

# Brenda Bernstein

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## SUMMARY KEYWORDS

linkedin, people, profile, connect, brenda, resume, linkedin profile, question, person, book, career, recruiters, keywords, job, put, important, share, find, alumni, business



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Thank you for joining us today for the Career Speaker Series. This series brings to you the nation's top career authors who provide tips, tools and best practices you can use to create a successful career strategy. Hello, my name is Dan Sullivan, and I'll be your host and with me today is Brenda Bernstein, authors career coach, speaker and authority and job search strategy expert. Brent is going to share insights from her experiences and her expertise that she has documented in her book, how to write a killer LinkedIn profile, and 18 mistakes to avoid. In the next hour, you're going to learn proven tips and strategies that will help you understand how to craft your LinkedIn profile to be found by executive recruiters and hiring managers. Now, have your pen and paper or electronic device ready to take notes. Check the download option to gain access to resources that will help you use Brenda's ideas. As you learn about your program. And ask questions you can submit your questions by clicking on the menu in front of you share your questions when you think about them, so I can share them with Brenda. At the end in the q&a session. You're invited to also influence this program by offering your thoughts on how we can continue to be a support to your career. So click on the menu option that says give us your feedback. And keep in mind you can fill the frame of your computer with the presentation today by clicking on the cross arrows. On the bottom right of the slides are your screen. When you want to ask a question simply hit your escape key. Great. There's a lot behind this. Let me give you some brief background on our amazing speaker today. Brenda is an award winning certified executive resume master a certified master resume writer, and accomplished editor and LinkedIn trainer. In addition to the LinkedIn book she will be coming tonight. Brenda also recently published another valuable career book, you definitely want to pick up at your favorite bookstore, or your library the book is how to write a stellar executive resume 50 tips to reaching your job target credit holds an English degree from Yale University and a JD from the New York School of Law New York

University School of Law. She is the founder of the essay expert career coaching from that. within it she has coached hundreds of students and professors to write resumes, essays and other materials that resulted in sought after job interviews, admissions to top schools and amazing careers. her signature presentation on how to write a killer LinkedIn profile has been attended by 1000s of job seekers. And we get a chance to be a part of it today. So today, Brenda will be your private consultant. And she will share with you her philosophies and ideas from her book. Focus on your read your LinkedIn profile. So join me in welcoming Brenda Bernstein. Brenda, thanks for joining us.



03:27

Thank you so much. It's good to be here. Thank you all for joining you and eight o'clock on a Wednesday night. So this is a really important topic and a huge piece of your job search. So I'm glad that you're all here. So today we're going to talk about how to write a killer LinkedIn profile about the title of my book. And we are going to go a little bit talk about well, why LinkedIn? What's so important about this anyway, the three L's of LinkedIn and I sort of magic formula. And then we'll have some q&a. So why LinkedIn? These, these are statistics from for some reason, these haven't been updated, and you know, they're higher now. But even in 2013 years, were pretty impressive. 97.3 of staffing professionals are using LinkedIn for recruiting, I think it's probably up to like 99 point, something at this point. And out of all the higher source from social media. 89% are sourced from LinkedIn. So that means if you're going to be on any social media site, in working your job search, you want to be on LinkedIn. There are a lot of users on LinkedIn is growing and growing every year. And here's just statistics that go through 20. This isn't CMI screen. There's a little block here, but this goes through I think the 20 18 and you can see these numbers keep going up and up hyperbolically. And we're at almost 600,000 at this point. So, you know, when, when you think about all these users on LinkedIn, how are you going to stand out? You know, this is really important. And, you know, when I first started doing LinkedIn and realizing, oh, this is kind of important. There weren't as many users. And if you were on LinkedIn, then you stood out just by being on LinkedIn. And it's just not the case anymore. So over the years, I've learned this, I bet, you know, I kind of figured out from the beginning some of the things that worked on LinkedIn, and like, Oh, I think you know, you need this and this, and I worked with people on their LinkedIn profiles, not knowing much of what I was doing, but figuring it out as a along the way. And I started seeing people have tremendous success, and have hiring managers be impressed and actually say, you know, you stood out from the other candidates, because you had such a great LinkedIn profile. So how do you do that now, when they're almost 600 million users on LinkedIn, it gets harder. And so you really need to know what to do. There's this quote from Ed nascence, and rapid seven, I'm always amazed at people who aren't on LinkedIn. Now, when I talk to candidates, and they are on there, that's a big red flag for me. So if anyone

on this, attending this session tonight is not on LinkedIn, and you're looking for a job, now is the time to get on. There are some exceptions. If you're not really an industry, or one of the more business related professions, you know, if you're an elementary school teacher, you might be able to get by without having a LinkedIn profile, or you know, a social worker, or nurse, you know, you might, you might not need that. But as soon as you come into any kind of management, or any kind of business profession, you absolutely need to have a LinkedIn profile. When someone looks at your resume, let's say they first look at your resume. And next thing they're gonna do is look at your LinkedIn profile. There's just no getting around it no matter no matter what, whether even if you're not looking for a job, if you are looking to build your business, if you are bringing in business do business development, is you are wanting to be chosen as a vendor. First thing people are going to do is you What is your LinkedIn profile look like? So how do you stand out? I have this little Formula Three out, locate ability, like ability and a likeness. Locate ability. You want to be able to be found on LinkedIn, if someone's looking for someone like you, or even if they're looking for you by name, you want them to be able to find you. The how do you do that? When people are searching? How do you come up in those searches, likeability? Once they do find you? What are they going to think are they going to actually want to engage, are they going to be drawn in To learn more, very, very important because there are a lot of people almost 600 million, and you're competing with some of them. And then finally, a lightness.



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If you sit up there on LinkedIn and say, oh, but I have such a great profile, and you're not doing anything, then it's like having a gym membership and sitting on your couch and eating bonbons, you're not going to get results. So the wideness keeping active is really important. And we'll talk about a couple of things that you can do to stay alive on LinkedIn. So let's start with the first L. We have low Kate ability. And somehow I had some I had some highlights here that are not showing up. But you can probably figure this out. So the first thing for locate ability is to have the right keywords in your profile. And these are the keywords people are looking for. If they might be searching for someone like you, they would include your job title, they would include. Oh, I feel like interesting. Okay, your job title, they include maybe your industry. These are things that people are looking for, you can put yourself in the shoes of a recruiter and think, Okay, what would they be looking for if they were looking for me? Well, here's an example of someone who has an MBA. So product management, and also Product Manager. You can see both of them. Oh, this makes highlights. I didn't even know it would do that. Now, I don't know how to undo the highlights. But there's a key word there and so Yes, Product Management, data analytics. All of these are keywords that would be useful for a bit be the flow. So then we have something that a lot of people do in their LinkedIn profiles, and they have a headline

like MBA students. And they have a headline like, attorney. And that doesn't help very much, because there are a lot of MBA students. But if you have a specialization, then you want to put that specialization, if you have an industry, you know, if you're in construction, if you're in consumer packaged goods, you want to put that in your profile. So think about this question, you have 120 characters to use in your headline, use them, use all 120 if you can, with important keywords that will be helpful for you. Alright. So then we have job titles, I mention you attorneys not going to be very helpful. something strange happened with some of these icons, because this is supposed to be a thumbs down on the right hand side. So you want to say real estate attorney, and this person had 1031 exchange Qualified Intermediary, you know, maybe someone is searching for that it's a specific thing that someone could be searching for. So if you have anything like that, you know, maybe there are clients that you're looking for, who are looking for a 1031, exchange Qualified Intermediary, and they're going to search for you. And think also that they might be searching on Google, you maybe they're searching on LinkedIn, but maybe they're searching on Google. And if they're searching on Google, you also want them to find you. And LinkedIn profiles have very, very high ranking on Google. So someone Google's 1031, exchange Qualified Intermediary, they might find you that way too. And they would be looking for it within a certain geographic region, probably. So you can even put that in your job titles in your headline. And also, of course, will help just to have it in the background of your profile. So these are some of the things to think about in the job title, you don't have to just put your job title you have 100 characters to use. And you can fill that out with some more keywords. Here, some more important keywords when you're when you're thinking about recruiters, because recruiters can actually search your skills and endorsements. When you go to schools and endorsements and you start typing anything in a drop down menu, can you get it auto populates with some options, I recommend that you use the options, because those are the ones that the recruiters have made clear that are important to them, those are the ones that they're searching for. If you put in your own skill, it's unlikely that recruiters are going to be looking for it at all. So it doesn't have a lot of value for you. So here are some skills and endorsements that you want, you want to have as many as you can



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16 1913 endorsements versus three, just go for them. Even though it used to be more that everyone was just endorsing everybody for everything, it's not so much like that anymore. And recruiters do look at this. So it certainly can't hurt. And if you go and endorse other people for their skills, then often they will come back and endorse you, you can now arrange your skills and endorsements, you pick your top three, put those first. And then LinkedIn will arrange a lot of the rest of them into categories that don't always make

sense. But there's nothing that we can do about that right now. Maybe someday they'll fix it. The next very important piece of being found the locate ability is to build your connections. And it used to be that I would tell people have at least 500 connections because that's the number that shows up if you have more than 500. It's just as 500 plus. But the fact is that so many users on LinkedIn has 500 plus connections, that it's not even that value at that valuable anymore. I think you need at least 1000 in order to make it to the top of searches, which is where you want to be because then you're going to have more first degree connections than other people. And when people search for you, you're more likely to be in their network. So you're kind of in competition now with the rest of the LinkedIn community. And I would go for 1000. So the people that you might want to connect with our friends and family, classmates and alumni and this is the alumni career series. So we're going to go a little bit in depth into that alumni option. You can Next with your employers, you can connect with any members of associations that you belong to. And you can connect to members of your groups on LinkedIn. groups on LinkedIn, are not very active anymore, but they do still have members. And you might want to connect with some of them, because they probably share some of your interests. You do, you do want to make sure that you have a quality network, I get this question a lot. I don't recommend connecting with every single person who invites you make sure that it's someone who will be valuable for you to have in your network. But if you're thinking Oh, I just don't know that many people keep thinking because you probably know more than you know. And here are some of the people that you might want to connect with. Here we go connecting with alumni. So I went to Yale. So I've put in Yale University, in the search bar. And this is what came down. One of the options was Yale University. So when I click on that, it says, alumni, so I can then click on this, your alumni, and I can see people who I went to school with. So this is what you're going to do, you'll put the name of your school. in that box, you'll choose the thing in the drop down that closely matches your school, and then you will go to connect with alumni. And then I can see where they live, where they work, what they do, there are some more demographics and you know, things about their careers that I can find out in, in this little portal. And then I can also look at the people. So these are going to be further down on the screen, you can see I've blurred them out for confidentiality, but you can see the names of people and their pictures, and you might notice some of them, and then you can click on this Connect button. And you can then have a new person in your network who went to your school. And if you think about it, if someone connected with you who shared an undergraduate or graduate institution, you would consider connecting with them, probably more than you would some other random person. So this is a really good strategy for connecting. Again, I wouldn't Connect just because they went to your school. Hopefully, you can use some of these other pieces of information about them. But this is also a good way to find out Oh, does anyone from my school work at an organization that I'm interested in? This is a great way to do research. Because if there's someone from your school who you know works at IBM and you want to

work at IBM, it's a really good way to get a conversation with someone, even if you don't have a connection in common having the school in common is huge.



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Okay. So that combination of your keywords and your connections is going to be very, very helpful for you, when you want to be found on LinkedIn to come up in those searches so that people can find you and connect with you and hopefully be valuable in your network in both directions. So now we move on to likability. So they found you Is this what they see, you know, a blank photo with a constellation default constellation in the background, this is not going to make someone want to interact with you. So here are some other images that I think are more engaging. This is a photographer. So his photo, it matches, you know, who is he and here's a picture of a studio. And we have an attorney who has a column in the background. And we have a coach who has her personal or her business logo in the background. So these are just some examples of what you can do with your image and your background. These, I think the resolution, at least on my screen is not great, but on LinkedIn, they look pretty good. So then we have Okay, so your you reach out to connect with someone. And are they going to want to connect with you. So there are a couple ways you can connect with people on LinkedIn. You could go to someone. This is actually the mobile app that you're looking at right now. on the desktop app, it's okay to click Connect. But on the mobile app, you need to sit on your hands and not do Do that. And instead of clicking on the connect button, which will send a generic invitation, you need to click on the More button. And then you're able to, I feel like this is the wrong image. But once more, then you're able to actually pursue a personalized insight, oh, I see the circle, just it's not quite in the right place. It shouldn't be circled around personalized invite. I think some things just got moved around when this got translated on to the online version. So we'll have to watch out for that. So you want to look at personalized invite, and click on that this is on your mobile app. And I invite all of you right now, if you're sitting there with your phone to actually practice if you're not connected with me already. Go to your phone and see if you can find me Brenda Bernstein. And, you know, tire your hands behind your back until you can manage to click the More button or it might be the three dots. And do not click the connect button, I promise you there will be a drop down menu that will allow you to personalize the invite. And that's what you want to do. And then you can write me a note and connect with me. And getting these personalized invitations makes you a lot more attractive. And people want to connect with you much more and you know, you can say anything Oh, this is very valuable webinar that I saw you do Oh, I really enjoyed your book. You know, in other situations, oh, I saw this, I saw an article that you wrote who I I often connect with people who write articles in Forbes, for instance. And they say, Wow, yeah, I really agreed with this point that you made. And for that book to connect with you. Or sometimes it Oh, this

person mentioned that you'd be a valuable connection. And maybe we can work together anything that that you like about them that you saw they did. That connects, you put that in the note, you do need to be careful. So when you're making this, this is the desktop version. And the strange thing is when you send an invitation, you have a choice, add a note on the left here, or send now, the stems now one, for some reason is bolder, and more and brighter and looks like you should click it and add a note fades into the background. I have no idea why they did it this way, I think it should be the other way around. But it's not. So again, you need to kind of train your brain. And I do that every time I'm like, I want to push that send now button, but I do not do it, I go to the left and add a note. That is the best way to connect with people on LinkedIn. The other piece of likeability is your summary. A lot of people will take their resume summary, which is maybe not even that compelling to start with and isn't full sentences, and they'll copy and paste it into their LinkedIn summary.



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To me, that's a mistake. It's, you know, maybe not the absolute worst thing in the world that you can do. But I don't think it helps you very much. So you have the opportunity in your LinkedIn summary, to use 2000 character to write about yourself. So use them. Who are you? What do you do, who do you want to meet, you can be a little bit creative, put some headers in, put some bullets in that work with Unicode, you need to need to check those and make sure that they work right once you copy and paste them into LinkedIn, that you can tell a story and really present yourself in a compelling way. Here are some questions that I like to consider for people to consider when you're writing your own LinkedIn summary. And this is something we do right LinkedIn summaries for people. But we also my book has a lot of examples and some ideas for you as you create your own. So if you just do some brainstorming like thinking of peak moments in your life, and find the commonalities in them, maybe talk to someone else about them and have them find the commonalities because sometimes someone else is better at this than you are. That will give you a little bit of a clue into what makes you pick what excites you what gets your guess your fires burning. And describing an ideal day at work can also do that. Really think about what do you want people to know about you? What are they What do you want them to get? asked your friends and your partners and your your team how they would describe you and then use those adjectives And then of course, you can look at other people's profile. What do you see out there from someone who's maybe in a similar field, similar position that you really like, you can then model after it. I do not at all condone plagiarism. And you know, there are people who I have discovered you that I've had my clients call me and say, I saw this other profile where this person completely copied by profile. And that is not to me, that's not okay. I was, and you know, we can report people who do that on LinkedIn. But you can get ideas you can get like sparks of

ideas from other people's profiles. And I do recommend doing that. Here's some example. This is what I do not recommend doing. It's not like it's bad. But it's also just not that compelling, right? experienced procurement and contracting specialists with a demonstrated history. See these buzzwords become a lot demonstrated its history of working in local government, fills in procurement, contracting, government and Community Affairs and public policy advocacy. So this is good because there are keywords. So that's a good thing with a Master's of Public Affairs posts in public administration for University of Wisconsin. So, you know, it does say who this person is, but there's so much more that this person could say about themselves. So here's another example. I've always enjoyed this one. This is a marketing. What is your position marketing director, I believe, when I was little, I boldly claimed to anyone who listen that I wanted to drive a garbage truck when I grew up. Then I moved to Wisconsin and declared that I would be the next green Packers quarterback. Once Brett Favre retired, no one ever told me no, for the girls that don't play in the NFL. But soon after I found the art. So this is a nice little story. And to me, it makes me think, oh, she's in marketing, and she's going to be writing coffee, it's going to be a lot of fun. And she's going to be a fun person to work with. Especially she works in sports in the sports related industry. And so this is perfect because it shows her love of sport. So for her, this was perfect. And for everyone, it's a little different. So here's another example. I believe that every situation person in material in our life has value, even when someone else calls it waste. As an undergraduate geology student at UW Milwaukee, I was able to research the deep storm wastewater tunnel work. And as a graduate student, I was able to help with the first community horror watershed protection efforts and star in an environmental movie called Why is there something instead of nothing. So this really shows who this person is, right? It's not it's a little bit playful as well.



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And it has keywords, if you look, that geologies, storm, wastewater, watershed protection, environmental, a lot of things in here research, things that can be keywords for this person. And it shows her philosophy, beliefs, her passion without saying my passion. Is that right? So I like this one. So next. Oh, so I think that was that was likability. So likability comes from your picture, your interaction, how are you showing up in interacting with other people, how you're presenting yourself on your LinkedIn profile. So the third I o lightness, you can just sit there you know, and not have much going on with your profile and have it be really flat, or you can add things. So you can add your personal website, if you have that. This person has a video resume, maybe you have a PowerPoint that you put together that is okay to share with people. Maybe you did a podcast, you can do a link to that. So anything that you have, if you're an artist, you're wanting to put your art up

on LinkedIn. So anything that's appropriate, make sure that you really think about what can you add in terms of photos, PowerPoint and videos, it's very easy to do. I am not going to splain it, the details of how to do that you can probably figure it out. It's pretty much you just hit the paperclip and attach things or put the LinkedIn depending on what you want to do. Also articles if you've written any articles, definitely share those. So this was a a business coach who shared something that she wrote that looks pretty creative. And then also shared some other things that she, so you can see where she commented. And so this is an important piece of being alive on LinkedIn. And that is commenting, besides posting your own things is commenting on other person and other people's things. Because that makes you an active and valued member and contributing member of the community and shows that you care about supporting other people. And that's something that people are very attracted to as well. Think some water. The The other nice thing about interacting with other people's articles is that recruiters like it. So if you're a job seeker, this is something you need to put on your list is commenting on other people's articles, some more activity you have on LinkedIn, it also actually helps with locate ability, I didn't put it in that section. But the algorithm on LinkedIn is constantly changing. And it's starting to actually account for how active you are on the site. So the more you're on there, and commenting and posting, the more likely you're going to come up higher in searches and also be found by recruiters. There are special sections on LinkedIn that hopefully most of you know about. But just in case, right under your picture, there's this blue box that says Add profile section. So explore this and see if there's anything that maybe you haven't put into your profile that you could or there any publications that you could put on that you have in any patents, courses, you've taken Honors and awards, languages, there are a whole bunch of things. So just click on these on these down arrows, and, you know, see what comes up when you click on them. And maybe some of them are things that you hadn't thought to add that you can add.



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And then there's being interactive with people. And we've talked about that a little bit already. Some things that I like to do. Whenever I see someone has a new job, and they're in my network, I say congratulations, you my my business, of course is all well, not all, but a lot of it is about helping people get jobs. So it's very important to me to congratulate anyone, especially if I worked with them on their job and LinkedIn. I mean, I feel so fortunate to have LinkedIn where I can actually find out if one of my clients has a new job, even if they don't tell me it's really wonderful. So I say congratulations. There is also the opportunity to say happy birthday. So I say happy birthday to every person in my LinkedIn network who has a birthday. And sometimes it leads to a different kind of conversation. I have, I've gotten a couple of clients from wishing people a happy birthday, it's not very often that it happens. But regardless, it helps me to stay top of mind. So I like to do that. If

you have clients, you know, it's always good to follow up with them in any way that you can. So I recommend it. And this is one way to do it. And I'm sure there are many other ways that you can also just check in with people and see how they're doing. People ask me a lot about LinkedIn premium. And again, I don't I'm not sure what's going on with this formatting. But it took me a long time to finally bite the bullet and get LinkedIn premium. But I do have a LinkedIn premium account. Now. Some of the nice things that you can get out of LinkedIn premium are easier to connect with people you don't kind of get caught in Oh, you can't connect because their LinkedIn premium or Oh, you can't write to them because they only accept eat in mail. So that's one nice thing. You can find out who viewed your profile. And I think that that's very valuable, as valuable as a job seeker because then you can see what recruiters viewed your profile as long as they allow people to see that they viewed profiles, they can turn that off. But it really does allow you to reach out and say, Hey, I saw you viewed my profile. Was there a job that you thought I'd be a good match for and, you know, why didn't you reach out to me and you can start to Get a lot of information that you just wouldn't have otherwise. And anything has happened really out of finding out, oh, this person looked at my profile, they didn't connect with me and wonder why, what were they curious about and you can reach out to them, you can also get more search results, you're not going to run into any kind of limit in terms of who you can find on LinkedIn. And there are some other features. But those are, those are the main ones that I have found are important and valuable. And of course, with the career specifically career premium, you have interactions with recruiters that can be very valuable as well. And you can put this little badge the feature application, if you apply as a featured up we can, the rest of LinkedIn is not going to see this, this will be just for recruiters. And then you have access to salary insights. So that's good and applicant insights, there are some new features that are coming out as well as part of the premium career features that are going to give even more information about like what those jobs are looking for. So I think it's worth at least trying this free month, if you haven't. And maybe in the q&a, we can have some people who maybe have this feature share the pros and cons that you felt. For me, I use LinkedIn profinder as a provider of services. And in order to do that, and in order to respond to they they send me leads for people who need resume and LinkedIn profile services. And I'm able to respond to those. And if I did not have LinkedIn premium, I would not be able to do that. So that is, that's how they got me. And they might get you some other way. But it's certainly worth trying the free month.



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So the biggest mistake that I think people make on LinkedIn, you know, out of all of them is thinking that LinkedIn is just a website, you're going to interact with people on LinkedIn on the website. And that's just not how it works, or it's not how you're going to get results.

So what I would recommend is taking up that phone, and taking, not having the coffee at your desk, but actually meeting somewhere else for the coffee with maybe someone you met on LinkedIn. And this is something that I have done a lot of every time I go to any city, I make it a business trip. And I meet people who I know, through LinkedIn, or maybe they're my clients. But of course I know where I know where they live. And we may be met through LinkedIn, and I help them with their LinkedIn profile. But when I first started out, this was huge. I have my sister lives in Austin, Texas, and I went to Austin and I met this guy who had a website for job seekers. I met him for coffee, and I ended up doing a webinar for him that had like 500 people. And this is part of how I really got started. And it would not have happened if I hadn't met him in person, there was something about being there and interacting. And I showed him some of my resumes that I've written. And he got to know me and experienced me and like feel my presence in a way that he never would have. And so I just can't recommend it enough. And that's just one story. I have very often met clients or connections in person. And when I've gone to different cities, and I've gotten I mean, the results that I've gotten had been completely unexpected. And it's something that I recommend all of you do, especially meeting people who maybe work at companies that you want to work at. just sending them a note on LinkedIn and asking them for help is not going to get you all that far. But if you send them a note on LinkedIn, and saying, Hey, you know, I'd love to talk to you about what it's like to work at this company. Maybe you can give me some advice because this is what I know. Here's the direction that I want to go in. Can you give me some advice about how to do that I'd love to take you out for lunch. That will get you much better results. And then the final mistake, I would say is doing it all your So I don't recommend doing it all yourself, I think it really helps to have some support. So being on this webinar is a great start reading my book will give you even more information more in depth. And one thing that I offer is a LinkedIn profile review special, it's normally \$75. And what you get for this is that you fill out a little questionnaire, that questionnaire is very useful. Sometimes people say this is the best part about it. But I got to fill out this questionnaire. And sometimes you discover what you have to say that you didn't even know you had to say. So that's one piece of it. And then you submit the questionnaire. And then you get to talk with me for 20 minutes about your LinkedIn profile. And I gave you as much feedback as I can in 20 minutes. And then if you decide later that you want a full service kind of package, then you'll get your, whatever you paid for the profile review special, you'll get credited back to the full service package. Or if you prefer, you can purchase another hour. So there are different ways that you can actually work with me and get some coaching on your LinkedIn profile. I also have resume review services and resume full, you know, do it for you resume services as well. So I do have a deal for you. Instead of \$75, you can get my LinkedIn profile review for \$50. This is only for the first seven people who sign up. And the link is on the slide here, tiny url.com slash review special. So go ahead, if you want me to take a look at your profile, you don't have to do it right away. If you want to take a week and work on it and have our review later,

then that's just fine. So anyone who's interested in that there are only seven. So you'd go ahead and sign up for that right away.



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And then of course, you can get my ebook. And if you sign up for my list, you will get an excerpt of the book for free. And here's how to connect with me on LinkedIn in case you haven't figured that out quite yet. [linkedin.com slash i n slash Brenda Bernstein](https://www.linkedin.com/in/BrendaBernstein). And I actually have a different phone number that I should use this one will work though, that's just fine. But I am in Connecticut now and not in Wisconsin anymore. So that is it. I'll leave this on this screen in case anyone wants to get the review special. And I'll open it up for questions.



42:58

renda Thank you so much a lot of valuable information. You know, I think all of us forget about how important our profile is and how easily we can adapt it. so other people can find us, I was talking to someone, just the other day who worked with someone like yourself, who knows this stuff. And they help the individual within a very short period of time, be found in connected by a 13,000 quality people. So it's no different than putting an ad out there. But you don't have to pay for it. Or, or use social media to get the message out. If you really put your profile page together with the right keywords and use the tips and strategies that Brenda shares tonight and will share with you. If you reach out to her read the book. Also, you'll have recruiters and hiring managers find you and you can't be in a better position if you're in a career or not even looking for a job to have someone knock on your door.



44:12

Absolutely. And you know, this applies if anyone on this call is, you know, a coach or a business owner or something it applies to you too. It's not just if you're looking for a job, you know, I had a I had a client who was a coach and, and his profile, I couldn't really tell what he really wanted to do. And as we talked to became clear that he had a specialty which was working with high functioning autistic clients and really getting them like high paying jobs because they're very smart and skilled, but they don't interview well. You know, and he had connections in this area. And so we did we did just the LinkedIn profile review. And I encouraged him to really focus on that In his profile, instead of be trying to be everything to everyone, and we talked about it, and he was a little resistant, but he did what I said, and changed his profile quite a bit. And then he wrote to me just a

few weeks later and said, Oh, my God, I'm being contacted by all these people who want me to speak about this topic, and who want me to work with, you know, their, their kids. And it, he actually started succeeding and doing what he was really good at, instead of just floundering around, and that was just from a 20 minute conversation with me. So it really does work.



45:38

Yeah, and when you think about, it's amazing, because, again, you're not writing a check for advertising every week, every month, you're not having to do the work. Now, initially, you're kind of putting the time in right now with someone like Brenda, and then start to tweak it over time. And that leads to one of the first questions that are coming in from an how often should we be going back to our profile page friend, and making changes? Is it important to kind of tweak it? And will that change our ability to be found more frequently?



46:15

I, it's a tough question. I mean, in terms of changing your profile, you're, you're gonna change your profile, if you do something new. If you shift, what you're looking for, those would be times to change your profile in terms of posting things. You could, you could comment on an article or as many articles as you want to every day, you could write a recommendation, we didn't talk about recommendations, the recommendations are very important. You could write someone a recommendation or ask for someone for a recommendation. Maybe not every day, but whenever you have the opportunity. In terms of your actual profile, you might not change all that much. If you have a summary that you like, and that really represents you change it, when it stops representing you well change things when you get a new certification when you get a degree when you have a new accomplishment when you have an article to share. So it would be different for everyone, but you always do want to be going on there and looking at Oh, who might I want to connect with. And that will always depend on your goal. You know, for me, of course, I'm on there every day. And you know, I am discovering like this week, I discovered that someone I worked with at the UW Career Services, UW law school career services, I worked there for a year. And I discovered that someone I helped there, and who I'm connected with on LinkedIn is pretty high up in a law firm that I want to approach to possibly do LinkedIn profile training. So I didn't know that. But then I said, Oh, who do I know? Is this law firm? Let me see. And I found out. And so I wrote to him, and we connected and he connected me with a person at the law firm who will do that. And now I have an introduction of like a warmer introduction. That's using LinkedIn. You know, it's

just I think there are reasons to be on there every day, no matter what your goal is, in your business in your career, you can be on there connecting with people and being active.



48:42

For You are so right. In fact, many times I'm reminded of all of the breakfasts, networking events, lunch, networking events, where I happenstance sat next to someone who was very nice. We had a nice conversation, but it didn't result in any kind of business. And here you have a laser sharp focus in terms of who you want to network with. And like you're saying, it's probably worthwhile to spend 10 minutes a day, looking at your newsfeed and reaching out and connecting with a few people, because it's so targeted. Absolutely. A question coming in. There's a lot of interest in the alumni tool. And to go to the alumni tool for your college, you would go to linkedin.com forward slash alumni and then it will correct me if I'm wrong, but you then be instructed to identify your alumni or your alma mater, or it may know that all math automatically and show you



49:52

the new one second here, that's not that's not how I showed you how to do it here but let me see if that works.



50:10

I think that might be, it will bring you. So when I do it, it brings me to New York University School of Law. If you have to please. Cool. Yeah. So if you have two places you went to school, it might not work for both of them. So the other way to do it is just to type the name of your alma mater into the search box.



50:46

In a powerful



50:49

Yeah, so you just type that in, and then you can go, you can go to the little drop down or search results and click on it. Yeah.



51:05

question coming in from Sally, regarding the headline banner tips on how to do that, Where can she get a custom banner made? That will showcase her interests, hobbies and things like that?



51:21

There are some sites there. There are some free ones, but they're pretty limited. Again, this is I do have more information on this in my book. But I there are some websites where you can customize things. Sure I know them off the top of my head. This is the kind of thing I have asked my assistant to to let me see though. Hold on a second.



51:54

Even websites like up work up work.com Oh, yeah.



51:59

Hire, you can probably hire someone from something like up work? Yeah, absolutely.



52:11

Excellent question coming in from Seymour jobs. Should I list? Is there a point in time, he's got a 30 year career, should there be a cut off in terms of how much he puts on there?



52:27

I would say yeah, if it gets really old, and it's not valuable anymore, then you don't need to put it on the standards, maybe 10 years or 15, depending on who you are, you know, if you your first job lasted 20 years, and you're probably going to have it on there. It is dependent on your specific situation. Because you know, some people what they want to do now is closer to something they did 20 years ago than it is to something they did five years ago. So in that case, you want the thing that was 20 years ago, if you are an executive and you had you know, three different executive roles in the last 15 years, and then a bunch of lower level jobs before that you're you don't need to put those on. The only reason to do that I would say in that case would be if you work for a company that people might be looking for people who at some point worked at that company. So if it's

Morgan Stanley or I don't know, or it is like Deloitte, you know, if you work at Deloitte 20 years ago, maybe you want to keep it because then people who work for anyone who ever worked as a lawyer are going to find you if it's not there, they're not going to find you. So it's there's no one answer to that question. It's really a judgment call. But those are some considerations. I did just find some of the places you can go for the banners. Canva is one ca NBA photo tour is another fo s like Frank, o t o r, pro tour, Adobe Spark. And then there's a free LinkedIn backgrounds. There's actually a site free LinkedIn background, but I would definitely, you know, you can do a search or you can all these things. We have a little more information on how to do that in my book.



54:25

Great. And just a reminder, we've got about six minutes left. If you have a question. Brenda is your private consultant here tonight. So make sure you get your question in. Brenda, we have a question from Andy is really curious about the LinkedIn profinder and you talked about it as a tool in which they were LinkedIn is funneling you in people that may be looking for resumes, or are we misunderstanding? Can you unpack that a little bit more?



54:52

And yeah, these are? Yeah, LinkedIn is funneling me people who are looking for resumes. Was there a specific question?



55:04

of can you? How is that available to a doctor or an attorney, or who else use this with another application, and it is something that you have to pay, like for the lead, I think is what Andy is looking for.



55:21

You pay for a subscription, so you don't pay for the lead Exactly. But you do pay for the subscription. You can go under, it's under the work menu along the top bars. There's like a, three, a nine, nine dot box B by three little dots. This is work. And if you click on the down arrow, you can go Go to profinder. So there are when for people looking for things. It says what service Do you need, and you can get started in terms of seeing the career coaches, resume and LinkedIn photographers. Social Media Marketing, logos, graphic designers,

you can probably find someone to do a banner for you using LinkedIn profinder, copywriters, accountants, bookkeepers, so there are various things. So I would just say go on there. And whatever it is that you want to offer or find, you can, oh, attack consulting, it looks I see business law on here. So maybe lawyers can PR consulting. Oh, there Here we go find look at all services, or software development, IT services design, writing, and editing, marketing, business consulting, legal, accounting, financial services, coaching, real estate, insurance, photography, home improvement, administrative events, and wellness. So there are many things you can look for or put your hat in for on profinder.



57:11

Hey, Jason, great paid advice. Thanks



57:14

for sharing. That I will say, I mean, I will say about profinder that, I'm not sure if the person was asking about, you know, looking for services or wanting to offer services. But at least in my area, it's it is tough, because a lot of the people offering services are not as high end services as what I offer. And so people are throwing out pretty lowball proposals. And it's hard for me to compete in that space, because that's not what I do. And not a resume mill. Like we put a lot of individualized attention to every project. And that is more expensive. And I have higher level certifications and all of that. So if that's something that, you know, just to warn anyone that's going out there, there are a lot of people out there offering pretty low prices and people on there, some of them are just looking for a deal. But then there are exceptions. So



58:18

make makes a good deal sense. Oh, last question, before we go. How frequently? Should we be liking other people's information? Is will that show up in our friends? news feeds, that we're liking things quite a bit, we limit the amount of things we like.



58:42

I don't think I mean, I wouldn't. I don't think I would limit it. I mean, I don't know if someone's talking about liking, like 100 things a day. I don't think just liking something will necessarily show up in a news feed. If you comment, then it would it could show up. But I don't think people are even. I mean, I don't really pay that much attention to my news. To

be honest. I when I go to someone's profile, then I can see Oh, they commented on some things. If you're really compelled to like something, then do it. I wouldn't say don't. I would never say don't like something that's that you actually genuinely like, and I but I would say comment on it, if you can versus just clicking the little thumbs up. But I think it's great to like things, I wouldn't worry about that.



59:36

Terrific. Well, really good resource. Great information that you shared with us tonight. Brenda, in our final minute, can you give us our marching orders? What do you want us to take away you've shared dozens of tips and strategies we do starting tomorrow morning with the idea that you shared with us



1:00:00

Well, I will say tomorrow morning, if you don't already and you need to get some time on to your calendar, put some time on your calendar to just implement all the ideas that I gave you. In this hour today. If you really want to really do the best job you can on your LinkedIn profile and do it yourself, then I would recommend checking out my book. Or if there's another book that I think would help you out, then you can do that it's 10 webinars and learn about these things. And I would say go out with confidence and with vision for yourself and clarity about where you want to go and what results you want to get from LinkedIn. Because the clearer you are about the results that you want to get, and really what you're offering, but then even the narrower you can be about your target, the better results you're going to see through any of your marketing efforts and really career marketing is marketing, no matter how you cut it.



1:01:15

Great advice. Brenda, thank you very much for sharing the time with us today.



1:01:21

You're very welcome. My pleasure. Have a great night everyone and,



1:01:26

and to our audience. Thank you for taking the time out of your busy schedule to join us.

We want to remind you to check out Brenda's book, how to write a killer LinkedIn profile and the 10 mistakes to avoid and check out her book how to write a stellar executive resume 50 tips to retain your job, target and take advantage of the opportunity she's sharing with you today. We also encourage you to stop back to the career community and watch on demand lectures by additional authors who will share tips and strategies to help you advance your career.