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Thank you for joining us today with the Career Speaker Series. This series brings to you the nation's top career authors who will bring tips and tools and best practices that you can use to create a successful career strategy. Hello, my name is Don Philip bomb, and I'll be your host today. With me today is Dave gal. Dave is the CEO of rock tech, and he is the author of the power of a wink. opened doors closed doors, and in the next hour, you're going to learn how to use the power of a link to generate more revenue in your business and to advance your career and build bigger relationship with your customer base. So have your pen and paper ready and electronic device ready to take notes. Check the download option to gain access to resources that will help you use Dave's idea as you use the power of a link. We want to remind you that this webinar is about you. You are invited to help 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. So let me share with you a brief background about our accomplished speaker today. Dave is the CEO of rock tech, a tech company with a platform that is making the business web easier to us. Dave is a graduate of the United States Military Academy at West Point. And of the US Army Ranger School and a veteran of Operation Iraqi Freedom. Dave honorably completed his active duty military service while teaching military leadership as an assistant professor at the Massachusetts Institute of Technology. Departing his full time role at MIT in 2008. They've started a civilian career training program. And he was training professors on how to get more out of social technologies, especially LinkedIn, and essentially was eventually dubbed the LinkedIn group jenai by the Boston Globe. More recently, he was featured in Entrepreneur magazine for success in using LinkedIn to close new investor relationships. In 2010, Dave co founded rock tech to develop software that brings scale to the training he previously delivered for small groups and individuals. When

companies use rock tech, they no longer need to invest the money or energy in the ineffective classroom and the webinar based technology training that is pervasive in corporations of all sizes around the globe. Today, Dave is going to be your private consultant and share with you the power of a link. Open Doors, close deals join me in welcoming Dave Gao. Dave, thanks for joining us today.



03:19

Don, it's my pleasure. Thank you so much for having me. All days, this is a very special day to be participating in your career discussion is today's Veterans Day. And as you all heard, I have spent a large portion of my total career in uniform. And I've since become a civilian. But it was actually the subject of this evening's discussion that made all the difference for me in successfully transitioning to my civilian career. And so I'll talk a little bit about that. But I'm very eager to make sure that this evening's discussion is interactive and productive. I've spent a lot of time talking about how LinkedIn can be useful in many aspects of business for quite some time. But everyone is different. Everyone has different challenges. It could be you're looking to promote me to get promoted in your current role, you're looking to find a new role. You're looking to sell, you're looking to start a company, you're looking to grow a company. LinkedIn can be so incredibly useful. So I eagerly look forward to your questions throughout the session today. And hope I can bring some real value to you as a bit of a primer at a high level. And Don had mentioned, you know, my background and kind of how I got here. It was very much LinkedIn that allowed me to start a company that initially had a lot to do with LinkedIn, but now much more broadly, helps. people all around the world use all different types of technologies that are misunderstood and underutilized. A big thing to consider is the way that the cloud and all these web technologies have begun we invaded our professional lives. And we think it's challenging for a lot of people to be able to consume not only a technology like LinkedIn, or many other business tools that you might find at work in a way that you can become an expert, and then stay an expert ongoing. So even though our business per se doesn't focus on LinkedIn every day, like it may have used to, we can still be very helpful, because we do use it every day. And that's where hopefully, I can bring some tangible anecdotal experience to this discussion, guide it through the path that we talked about in the power link, which is largely a case study that brings a lot of real life experience to how we think LinkedIn should be useful to many people. And hopefully, it will be bring some value to the group tonight. So starting about to talk about why LinkedIn is that valuable. You can see for years, LinkedIn has consistently grown to amass a very valuable asset. And that asset is what they're calling the economic graph, the ability to map out who is doing what across the business world, you know, who knows who, across the business world, and who is talking about what in that business world. Obviously, LinkedIn is very broad in terms of its reach from industries to geographies. So no matter what you're looking to do, in your,

your career, wherever you're looking for, there's probably something for you in LinkedIn. And hopefully, we can figure out how to find that. So the growth at LinkedIn this year crusted above 400 million users. And it continues to grow in both functionality users, as well as different strategies that people deploy to be successful. So we'll talk about some things that that we've seen, and have used ourselves to make people successful in the webinar. But I do hope that your questions will steer this towards ideally, where we can be very tangibly useful to you, today or tomorrow, in a way that's going to make an impact. So one of the great benefits that we've been able to deliver, thinking deeply about LinkedIn is getting a great company like General Electric as a customer of ours. So just so you know, the broad range of where we think LinkedIn can be valuable. You have been able to prove this with a lot of metrics and demonstrated success at companies like GE, in this diversity with companies like organizations like the Wounded Warrior Project, obviously very relevant for today's session. And law firms, Leeson walk ins, many different types of businesses can succeed using LinkedIn in roles within those businesses. And so this isn't just just for one particular group.



07:48

So now I'm going to jump into kind of the meat of the discussion around how we want to frame where LinkedIn can be valuable to you all. And so if you get into the book, you'll understand that I see LinkedIn in a four piece mnemonic that allows us to think about how to get the most out of LinkedIn. And starting first and foremost, with your foundation, I think there's a lot of discussion in the news and just in the world today around privacy, it's your data in that economic graph. And you want to know how it's being used, how you can protect it, and how to get information that is appropriate and relevant about other people you're looking to work with. And so really, understanding the privacy component of LinkedIn is important as it is it is robust. And LinkedIn has a lot of ways to not only protect your information, but understand how to benefit from disclosing some of your information to the right people at the right time. And so we'll cover that To start off, then I think we'll move into the profile element of LinkedIn, which I do believe many people think is perhaps 95% of the value. The profile, I think, is foundational, and that it's kind of table stakes to participate in the LinkedIn ecosystem, by having a mechanism to tell your story in a way that people are gonna understand it and interact with it. And we want to make sure that that when they hear your story, they actually like it. And so this is another core element of what we're going to discuss then at a lesser understood area, in the value of LinkedIn is the proper network growth. So if you think of your, your profile as that foundational element that everything else can build upon, really the accelerant, in the use of your network in the ability for people to find your profile comes from how you build your network, who you connect to who you disconnect from. All

these different things can play a huge part in how much success you have using LinkedIn. And so we're going to make sure that that's covered. And then finally, a phrase I learned in the military that I use often and think about often to this day is that hope is not a course of action. I think all too often people think that they're going to create a LinkedIn profile. And when they do that, that someone's going to come to them and offer them a job, it's going to somehow benefit them with a promotion. And I think as with most things in life, if you just put something out there and hope it works, you may get some success. In fact, LinkedIn is such a valuable platform, a lot of people do find success in that manner. But I absolutely advocate for you to not only allow for that luck, or that chance, or that hope to come on in and give you what you're looking for. But I think it's much more important to really hone in on what elements of LinkedIn you can use within a strategy to not be a distraction for your time is there are a lot of things you can do in any technology, including LinkedIn that can absolutely distract you. But to do things that are going to help move you directly towards very specific and measurable goals. And that's where I think a lot of the value from LinkedIn comes in. So at a high level, that's how I tend to approach this conversation. However, I do want to be reactive to your comments, your thoughts, your questions. So I'll pause briefly right now. And I'll ask Don, if there are any questions from the audience. I think you all have the ability to come in and type questions, if anyone has any questions for now that you know about things that you want to see put them into this discussion in the chat window. And Don will let me know throughout the session, but Don, Do we have anything to start in terms of questions?



11:46

Yeah, actually, a couple questions already coming in. And I had to chuckle with this one because it mirrored a question I had from my business attorney about five years ago when I was talking about LinkedIn. And he wondered, why would I share my connections with people who could be potentially my competitors. And so he kind of got onto LinkedIn slowly, and didn't share his connections with other people, keeping them private thinking that that was at the time would be the right thing for him to do. So this question is actually from Sally, and she's wondering, Should she leave her connections open to anybody that she wants that wants to be able to see them? Or is there a way to control? Perhaps if a competitor gets connected with you, they wouldn't have access to all of your connections.



12:39

Yeah, done a fantastic question. And thank you, Sally, for asking that. The quick way to answer that, and all depends on on your basically your style and using LinkedIn, with the

first thing to think about is the feature that allows you to share your connections with others, it does a very specific thing, it allows your first degree connections, to see a full list of your connections. The reason I break it down like that is that it's important to note that if you don't connect with your competitors, then they won't be able to see your the rest of your connections. However, keep in mind that what they can see is any mutual contacts. So much like when you look at someone if you're not connected to them, but you have a mutual contact, well, you can tell that LinkedIn feels that if you connected to that person, in this case, your competitor connected to that person, then that is information that that is able to be disclosed. So that's something to think about. The the response that I would have is if you're ever not sure about a privacy feature in LinkedIn, such as blocking your connections, I would absolutely err on the side of caution. And so Sal, in your case, if you're not quite sure, after going through this webinar, where you fit, I would, without a doubt, block your connections, because there's still enormous value in LinkedIn that you can get with that feature turned off. And However, a lot of people don't find value in tools like LinkedIn, because they're, they're uncomfortable using it because of security features. So that's how I would approach it without knowing any other specifics of your situation.



14:22

Great, thank you very much. Moving from privacy very quickly. In this this is probably could take an hour to answer but maybe in a minute and a half or so. Cameron is asking about the profile of an individual and how much attention one should put into it. Versus resumes. Is it as important as a resume?



14:46

So that Cameron is a incredibly important question. I think it's one that's changing every day given the success and the new features and everything that LinkedIn comes out with. Ultimately, it probably depends on your personal search. And your industry, and how far along you are both on your profile and your resume. But I think both are required, in general for most people to succeed. And what we'll do is wash and go through some of the core elements of the profile, and how you should think about it. And given Yeah, I understand the audience on the call tonight can be very diverse on both in where you all may be at in your career, and what industries you may be at and what you're even trying to accomplish. So if you have specific questions about a certain line of business or a situation, by all means, throw those out there. But But I'll explain how I, what I think you need to do with your profile and LinkedIn to be able to then hopefully, most part for most people get to the next level.



15:45

Sounds good, Dave, back to you. Okay,



15:48

so so these are fantastic questions, please keep them coming. And I think as we move into the next steps, you're going to realize, come up with other other additional thoughts. And I'll pause just like I did just there between each section, making sure that we can discuss what's on the slides. And then once again, at the end, if you have more broad questions, if you're not sure where they would fit, you can, you can wait till the end, or you can bring them off. But you know, the interaction, I think is, is what makes the biggest difference for most people going through these sessions. So starting with the first the four Ps privacy, it's important to know where you go to impact your privacy. So when you're looking at LinkedIn, and actually, you'll notice that the user experience in the interface looks a little different. But the features are still in the same place from this slide to what you'll see if you go into LinkedIn today. But the idea is that you go to your picture your your icon in the top right, and you pull that down, you can access your privacy and settings area. Now this is where you get a great number of features that will allow you to take control of your privacy in a way that you're comfortable. So you go in there, and you click on the privacy and settings area, then you'll see all these different tabs and these tabs on the on the left side, give you capabilities to control what you what you want to do. And so I'm going to just call out a few of them. As we go through this, there are many, and there may be different ones that have different relevance to a person. So if you have questions about ones that you see, you don't see that I'm covering, that's fine, you can bring them up. I think the first one is, you know, thinking about what others see when you view their profile. So I've found a lot of people who are concerned, when they look at someone's profile on LinkedIn, all of a sudden, that person reached out to them and says, Hey, I see you looking at me, and they get all scared and they closed LinkedIn, they feel like it's theirs, it's uncomfortable. And so this is where you can control that one feature that will allow you to basically make sure that your level of engagement with your audience is that your comfort zone. And so if you clicked on this, they'll give you a couple options, you can think about that. Again, if you're not sure, I would err on the side of caution and not give out any information about yourself. But keep in mind that when you do look at people on LinkedIn, you know, much like yourself, when you go into see who's viewed you, if you have that ability, then you probably like seeing lots of people looking at you. And in that moment of flattery. If you're looking for a job where you're trying to demonstrate that you're doing your due diligence on a company, and you're looking at their executives or the interviewer or whoever it might be, that may actually be a very positive thing for that person to see you after you've improved and refined your profile. Because if they see you

they click on your profile. And then even better if they find that, you know that after you've been looking at them that you have a mutual contact and someone they like and respect. Well, before that interview before that pitch or whatever it may be that you're trying to advance with that person, they've had a positive contact with you. So again, much like the previous discussion around privacy, this is very personal. And so I'm just going to walk guide you through a couple elements that I think are worth looking at. And you can make the decisions on your own. And again, after this section, I'll open it back up to dial in your questions to see if anyone had specifics that they want to cover. Now, as you look at the, you know another feature, this is where we touched on earlier, the idea of selecting who can see your connections. Again, just to be clear, what this is saying is that if you go in there and you click on that, this will be allowing your first three connections to see a full list of everyone else that you're connected to. If you happen to have a mutual connection with somebody else, meaning that you're both first agrees to that person, but you're not first agrees to each other, they will be able to see that. So where this becomes interesting is in the case of customers or customers prospects, if you are trying to sell to somebody and your competitors as well. And you happen to notice that your competitor is connected to a prospect that might indicate to you that you might want to if you're in that more sales approach that you might want to prioritize That account or Be careful not to say certain things in case that prospect is closely aligned with that competitor and giving them information, just some of the things to think about as you look at what I call that relationship map that is disclosed to you when you search around for who you're working with, and the relationships they might have. And keep that in mind as well. That if you connect to prospects or other people, competitors might be able to get that information if they're already connected to them as well. So that's, I think we covered that already. So I'll move on.



20:34

I think, you know, another important element of LinkedIn is, particularly if you are in a job search capacity, is that you don't want to advertise necessarily other opportunities for other people. And so if you'll notice this section that says show hide the viewers of this profile, also viewed box, basically, what happens is LinkedIn presents to a view of your profile, a list of other people in other profiles that were viewed by similar folks. LinkedIn logic, I think in a lot of ways is to eagerly help people find talent or other people maybe that they know that are similar to the profile they're looking at. But what if you are in the job search arena, what this could mean for you is that you may take a lot of time to put a lot of great keywords and in messaging into your profile, a recruiter may find you, but then they may find 10 other people on your profile that might be can become a distraction to who's looking at you. So in that case, this may be something that you want to consider turning off, so as not to advertise or your competitors in that case. So with that, before I

move on to the profile, what I'd like to do is just pause again, and ask Dan, if you have any questions from the group, and take those any came about?



21:56

Or two quick questions, Dave. There is actually a number of people, we've got Mary Germain Victoria, all asking questions related to the photograph. Some in terms of Do I really need to use my own photograph? And can I use something instead of my photograph? Others related to tips for picking the appropriate picture? What kind of pictures should we be including? One is a student is interested in to snowing? Is it going to be dressed up? Or just a casual picture?



22:36

That's also a fantastic question. So I think the answer may be a little bit different for every person who's asking in the reason is, and I actually consider that to be a key part of the profile. So that's a great segue into that discussion. But everything that you put on your LinkedIn profile, should not be focused on what you think about it. But it should be targeted towards an audience. If you're trying to get hired. And let's say you're a recent college graduate, well, what you want to do is think about the industry you want to get into, and you want to dress for success. So if you're going to be a graphic designer, then maybe a business suit and tie may not be what someone who's hiring graphic designers may want, they might want someone who is more artistic and can demonstrate that through one of the few artistic areas where you can present that clearly with your photo showing your personality. At the same token, you know, they're very male, very may well be a lot of audiences that are looking for professionalism. And I would recommend the one thing you don't do is just quickly grab a photo from a party or something crop out to the heads of your friends, and just put yourself out there just to check the block without putting thought into that audience. And so it doesn't need to be anything. If you wanted to put a picture or something of that. I think you could. But I do believe across most of the different professional skills and skill sets that I've seen. Most people again, in general, expect LinkedIn as a mechanism to go in there and see a person and how they present themselves, how much how much they've refined all elements of their profile, including the photo in a way that's going to say, Hey, I am serious about my professional career and my professional online presence. And so I take the time to make sure it looks appropriate to fit the job that I have that I want to have.



24:39

Very good points. And we can't forget that people do business with people. So photograph is an important part of us to relate with others. Dave, there's a question related to behavior. And this is one in particular that I like because so few of us really get a lot of mileage out of LinkedIn that we could. We're so used to going to events, physical events where we go in and meet one or two people at a breakfast or lunch or something like that. And yet, there's this LinkedIn with the ability for me to go through my competitors, connections, my friends, connections, my colleagues connections, to find people that I could connect to. And I could be in my shorts with no shoes on and a T shirt, and connecting with people in a manner that is much faster, much more scalable. And we just don't have that behavior yet that we've created, because we're so used to networking is physical events, what kind of tips do you have to help us change our behavior? So we can begin to use this as a more powerful tool?



25:50

Fantastic question back to have a whole section on that with proactive business tool uses that we'll cover. But something to consider, at a very high level, in this is what I figured out with LinkedIn from personal experience, is, I think the biggest mistake many people make is they think of LinkedIn as this closed environment, where they have to do something in LinkedIn to be able to get a benefit that will be visible on LinkedIn. Whereas just as one example, that, you know, that I use time and time again, that is saved, changed my life, is that I looked at LinkedIn as a data set, I got my profile, to help me present myself the way I wanted to presented. But I kind of ignored that. I figured out that many people wanted to do business, like he said, done with people with other people that they know and like. And so I use the data set within LinkedIn, to search through LinkedIn, find people that I wanted to work with, and then I pick up the phone, right, send an email, I wouldn't do I wouldn't do anything else on LinkedIn, I wouldn't reach out to the person that I know my mutual contact with the target that I'm trying to get to. And I would ask them, you know, one of a number of very simple questions, I would say, hey, how well do you know that person? Do you think I would be a good fit to connect with that person. And if I felt that all everything was positively going, I would ask for the introduction. And so that human experience is very difficult to replicate. And I don't even think you, you may want to try to do that, I think you need to look at your own personal comfort level, are you the person that goes to a networking event and feels very comfortable, are you kind of the wallflower that is so awkward in those things, that you just are looking for another way to do it, you have to figure out your own mix of these different tools. But I would use LinkedIn to be able to get the data of who knows who reach out in a very personal way via email, phone, or whatever way that my network is, I perceive them to be most likely to be receptive to reach like this, and then have a conversation and get their buy in that an introduction makes sense. Or maybe there's someone else they know, that's better once they hear why

I want to get to that person. That has happened a number of times. And in the end, more often than not the result is an in person meeting that is flavored by a relationship that is informed and introduced by relationship, making that final one to one human real world connection over coffee, at lunch or whatever it may be. That is much stronger than would have been if I just walked up to somebody at a networking event with a cocktail in hand and tried to win them over with my elevator pitch.



28:34

Excellent idea. Excellent idea, all for now will be will go back to you day.



28:39

So again, these are the important questions that please keep them coming. Because the more that we can discuss where you're at and how you're either using or not using LinkedIn, hopefully, we get some real traction and you walking away from this, this call, able to do something immediately, that's going to help your career. So with that, let's jump into the profile. And, again, I think many people see LinkedIn as the profile. And therefore it's worth spending some time discussing it. But I also want to make sure that everyone realizes this still falls under the hope of as being a course of action if you don't practically do something with the rest of LinkedIn. So starting with this slide, I think it's very important to realize if you look at anyone else's profile and think about your own behavior, when you use LinkedIn, if you look at anyone else's profile, you are going to see just what every single other viewer of that profile views. You start at the top see name, headline, and likely the photo. But as you go down if every person had a meter on their profile is showing 100% of your viewers see the top of the page? Well, you know, I imagine the number the percentage of who actually scrolls all the way to the bottom to see the everything you have down there, it would probably be pretty well, in this is where I think what it comes with LinkedIn comes down to is absolutely quality over quantity. I don't think this is where you want to fill it up just with keywords, putting on a bunch of bullets from your resume, doing something that is going to just make this variable luminous page, because you may have something incredibly valuable about your background that would resonate and be compelling with your target audience. But they may never get to it if you're not concise, compelling and swift, your delivery of your story. And that's I think another key point that everyone should really understand is, you should know your own story and how you present that, and how it is going to be relevant to the audience that you're trying to get to. As a brief example, of my own situation is when I was coming out of the military, and I was starting a marketing business, I realized that a lot of people who look at my background as being a tank commander in Iraq, probably wouldn't lend itself

to running a marketing firm. But I was, I was clear in mentioning what I had done at MIT, working with a lot of students who's, who are some of the first on Facebook, who were born into the social revolution where it which was a big part of our marketing consultation. But I also talked about my military experience. And I talked about some of the things that I knew people identified with me on and liked to hear about my tanks and my soldiers and some of the missions that we went on, but also made it very clear, and they still include this in my LinkedIn profile. Today, I talk about how my mission was to win over the hearts and minds of the local population in a country that was very different from me. And imagine doing marketing in life or death situation. Well, that more than qualified me to do what I was doing. And people brought that up to me, when in my first meeting, when I went through the path that I just described to a few moments ago, it's a you know, I never would have thought an army guy would have had any chance of being successful in marketing. That was pretty interesting what you wrote about your background. And I didn't have to say it, because they'd already viewed it in my LinkedIn profile. Because I put it out there concisely and in a compelling way, very focused on my target audience. I challenge you all to look at your own LinkedIn profile, to think about your story. And if you have a fantastic career in you, you've done a great number of things in many different areas, I would, I would pause on filling your profile up with everything in that story. And making it is a very long story to stopping and say, okay, who is my target audience today, then there may be different populations, you may be trying to appeal to different groups, if you're trying to maybe go for your next career, maybe you also have a side business, or ID or maybe you do some nonprofit stuff, you should keep both audiences or all the audience's mind in mind when you do this, and only include the items that are relevant for the audience that that you're trying to reach. Now, if you're on the other end of the spectrum, and you're in college, or fresh out of college, and you don't feel like you have a story. Well, this is where you talk about experience in what you've done to date that was interesting, and what you're eager and excited to do. If you are looking for a job, you know, as an employer, myself, one of the core things that that I look for, when we bring someone onto our team is enthusiasm and excitement for what we're doing. And for the role that we're going to put them in. And obviously, you don't want to go too overboard, and you make it still sound professional. But you want to you want to find that balance of where your story is, in putting into your profile, something that's going to resonate with that audience. And that goes for I think, in generally, for most people, using a first person prose style of talking about yourself, and in your summary of who you are and what you're looking to do. And then moving through your background, and talking about the things you've done in the past. But again, much like I did with myself, the military, highlight the elements of your passionate role that is most going to be resonant with your current target audience. And I think that will help put your story in the position of a way that you are going to get the message across, and almost half of your audience feel like they've had their first conversation with you before that you've actually had that conversation.

And that even compelled them to reach out in a much more informed way. Number three and number four on this slide. Are I always get questions on that salt. I'll be happy to dive right into that. So people ask about endorsements and ask about recommendations. And in people ask about why other people endorse them for things they don't know anything about. And whether or not They should endorse other people. I think one of the things to remember here is that when LinkedIn first released the endorsements idea, there was something ridiculous there like a billion endorsements in the first month or the first quarter something outrageous. And I think it had to do with people liking the idea of endorsements, but not necessarily knowing how to do it the right way. And not even, you know, not putting a tremendous amount of thought into what they're doing or what impact it would have. And so that resulted in people endorsing other people that they didn't either know, well or know at all, for things that that person may not know anything about. And so what I do think is that, in terms of you using endorsements or accepting them, is to think about your profile. And you know, for the endorsements that you accept, if somebody endorses you for something that you don't know anything about, and it's not a skill that you put into your profile, I wouldn't accept it, I wouldn't, I wouldn't, I would decline that. And the same token, an endorsement can be an incredibly simple way to remind somebody that you want to stay in contact with that, you'd like them, that you find what they do valuable in before you click to endorse, somebody would actually read their LinkedIn profile. And if you are trying to reconnect with a college friend, or a boss from a different company, but you reading their profile and knowing how they talk about themselves and what they put in there, and then thinking about your experience, what you can endorse them for, I think that goes a long way to show that you're not endorsing someone for something that's irrelevant, because that can hurt your brand, it can, it can mean that your your endorsement of someone else means nothing, if you don't put thought into it, or take the time to think about what's relevant, whether or not that's important to that person today, and what they would find value on and seeing that they're being endorsed for. Now, the recommendation, which predated endorsements, which I think is very familiar to most people, I think is a great place to get compelling members of your network, again, not compelling in the sense of highest position, or most most likely to be a celebrity, but compelling in terms of that they look like your target audience. If you're writing your LinkedIn profile, tied to a goal you have in your professional life. And you think about who that audience is, and you have people in your network that you've worked for worked with that have worked with for you, that you can give them a very concise and clear and well written testimonial or recommendation and say, Hey, Don, I,



37:43

you know, we work together at this company, I would be incredibly honored to have you

saying anything about me positively. And so if you'd be willing to write this recommendation, I actually wrote something for you that I think is indicative of our relationship that you might write. But please, please, please feel free to edit it. And it or decline all together, I don't want to make this a burden on you. But I want to, you know, I'd be honored to have you on my profile, if you make it easy, and also make it truthful in a way that they would that person be comfortable putting that in, I think that is a great way to help your audience see that not only you think you're great. But the people that have worked with you, that also are similar in some way to your target audience that they also value the interactions you had, I think they'll go a long way for you. And so that's where, you know, when I look at endorsements and recommendations, generally, how I see that I think the final thing, especially when you compare this to LinkedIn to a resume, or a CV, or any other documents, is that people go through a journey in their career. And sometimes that journey may be very tumultuous. If you're in a job search. And you maybe you were laid off, maybe you quit because you just couldn't take working for the same boss another day, or any other number of changes. Well, you may go into the job market with one expectation of where you're going to end up. And that may evolve. And I think as it evolves, it's important for you to step back and look at your profile, and say, okay, given that my goals have evolved, has the message that I'm presenting to my audience evolve. If it hasn't, I think you should update it, in its integrity, I think is everything that you know, one of the things about the internet is that there's, you know, there's a lot of information out there, people can get information. So make sure that you don't ever, ever do anything other than, you know, with the highest integrity on LinkedIn or really anywhere. But in this case, you know, if you you pull out the distracting elements of your background, that don't necessarily make the most sense and might not be the most compelling to your current target audience. Then I think that that process of continuing To look at your LinkedIn profile to see if you highlight, for example, something you did a different previous job, well, maybe that's not still as important to your next, the next interview you're going on. So you can update LinkedIn with whatever frequency you want to. And then going back to privacy, keep in mind that on your LinkedIn profile, there is a mechanism that allows you to share with your network when you've made an update or not. And so if you're making a couple tweaks, maybe you spelled something wrong, or or whatnot, maybe you don't let your network know that. Or if you haven't shared anything in a while, maybe you do. But as you if you go through and you if you update significant portions of your profile that you think are compelling and interesting, and that you're connected to some of the people in your target market, the the update feature may be a great way to subtly let them know that you've updated certain things. And they can come in and take a look at your freshly improved profile. And who knows maybe that can make an impact in what you're looking to do. So with that, again, I'll pause at the end of this section to discuss the profile. Does anyone have questions about the profile? in general?



41:11

Just quite a few questions. Real quick related to LinkedIn presenting, we do endorse this person, and you get five or six people that are flashed in front of you, and it will kind of suggest what to endorse. Should we take the time to do that, even though we may not know those individuals? And then the second question that's coming in related to that is, do you respond and thanks a month when they endorse you for a skill?



41:43

Great questions. So I think you know, initially, it's important to know what LinkedIn is. and LinkedIn is this incredible data set with incredibly talented technologists to build software around this data set to help stimulate productive interaction amongst their users to 400 million users. And so in the end, it's important for you to make the decision what's what's relevant for you, when it comes to using those features that that the great folks at LinkedIn create, in the context of seeing more people, by people, whatever that you, you know, you don't know, and whether or not you should endorse them. I would, first and foremost, think what endorsement means to you, if you're going to endorse somebody for something, I think you should know that person well enough to know what they're good at, and maybe what they're not. And what LinkedIn, I think their algorithm which isn't published, but what it generally appears to do is it looks at people's profiles and looks at the skills they may have given themselves. And maybe it will cover the different jobs that had maybe the skills that someone forgot to add to their own profile. And then it asks the network to be that third party validation a saying, Okay, do these people that you're connected to have these skills? And if, if so, and you like that person, you haven't talked to him in a while, I think it's a very easy thing to just click indoors, in and help them refine their profile, because you can put a skill on your own profile, but you can't put an endorsement there. And then whether or not if you get endorsed whether or not you should, you should go so far to think somebody that I think very much comes down to the personal interaction. And you know, with 400 million people on LinkedIn, they're probably 400 million people that, you know, that different ways of using LinkedIn. So I would start with thinking about that person, how they would probably want you to react in the real world, as some people have a direct translation of interactions on LinkedIn, to what they would expect in the real world. And it make that decision based on that person, if there's somebody that you highly respect, and they and you want to make sure that there's no risk of offending them, then sending them a quick note and LinkedIn. Hey, Bill, you really appreciate the endorsement. Thanks. I hope your family's well before to seeing you, whatever, that could be a great mechanism for you to maintain a low level of connection to someone that you may not have seen, is required. I would I would I would think most people on LinkedIn would not require that. In fact, you know, what could be a kind gesture

is if you get endorsed, just endorse that person, Mac, take a look at the profile, see what message do you think they're trying to convey? compare that to what you know, and make the endorsement.



44:38

Excellent, very good. Any other questions? Nope. I think we're ready to keep moving.



44:46

Okay, so the next discussion is around the network. So oftentimes, you know, if you compare LinkedIn to a high performance sports car, and you polish it up and you get it, make it looking good where a lot of people We'll do with their profile, we don't put the right fuel in, well, it doesn't go very far, it doesn't go anywhere, it just sits in the driveway, and it looks great. But it doesn't take you where you want to go. So I think it's important to discuss how you grow your network or shrink it if that's what's best for you. In first thinking about the invitations, you accept, for a lot of people talk about sending LinkedIn invitations that are witty or interesting, or going to get people's attention. I disagree with that. I don't think you should be sending LinkedIn invitations, anyone you don't actually know. And oftentimes I don't, I just use the stock invitation LinkedIn, because when I send it, my name should be enough for someone to accept it. Now, depending on the audience, I will use LinkedIn as a mechanism to send a quick note, you know, is a great working you with you on that project, hey, I really enjoyed interviewing you, you have a lot of skills, whatever it may be. But I would think about that, in the end, that a LinkedIn connection is not a goal. It's a means to an end. And, and so it's people reach out to you, if you don't know them. And if you don't feel that by them being in your network, that they might provide some value, then you might want to consider not accepting for accepting that, and we'll talk about some distractions that can cause the moment. But that's how I would, I would think about what comes in and who you accept. Now the same token, if you look in your network, and you see a lot of noise, and by I think the most compelling element of noise that I can come up with is when you do a search, if you see 10 people that you want to get to, but your mutual contact is maybe the same recruiter that you just don't know, and you've never had interactions with, but they're distracting your search results to show you people that you could potentially get a warm intro to, if you knew this person what you don't, well, that might be a good time to disconnect from a person. And then I think the final component of growing your network is actually stopping for a moment in thinking through your background, maybe even look at your LinkedIn profile that you've you've already set up and start with the beginning of your career, and even start with your family and friends. And connect proactively to everybody who you feel could be

productive if you include them in your network. And by that I mean, very specifically one example, that if you picked up the phone and called one of those people, is there a reasonable chance doesn't have to be definitive. But is there a reasonable chance that person would take your call, know who you are, and help you in some way, they may not make an intro, but they may give you some insight or intelligence in the person you're trying to get to, that you couldn't pay for otherwise, but you can earn it through your relationships. So pausing there for a second done any quick questions on network growth.



47:55

Okay, if there's no questions there, then now moving into actually proactively using the platform. So, without a doubt, I think the the LinkedIn Advanced Search is this incredibly powerful tool that most people don't know how to use. So we're gonna walk through an example there. And then at the same time, once you do the search, I alluded to this earlier in the discussion is not just about finding what's possible, but it's about making the possible into reality. And that's where I think you need to look at your real world professional situation and determine who you're going to reach out to how you're going to reach out to them what they what you say, and whether or not the fact that LinkedIn was involved ever becomes something that jumps out. And so to start, what we're going to do is highlight so that if you go to the advanced search, and you click on the Advanced tab in the top, what you're going to do is you're going to get to come to a page where you're given a lot of filters and fields that you can put information in. And one of the things that I think is important to do is to know who you're trying to get to. And oftentimes, this could be someone in a different set of situations, but you want to get to somebody with certain type of maybe titles, or keywords that might be in their profile. But if you put this data into, you know, the last side or the search element that pops up in LinkedIn, will, that will give you a certain number of results. Now keep in mind that those results will be flavored by the relationships you've put in. So if you put relationships into LinkedIn, that are reflect your real world network, you'll get a better set of results here. But in this case, you know, he gets some number of results with very specific filters. In fact, this actually includes company names, too. You might find someone like Wendy, Wendy's out on LinkedIn, and that might be interesting to you. But if you want to go work for one day, or do business with her, what's most compelling is probably the people you know, that know her. And this is where the the LinkedIn economic graph really becomes. is intimately valuable for you. Because you can actually reach out and use it in the real world in a way that gets you the most valuable thing that you can buy. And that's positive word of mouth. You could get someone you know, to introduce you to Wendy or maybe say, you know, Wendy is not the right fit for you, you should talk to this person now that I know your goals. And so being able to do that search, on demand at any time, is incredibly powerful. It's so powerful that

recently, LinkedIn is brought down to actually limiting how many of these searches you can do if you don't pay for the upgraded experience. But when you do this search, it's also important to note that you can save it. And by coming up to the right side of the screen clicking Save, you'll actually be shown a window that allows you to see the searches that you saved and all the new results since the last time that you've done that search. And this is where as LinkedIn is incredibly massive in dynamic data set grows, people add new jobs, they join LinkedIn, they change their profile, they add skills, whatever it is that you're searching for, you will see all the new people who have come into LinkedIn or have somehow changed, relevant to that search. And then you can use your network to not abuse your network to use your network to get to them. So with that, I think that in and of itself is very valuable. This is an example of an older version of the of the actual email that you get. And this I think, now is a premium feature, that you'll only get this notification of the changes if you if you get one of the upgraded versions. But this is where you know some of that incredible powerful, LinkedIn gets synthesized for your use in a very simple way. And this may also be the point where you decide to get out of LinkedIn. And maybe a point where you reach out to someone in this case, Scott Scott, your mutual connection to when Wendy. And you may ask Scott via email, and you know what I recommend using this exact note, but something that fits your personality. And you think that fits Scott's personality, and be willing to even write the intro that Scott can send or say, hey, feel pewter for this note, if you write it in a way that you're comfortable with when you say, because in the end, I think the relationship map that LinkedIn provides is the most, most valuable thing that is out there. But most people don't know how to maneuver through it well. And that's a skill, absolutely worth pursuing, honing and sharpening. And I think that's the one that is probably the greatest differentiator from what I've seen from people who use LinkedIn, LinkedIn well, and those who don't.



52:37

So as we get to the end of the hour, yeah, I would like to just make sure that we end with a couple prescriptions for for everyone to think about what you can now do after this discussion. And first, it's very clearly go through the four piece, reflect on your own presence, and I say presence, not profile, look at your LinkedIn presence, from your privacy to what your profile is projecting to the network you're connected to, and how you're using it. And then identify a very specific goal that you want to achieve. And you know, it could be if you've got kids in the house that have graduated college and are able to find a job, you can put your whole profile to work in your presence to work to try to help them get a job. So it just doesn't need to be your own professional goals. But I think coming up with a tangible goal. And then looking at all the things we discussed and saying, Okay, are you now prepared from a profile privacy and network standpoint, to achieve that goal with LinkedIn as a weapon? And if so, start lining out the actions you're

going to take and how you're going to measure that, to see whether or not you're getting closer to that goal. I think LinkedIn is one of the most amazing things out there for professionals to better get intelligence and get introductions and leverage relationships in the business world. But unfortunately, it is one of the most underutilized. Hopefully, we can change that for the audience tonight. So with that done, I guess we'll go back to you and see if there any other final questions that the audience has about our discussion today.



54:11

Dave, there's quite a few questions coming in a lot from students and also those who have many years under their belt. And Julio has an interesting question, a challenging one maybe for you. He's indicating that he would like to know how to show excitement on your profile, he is more of an engaging person, and he's not sure how to translate that, his personality onto LinkedIn.



54:35

Well, and again, I think there's there could be many different ways to do that. One of the probably the easiest ways would be to leverage the ability to add different types of media to your profile. If you are a very engaging person and you want your personality to be reflected, I can think of no better way than to actually have a video of you presenting something that would be relevant to your target audience with that excitement and with that ensue. As he added them, and put it into the appropriate section, if it's you know, presentation you've given in the past, it's something that is current your current audience, you want to put it up in your in your summary area or just below that, I think that probably would be the best way to show excitement in a way that doesn't seem, you know, at least in a text base to be overexcited is I think sometimes if you get the emails that have a lot of exclamation points, and a lot of things in caps, that could maybe be a little too much for people. And I'd say probably a video might be the the easiest way to get an accurate depiction of your excitement.



55:40

Excellent idea. Question from john. And he wants to know, the etiquette on accepting questions, or connections when a salesperson he is met, wants to connect on LinkedIn. So is there a way to maybe turn down that connection?



56:00

Yeah, I think one of the key things that you can do is when someone reaches out to you in LinkedIn, to connect, you can actually reply to them. And you can reply before you accept. And so by doing that, what you can, if someone reaches out to you, you know, salesperson who's is connected with your one, you have the ability to just ignore it. And that could be either by just not doing anything and letting it sit in your inbox or actually ignoring it. So it goes away. They're not notified, they're not told that they've been ignored. But over time, they can take the hint, by replying, you can be very positive, like, Hey, Steve is great talking to you, thanks for the note, we'll be in touch when we make a decision. And you can send a positive message back but not accept. And therefore from a personal brand and relationship standpoint, you've maintained a strong positive feel, but you just haven't let them into your network, if you do go forward and do business with them and sign a contract. And now, you know, you know, there is, you know, a relationship there, you can accept it. But at the same time, I would also think about, you know, if you do have some level of relationship, and if you look at your litmus test, well, a lot of people in sales are very eager to find ways to provide value. So if you were to just accept that invitation for this person that you have, have had a, you know, at least a conversation with, then you find out that that person is connected to someone you want to get to, well, given the nature of, you know, kind of get pay it forward in a lot of sales roles, they very well may make that intro and help you out. Because they found that that is helpful to their own career. So those are all things to consider and options you can take when you get those invitations.



57:39

That's a good way to look at it in two different two different ways. Our last question for tonight comes from a student Ashley had been in a presentation was suggested to her that she not indicate she was a student on her profile. She is a student right now. And then they indicated it might hurt her in her career or job search prospects to suggest that she take advantage of the fact that she is a student and share that information. And What tips do you have for Ashley?



58:10

Yeah, actually, that's a great question. I think, again, it comes back to your audience. For example, I know, comp, great company, workday, who's a partner of ours, they actually have programs where they are only looking for students, because they they want to get students at a certain point in their career in their education, so that they can add to that

and get them armed to then go and get employment with a workday customer. Now, this isn't, you know, if you didn't mention or didn't let it be known that you're a student in that one isolated case, that would hurt you. Generally speaking, people like experience in companies like experience. So I think it really comes down to you thinking about the specific types of companies that you're you're looking to work with. If you don't focus on the fact that you're a student, you know, that that could be a an option you take if you think that makes sense for the target audience you're going after. But again, unfortunately, it's very hard to give any any definitive prescription to anybody within the LinkedIn world, just knowing how different not only your situation might be, but the situation of your target audience. And in the end, it comes down to, you know, a bet that you're going to make based on how well you know your space, how well you know yourself, and in what you feel comfortable with putting out there in such an enormous place like LinkedIn.



59:35

Thank you, Dave. For all of us that are listening to Dave gold tonight. Don't forget to check out his book, The power in a link open doors, close deals and change the way you do business. using LinkedIn. It's a powerful tool. And we only scratched a little bit of the surface of what's covered in the book. Dave, is there a convenient way to stay in touch with you though? How can members of the audience reached out that perhaps didn't have a chance to get a question answered tonight.



1:00:05

Certainly. So I'm always, always happy to be helpful so you can reach out and if you find me on social media of your choice, or you want to email me at Dave at Rock tech comm I'm always happy to help out where I can.



1:00:19

Thank you again, Dave for spending the hour with us giving us this valuable advice.



1:00:24

Absolutely. My pleasure. Good luck to you all.



1:00:28

And thank you all for joining us again for another series of the Career Speaker Series. Join us every Wednesday night when we'll feature another career author, sharing tips, tools and best practices that can help you take your career to the next level. We wish you a good night