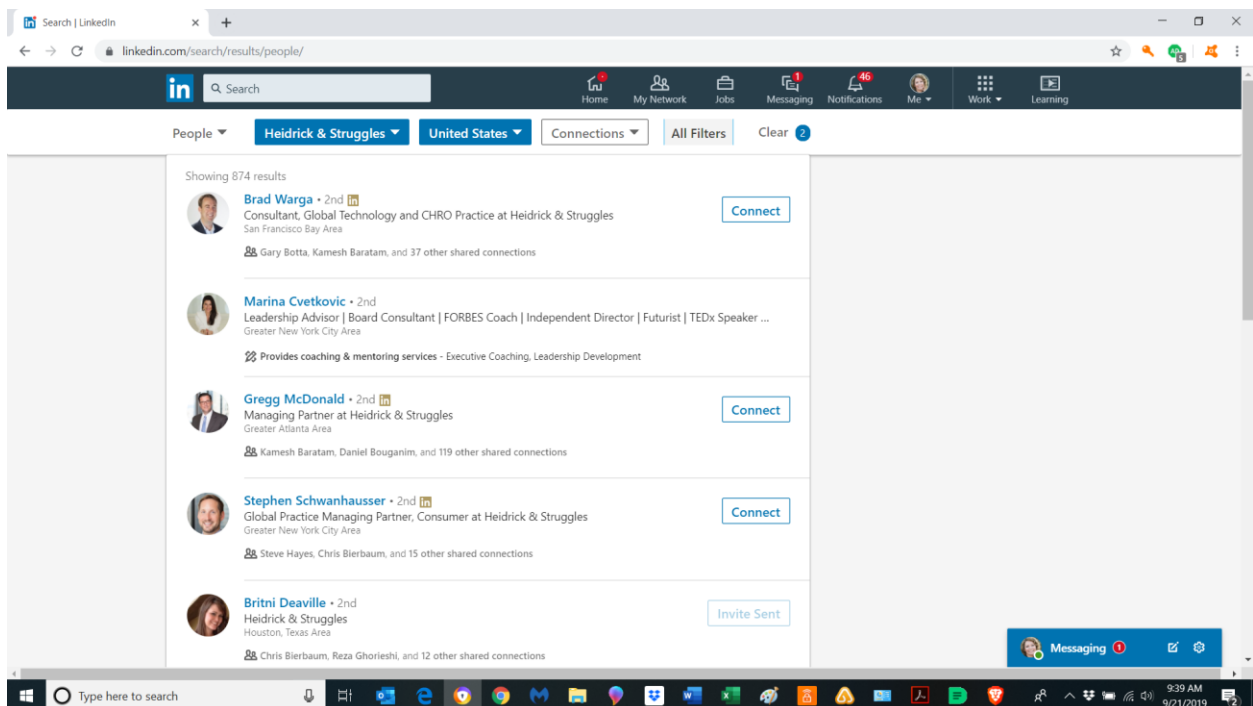


When you click on that list, you can further filter it by location (pick theirs or write in your own - i.e. Dubai, USA, UK and so on):





Click on “apply” and you can start connecting with recruiters:



**Skrapp**

[Skrapp.io](https://skrapp.io) hooks into your LinkedIn profile and allows you to find company data and valid email addresses of people in your network.

## Reaching Out to Recruiters on LinkedIn – Here's What to Say

When you find recruiters you wish to connect with, write them a short, personal message. If you do this, there is a greater chance they will take interest in you and accept your invitation. Here are some examples of messages you can use. Of course, if LinkedIn is showing you that you share contact connections you can certainly make mention of this as well, but you don't have to.

Hi \_\_\_,

I am reaching out to select recruiters as I am strategically building my LinkedIn connections. I have an expansive network in the \_\_\_ industry (or in \_\_\_ niche). Your firm is well respected. Can we connect?

### **Alternate (if you see you share mutual connections):**

Hi \_\_\_,

I notice we have some great connections in common. We never know when we might need to network, help each other or share advice. Can we connect?

### **Alternate (if you have a powerful network)**

Hi \_\_\_,

I am a (title) for (size or type of company). I have over 40K financial officer connections and am actively expanding my recruiter connections. Perhaps my network would be of benefit to you? Can we connect?

### **Alternate (general)**

Hi \_\_\_\_,

I wanted to introduce myself since you perform searches in the \_\_\_\_ field. I am the \_\_\_\_\_ for a (example: \$16B global technology firm). I am setting things in motion to explore new career opportunities. To that end, please feel free to visit my LinkedIn profile to see if I might be a fit for one of your client companies.

***After they accept:***

Hi \_\_\_\_,

Thank you so much for accepting my LinkedIn invite. Confidentially, I am currently exploring new opportunities in the \_\_\_\_ or \_\_\_\_ industries. If you would like more details on my accomplishments and background to see if I might be a match for one of your client companies, please feel free to reach out to me.

**Alternate**

*One of my clients recently wrote to share with me that he secured a step-up role with an 80K raise and a \$200k signing/relo package. He used my strategy for expanding his LinkedIn network to also connect with recruiters (since he was staying in his industry of expertise). This opportunity came through one of these new connections. Here is the email he sent each recruiter:*

Thanks for the quick reply and addition to LinkedIn. Two years ago, shortly after xxxx acquired xxxx, I was promoted to a global role and have successfully implemented change management as a core competency. My next position will leverage this experience in an HR Leader position with a company serious about growth. Let's stay connected! Let me know if there are any opportunities, through networking or job postings, that you think would have value. Attached is my updated resume and bio.

**Connecting with OTHER people on LinkedIn that you may not know:**

**Email: Inviting another group member to join your network on LinkedIn**

Hi \_\_\_\_

We are both members of XYZ group and I would like to invite you to join my network.

Warmly,

Name

Phone / Email

**Email: Inviting another LinkedIn member (that you do not know personally) to join your network on LinkedIn**

Hi \_\_\_\_

I am actively expanding my (geographic or industry) network and I would like to invite you to join my LinkedIn network. We never know when our mutual networks may be beneficial to each other (in the X industry, or, in the private equity industry, and so on).

Warmly,

Name

Phone / Email

## How Many Invitations You Can Send

While Premium accounts are allotted more invites than free accounts, LinkedIn's actual invitation limitations are known only to them.

There is an algorithm that calculates the limit based on the number of current connections, number of requests pending (not yet accepted), number of ignored request and the number of people trying to connect with you. At the end of the day, it appears that free accounts are generally capped at 100 new connections per month.

## Takeaway

**We must assume that most recruiters are using LinkedIn Recruiter Lite and can only view people in their networks. This is why you MUST find recruiters in your industry and invite them into your network.**

## Time You Should Spend Growing Your Profile with Recruiter Connections

**Try to plan for 15 to 30 minutes a week** to reach out to recruiters and invite them into your network if you are in a passive search, and **an hour a week for an active search**. Block out the time in your calendar and make it a habit! A little effort goes a long way.

## How to Passively Get on Recruiter's or Company's Radar

LI Recruiter Spotlights search will let recruiters know if you are engaged in their company brand on LI. They will be more likely to reach out to you when using LI to do talent searches and trying to narrow down their filers and research if they find you here.

You will rank higher in a recruiter's search by simply turning on job search and recruiter functions in your profile. Your employer/current company can NOT see that you have this turned on. In many cases, LI can tell what recruiters contract with what companies and your companies external recruiting firms will also not be able to see whether you have this function turned on. This is what we have been TOLD and remember, no search is 100% foolproof, but we are encouraged by this information!

NOTE: When you turn these functions on in your profile (see below), you can make a note to recruiters that can protect you from overexposure by stating something like: ***I am interested in advisory roles and board nominations***. In this way you can position yourself with these functions turned on without revealing your job search.

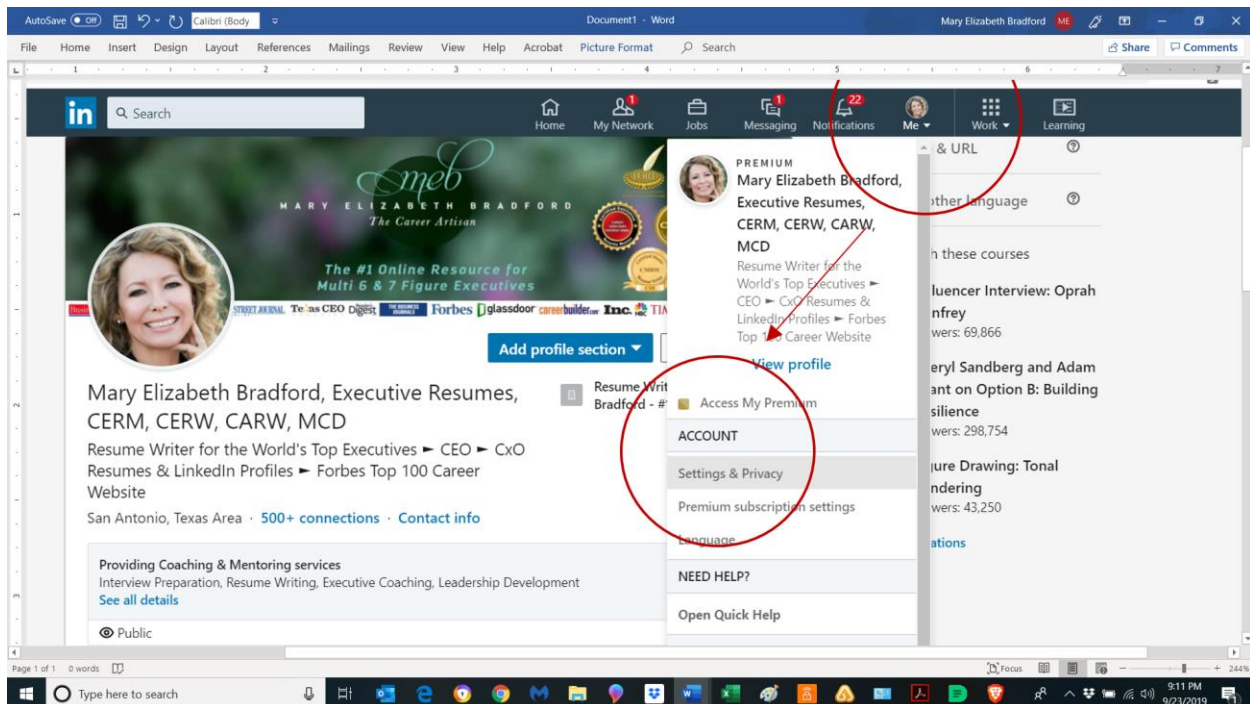
Even if you are a C-suite executive, you can leverage the opportunity to start conversations with top recruiters and key decision-makers. Here are a couple of ways to do it:

## Your Settings

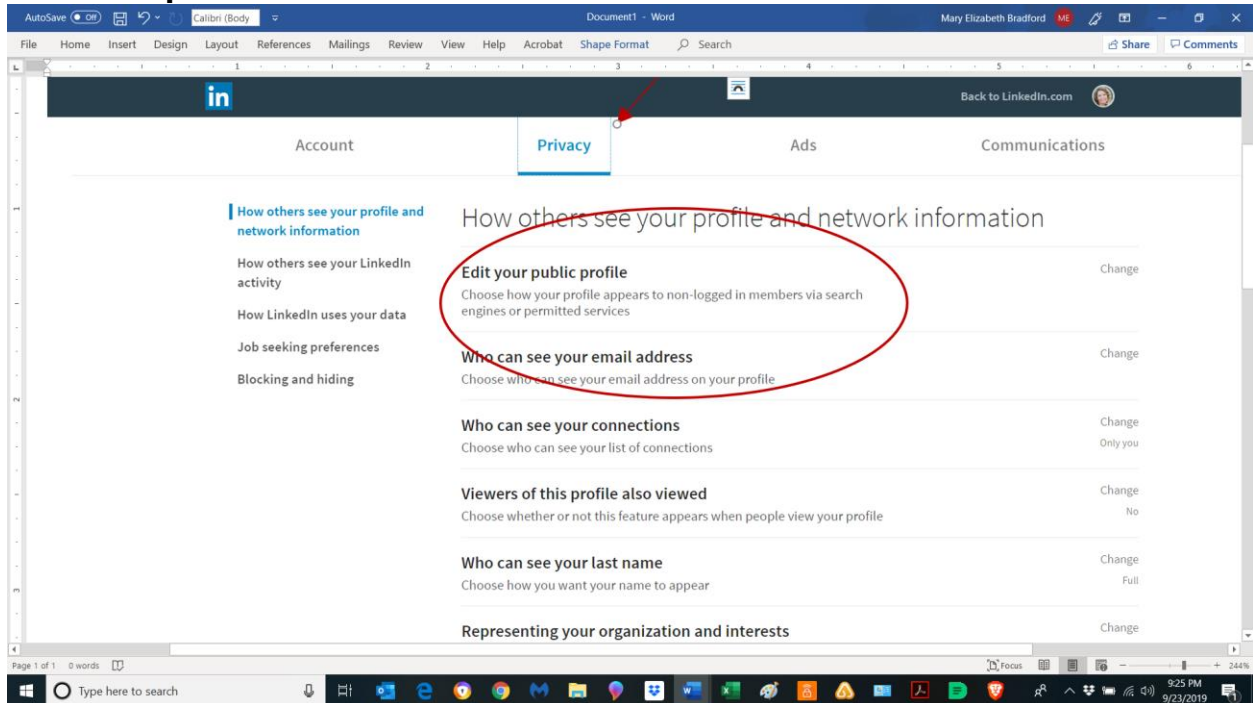
For a detailed list of the privacy and control settings you can manage on LI, you can review these easy to follow tips:

<https://liferhacker.com/8-privacy-settings-you-should-change-on-linkedin-right-1848142007>

**Click on your LI photo in the upper right corner (that says: ME). Then in the drop down menu, click on settings.**



## Have an Open Profile

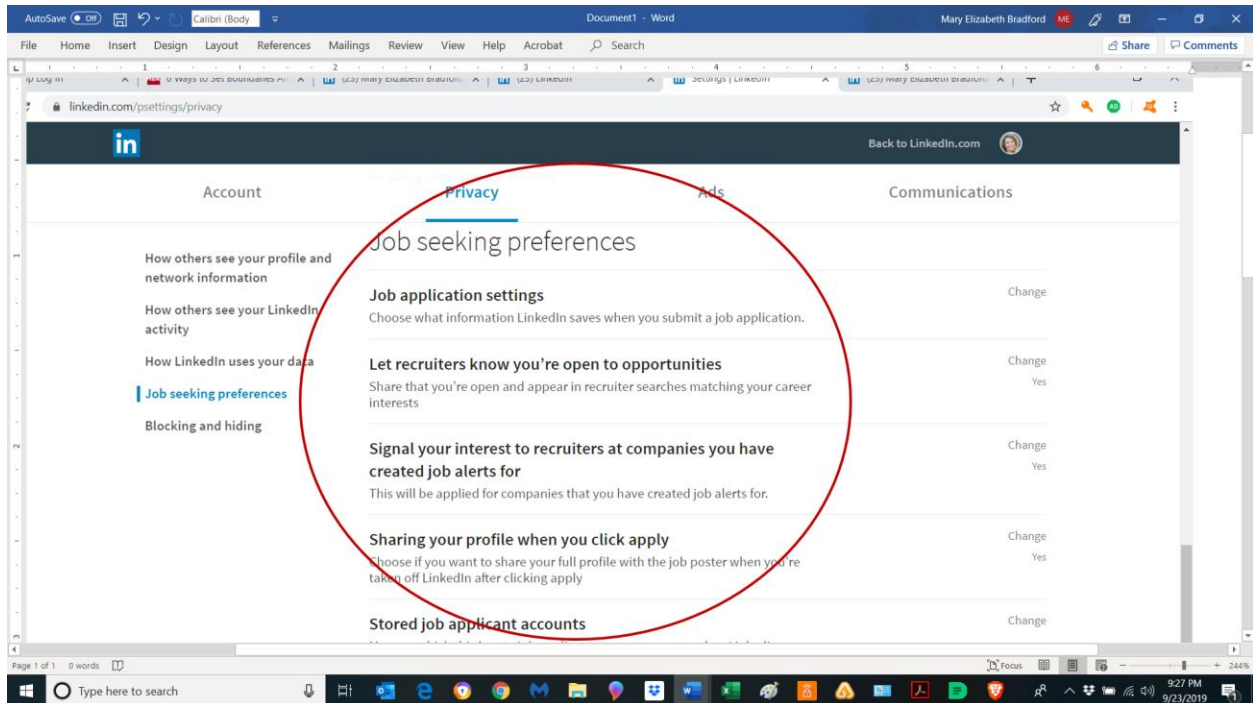


This makes you easy to be found and recruiters can send you free InMail.

## Turn on Job Search Preferences

Under SETTINGS: Privacy/Job seeking preferences:

- **Turn ON "Signal your interest to recruiters at companies you have created job alerts for."** This triggers LI algorithms so that recruiters conducting searches on LI will find you more quickly.
- **Click on "Manage job alerts" and turn on job search alert for your top 20 preferred companies.** LI will send jobs to you when they post that alerts you automatically and *it lets recruiters and companies know you are interested.*



## Do you know how many connections you have?

Under the Networking tab, on the left, you can calculate how many connections you have by company or title. First and second-level connections are your most powerful network.

For example, my first and second connections include the following:

311K CEO's

433K board members

94K executive search firms

155 connections at Kornferry

20K executive recruiters

61K Private Equity Connections

How many CEOs are you connected to? CFOs? COOs? If the numbers are impressive, you can add that you have X amount of (title) contacts to your



invitations to recruiters. Since they will directly benefit from your connections by connecting with you, this could be a potential motivator for them to accept your invitation. Takeaway: If you have 10K CEOs in your network or 50K medical device professionals, tell the recruiter in your short note to him or her! It may be a powerful motivator for them to accept your connection.

### **Strategic Networking: Look up 20 companies you would consider working for/with (triggering LI algorithms).**

- Connect with 20-30 companies you are a fan of or would consider working for/with.
- Visit their LI pages and click on "Follow." Now you will get those company's updates in your newsfeed.
- Like and comment on their posts. This triggers the algorithms back to the company's recruiters and hiring managers. It puts you on their radar.
- Search for people in each of those companies and connect with five of them. This action triggers promoted jobs. TIP: *See if one of the C-suite executives you have the most alignment with will connect with you. Remember only they know who is being promoted next year, who is retiring, who is affected by a reorganization and so on. Often executives will know this for 6-to-12 months before anyone else does. This falls in the hidden job market category and you can capitalize on it by connecting at the right time. Often, your fellow executives are just waiting until something is a higher priority or the right person comes along, to take action. Think of what you do. They are no different!*

### **Further Tips on Optimizing LI Algorithms**

LI Algorithms index keywords higher in the following three sections:

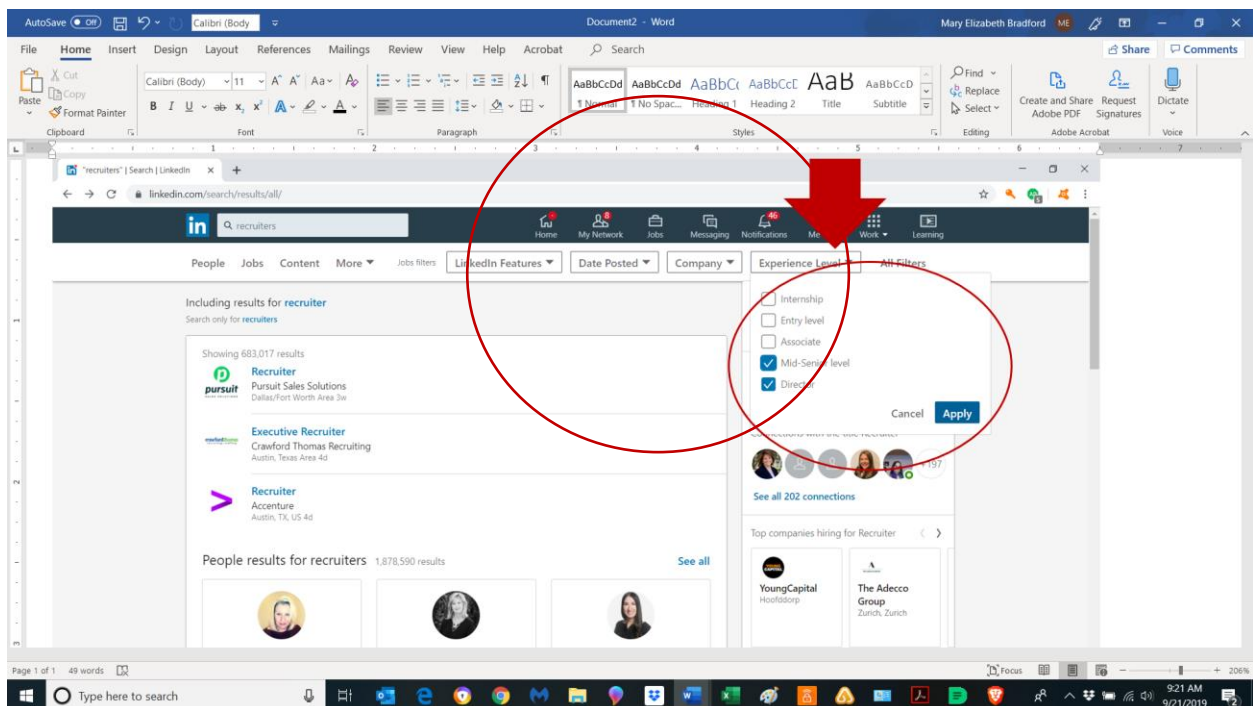
- **Headline**
- **Job title lines**
- **Skills & Endorsements**

## Searching for Jobs On LinkedIn

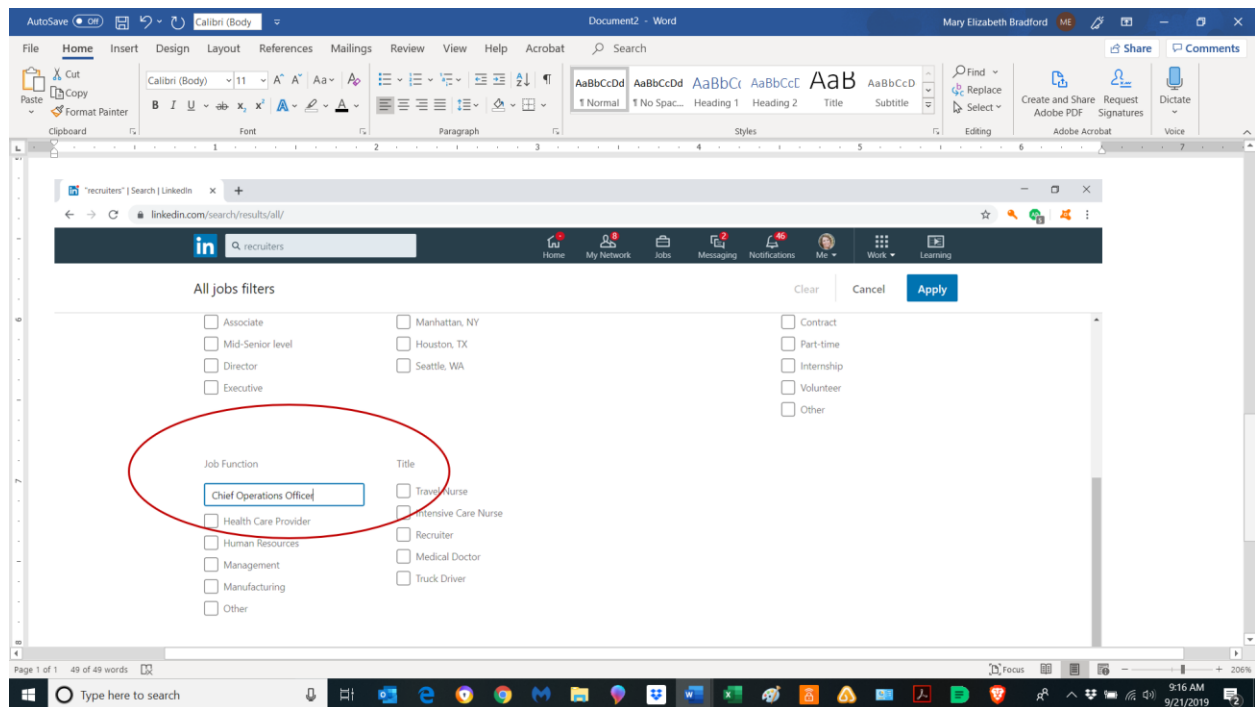
The LI jobs function has become very sophisticated and continues to evolve. Historically I advised against turning on job functions and searching for jobs on LI; however today I believe this is a necessary and relevant function even in a passive job search. The reason is these functions are triggering LI's algorithms and work to digitally connect you to recruiters and companies. They can see your activity and interest through LI and perhaps most importantly, when you turn these job functions ON, you will rank higher in executive recruiters' searches. Take into consideration the fact that nearly all recruiters are using LI as a sourcing tool today. In order to harness the power of this tool, we can increase our ranking by doing a combination of the following:

1. Finding and following companies you would consider working for or with.
2. Connecting with at least 5 people in each company.
3. Commenting and liking and sharing when appropriate, those companies posts.
4. Finding and following recruiting firms and following steps 2 and 3.

Click on the Jobs tab as shown here:



Click on all filters. Write the title or titles you wish to search for here:



Use LinkedIn job search filters. You can also use Boolean searches for the best results. When you find results you like, SAVE the alert. LI will automatically give you this option on the search results page.

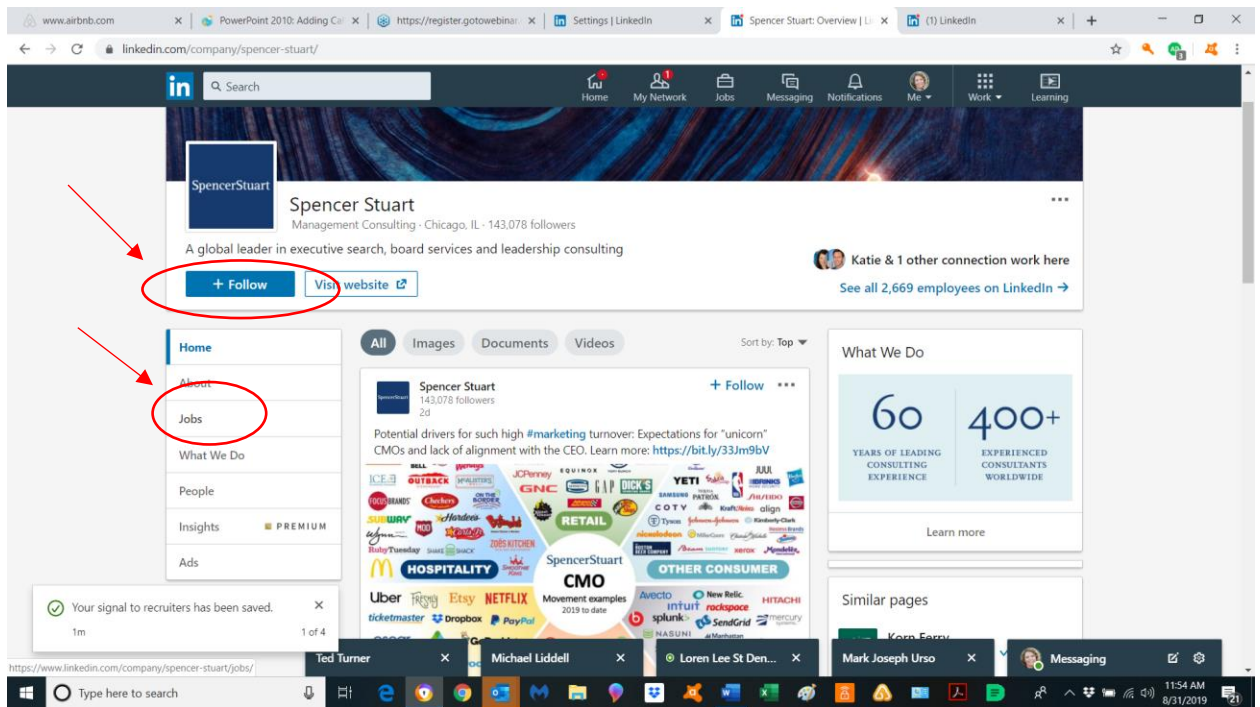
Examples of Boolean searches:

- ("Global Banking" OR "Global Credit") AND COO, Jobs
- ("Financial Services") AND COO, Jobs
- ("Fintech") AND COO, Jobs
- ("Private Equity") AND ("Financial Services") AND Interim COO, Jobs

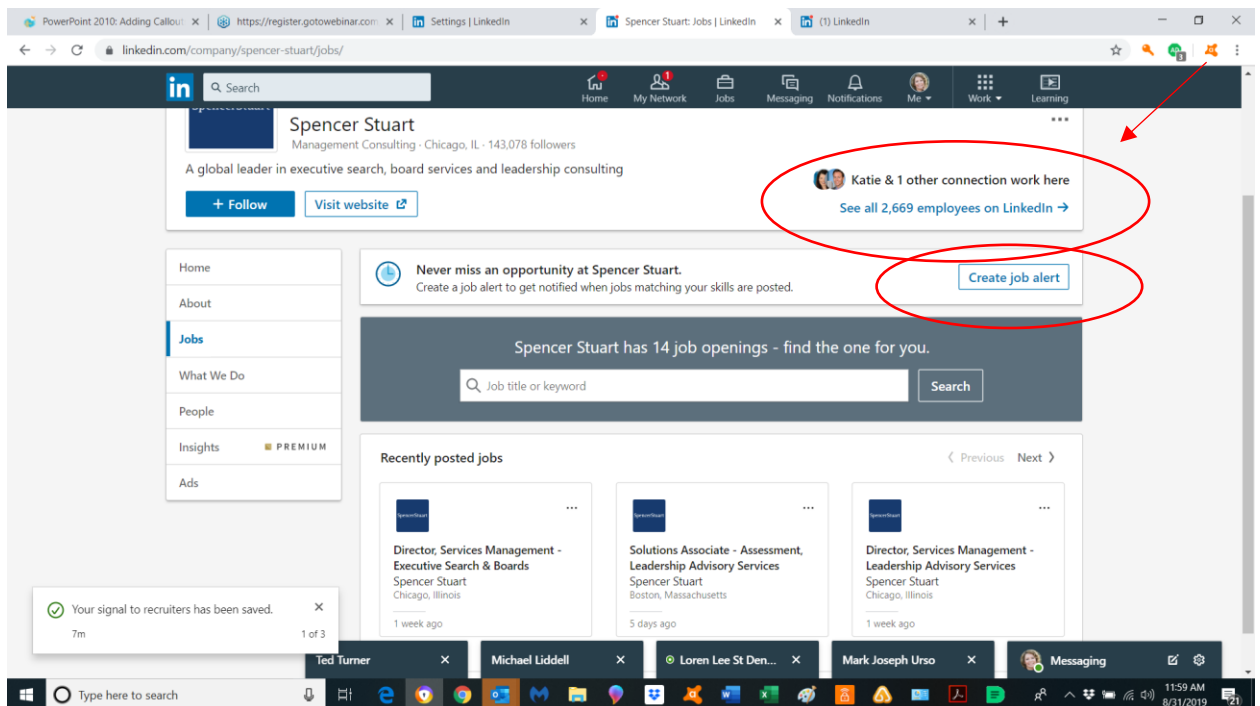
## Set Up Job Alerts

To set up job alerts for a company:

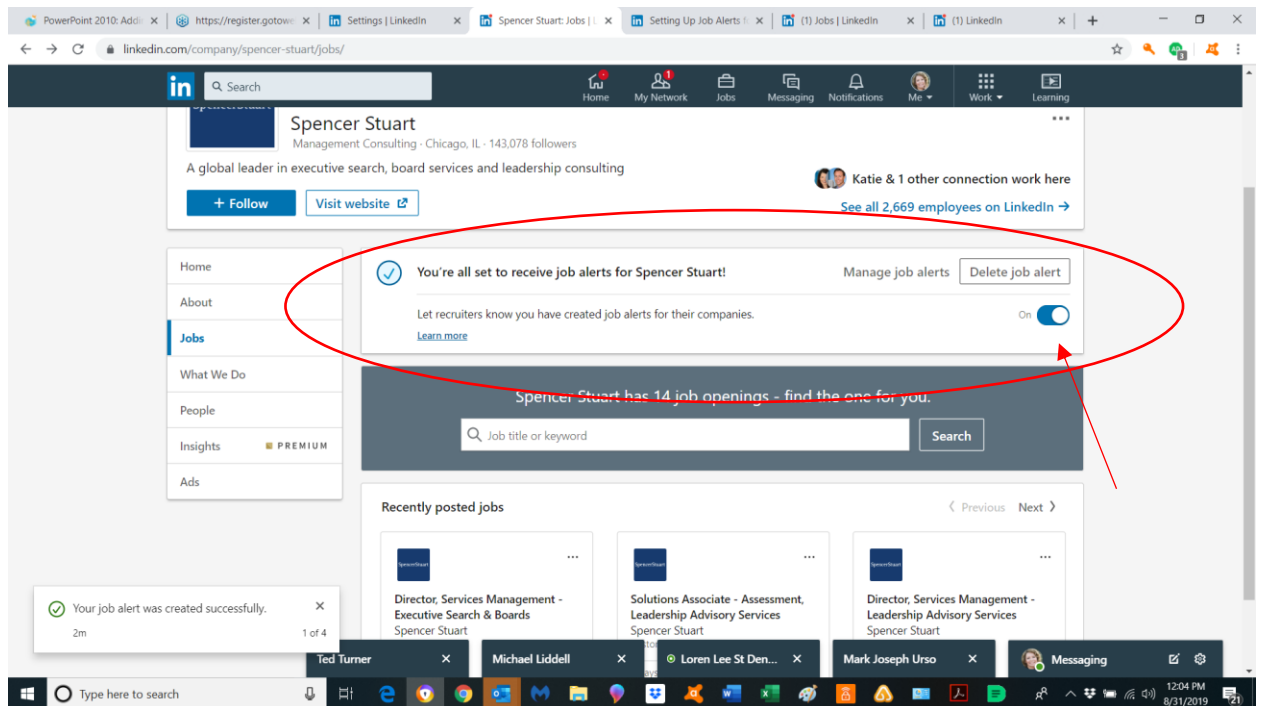
1. Find the company, follow the company & Click on Jobs:



2. Click on job alert and check to see what connections you already have:

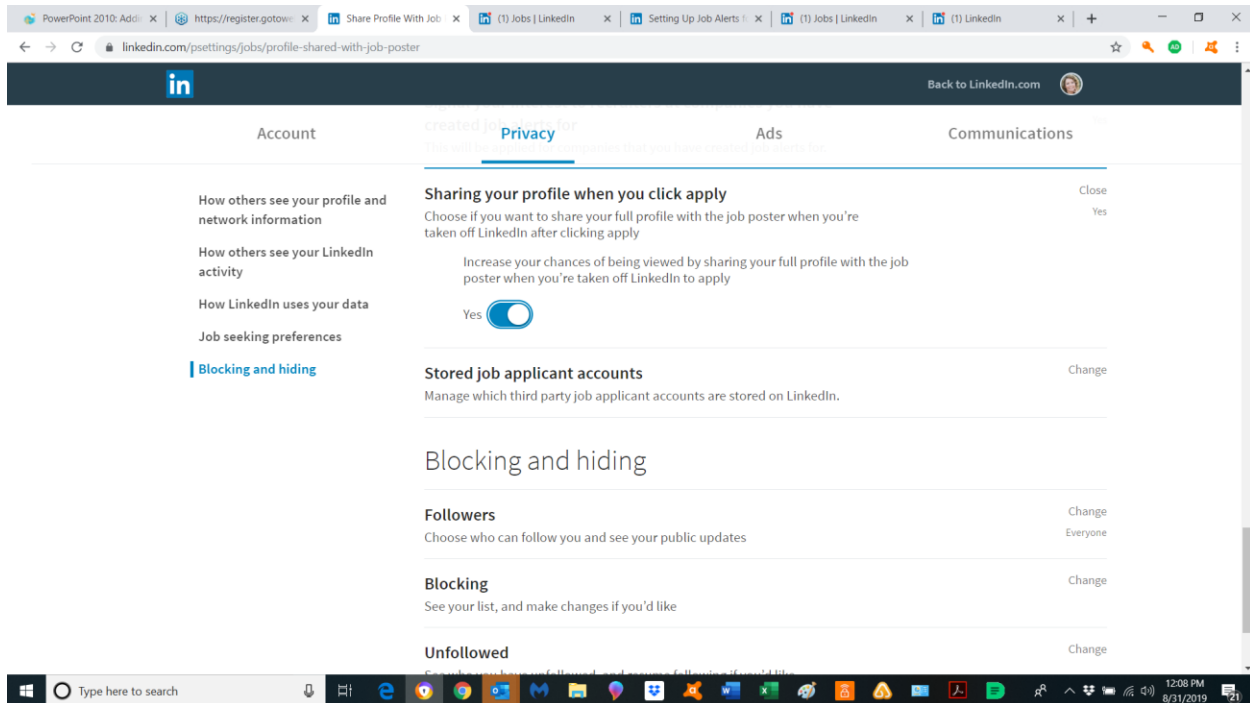


3. Turn on the button that lets recruiters know you have set an alert:

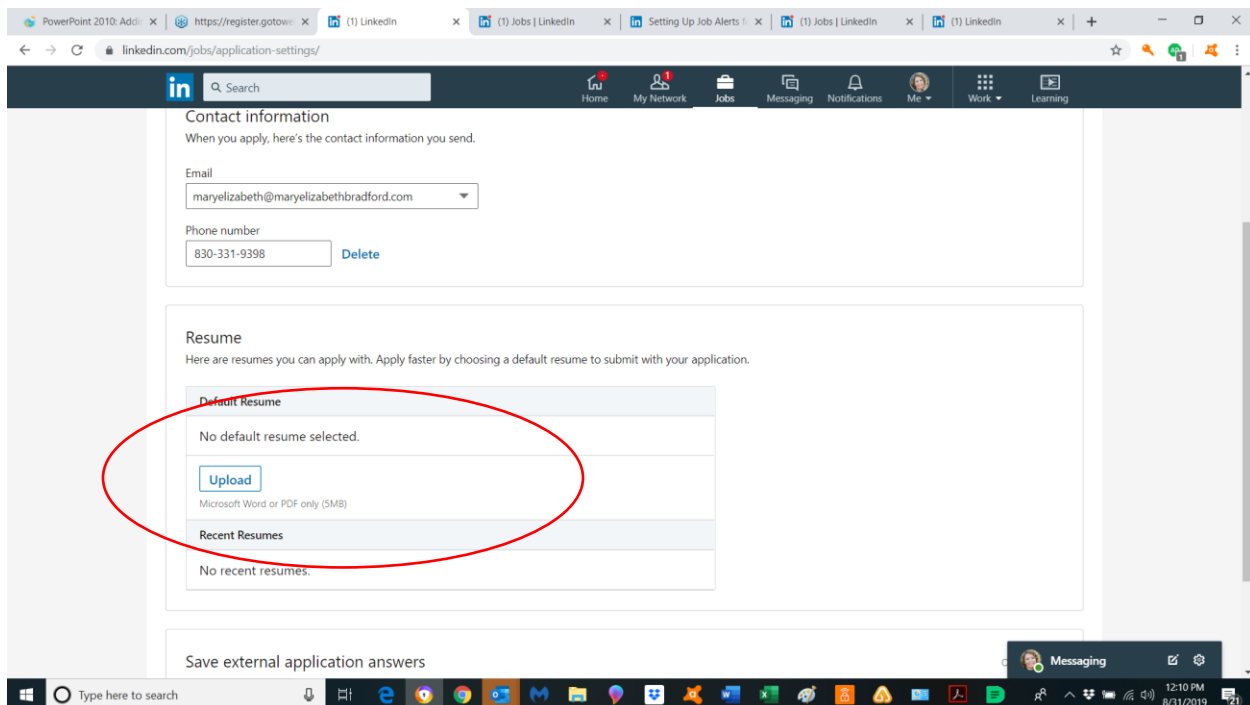


**In account settings, privacy, job seeker preferences, turn on job seeker interest:**

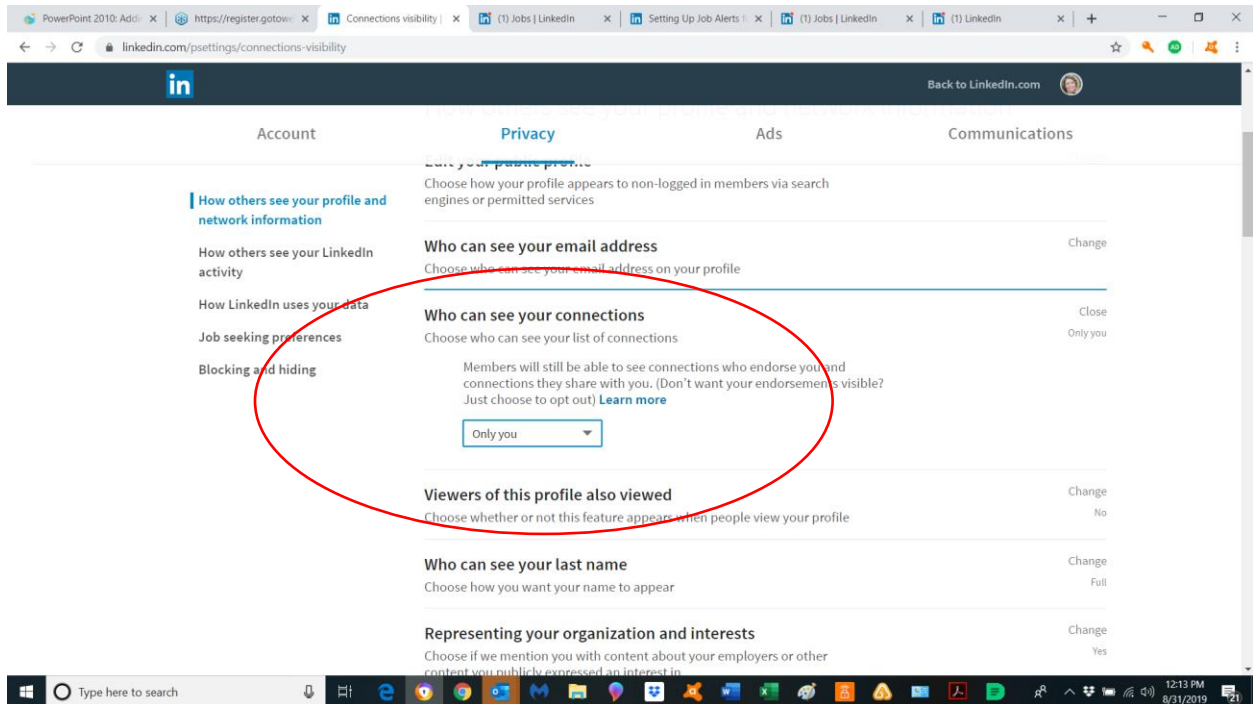
Turn on “Sharing your profile when you click apply.” This will trigger LI’s algorithms.



Under Job Application Settings, upload resume for quicker submissions (use the PDF copy of your resume).

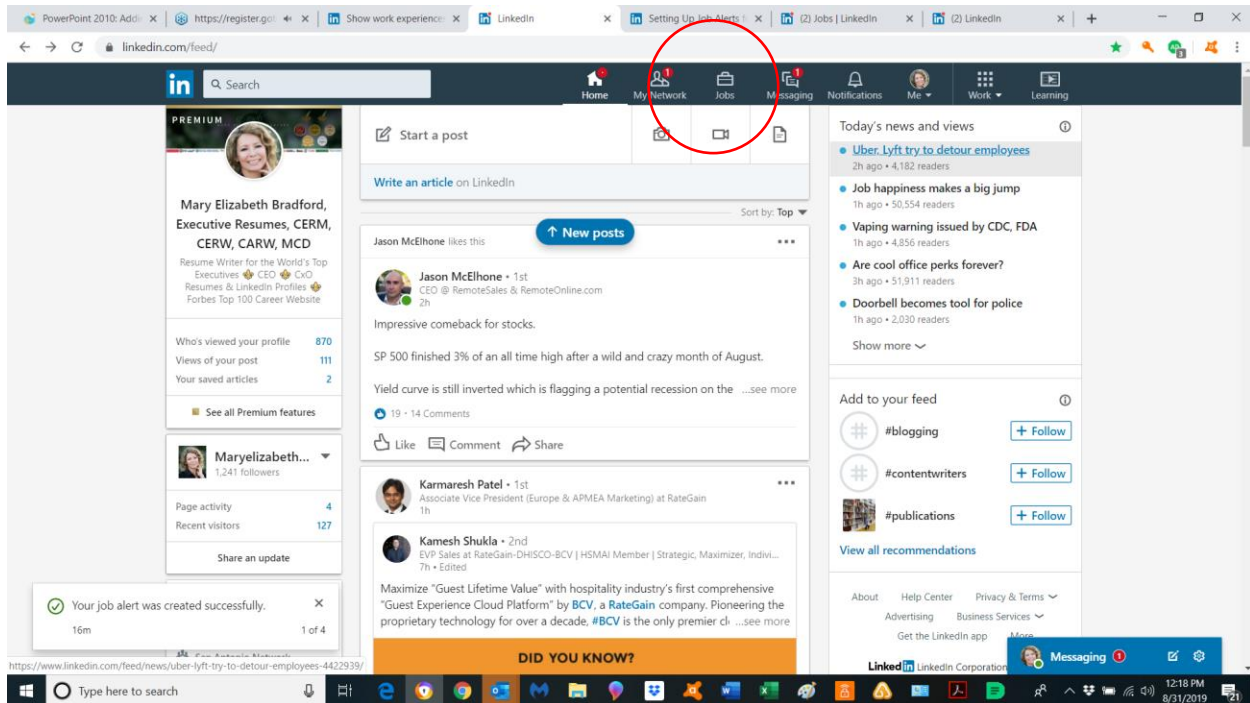


**Privacy Settings:** if you don't want your company seeing who you are connecting to (like recruiters), then make sure to set **who can see your connections** to **only you**.

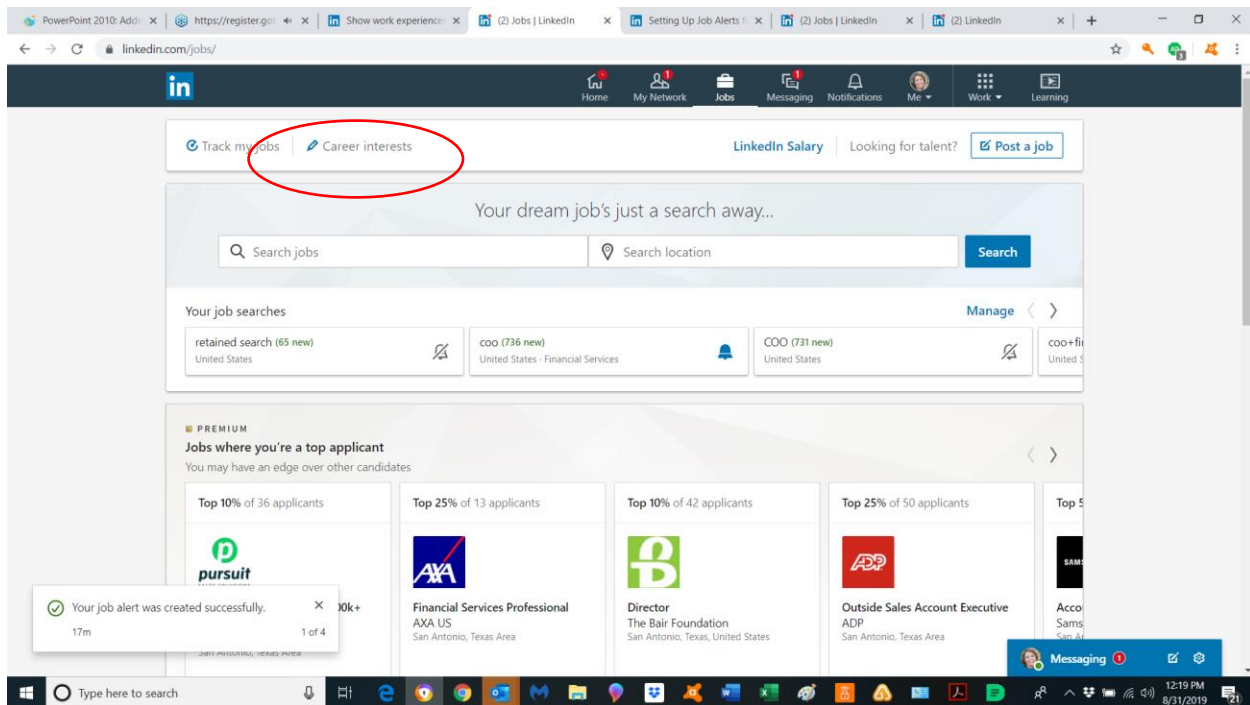


**Jobs:** Click on the jobs tab.





**Click on Career Interests** (if you are interested in a particular geography, you can list it above):





Let recruiters know what you are interested in. You can list board nominations or advisory roles or positions, if you wish to be discreet. You will still get the algorithm 'points'.

The screenshot shows the LinkedIn 'Career interests' page. At the top, there's a navigation bar with the LinkedIn logo and search bar. Below it, the 'Career interests' section is active. A toggle switch for 'Let recruiters know you're open' is turned on. A text box for 'Note to recruiters' contains a sample message. Below this, a message states: 'Your career interests help determine what jobs you're recommended.' The 'Where are you in your search?' dropdown is set to 'Not looking, but open to offers'. The 'What job titles are you considering?' section has a '+ Add title' button. The 'Where would you like your next job to be located?' section is set to 'Anywhere worldwide' with a 'No Preferences' note. A notification bubble at the bottom left says 'Your signal to recruiters has been saved.' with a 'Close' button. The Windows taskbar at the bottom shows the time as 12:20 PM on 8/31/2019.

This screenshot shows the second step of the LinkedIn 'Career interests' setup. The 'Where are you in your search?' dropdown remains 'Not looking, but open to offers'. The 'What job titles are you considering?' section still has the '+ Add title' button. The 'Where would you like your next job to be located?' section is highlighted with a red oval; it shows 'Anywhere worldwide' with a 'No Preferences' note and a '+ Add location' button. Below this, the 'Near my home' section is set to 'No Preferences' with a 'Change' button. The 'I'm open to working remotely' toggle is turned on. The 'What types of jobs are you open to?' section has 'Contract' selected with a checkbox. A notification bubble at the bottom left says 'Your signal to recruiters has been saved.' with a 'Close' button. The Windows taskbar at the bottom shows the time as 12:22 PM on 8/31/2019.

**List ALL the titles you are interested in** (again to trigger algorithms).

## Networking & Searches

### Alumni Searches

You can search your alumni by following your college.

Clicking on the college and the alumni.

The three most useful filters to help you in this section are:

1. Where your fellow alumni live
2. Where they work
3. What they do

### **FIND ALUMNI to Expand Your Strategic Networking**

Search for the school you went to/graduated from. From there, you can perform a search for individuals who attended your school.

If that's not enough, you can also identify alumni by the year they attended your school or do a text search for anything that may not fit neatly in one of the previously mentioned filters.

*Here is a snippet of an article from The Muse regarding utilizing the alumni tool:*

#### **2. How the LinkedIn Alumni Tool Can Help You**

Let's say you're looking for a job in a new city, and for argument's sake, we'll make it a marketing role in Texas. Using the Alumni Tool, select 'Dallas/Fort Worth' area under the 'Where they live' filter and 'Marketing' under the 'What they do' filter. If you'd like to refine your search and are interested in social media positions, consider selecting 'Social Media

Marketing’ from the ‘What they’re skilled at’ filter. The more targeted your search, the more relevant your results will be. From there, view profiles and send a message to someone you could imagine having a conversation with. You could ask to set up [an informational interview](#), or even to connect and send some questions over email.

You’ve narrowed your search using the appropriate filters and have identified a list of individuals you want to connect with. While you’re technically done with the “Alumni Tool” portion of it all, don’t stop now! You still want to take the ball to the goal (a.k.a., reach out to the people you just found and make the most of your search).

If the individual’s a first-degree connection—like if someone sent you a request five years ago, got married, and changed her name so you may not have thought of her initially, but you’re still connected—you will see an envelope button below his or her job title. In the image above, the three individuals on the left are first-degree connections. You can send a message to that person by clicking the envelope button.

If the person’s not a first-degree connection, you’ll see a silhouette and plus sign below the job title (like the two people on the right in the above image).

Now, look in the bottom right of his or her profile photo. If there’s a Venn diagram, hover over it to see the connections you have in common. If you have a good relationship with one of these mutual connections, consider reaching out to see if he or she will make an introduction. (Here’s a template for how to ask for an introduction on LinkedIn.)

If you don’t have mutual connections, there are a few ways to connect. One option is to leverage your school’s alumni database to find contact information. Another is to send a personalized connection request. In the message, be polite and briefly explain your reasons for wanting to connect.

Muse columnist Sara McCord suggests you answer three questions: “Who are you? How did you find me? Why do you want to connect?” She also provides a template for reaching out to an alum—and staying within the character limit:

*Hi Sara,*

*I see we both went to F&M (Go Dips!). I am a CFO now for a major lifestyle magazine and would love to connect with you because our industries are complimentary.*

*Thanks so much,*

*Jill Brown*

If the other person accepts the invite but doesn’t respond, you can then follow up with a more detailed message. Just note that LinkedIn may place a limit on those with a low invitation acceptance rate, so make sure you’re targeting people correctly. A final option is to upgrade your account and send an InMail (an email that can be sent to anyone on LinkedIn).

Again, you may elect to employ all of these tips or just some. Do what feels right for your particular situation. Using these tips will accelerate your transition by helping you to tap into the power of LI and leverage its member database.