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# *Optimizing Your LinkedIn Profile*



## ***A Little About Me...***

- I'm Mir Haynes, a professional resume writer and LinkedIn expert.
- I've been writing resumes since 2009 and have worked with 1,000+ clients in all kinds of fields.
- My business has grown primarily through Google searches, personal referrals, and repeat business. Lately, more and more of my business comes from LinkedIn searches.

## ***What About You?***

Are you on LinkedIn? Success stories? Pet peeves?





# *What We'll Cover Today...*

1. Free vs. paid membership
2. How to claim your vanity URL
3. How to write a great headline and summary
4. Why your LinkedIn headshot matters
5. Four *\*AWESOME\** ways to use LinkedIn every day
6. Ten things you should never do on LinkedIn



# ***Free vs. Paid Memberships: Is it Worth It to Upgrade?***

What do you get when you upgrade?

- The ability to organize profiles into folders
- The ability to request “Introductions,” meeting your contact’s contacts
- The ability to find out who’s been viewing your profile
- The ability to send “InMail” directly to someone outside of your network

Is it worth it? For most professionals, no.



# *How to Claim Your Vanity URL*

Which looks better?

[www.linkedin.com/pub/john-doe-pmp/5b/65/697](http://www.linkedin.com/pub/john-doe-pmp/5b/65/697)

or

[www.linkedin.com/in/johndoe](http://www.linkedin.com/in/johndoe)

To claim your vanity URL at LinkedIn:

1. Mouseover your “Profile” and choose “Edit Profile” from the dropdown menu
2. Under your headshot is your profile URL; click the gear next to it
3. Click the pencil icon next to your profile URL (upper right sidebar)
4. Choose something unique/memorable and type into form field



# ***Personal Branding: Clearly State the Value You Bring***

Communicating “why me?” is important in job searches as well as in securing promotions and raises because it can:

- Help you stand out from other candidates
- Make you more memorable (“Oh I remember him/her!”)
- Translate to your LinkedIn Headline, your resume summary statement, your Twitter tagline, even email subject lines to prospective employers, hiring managers, or recruiters
- Inform your cover letters
- Help you answer interview questions



# *Tips for Writing a Great LinkedIn Headline*

- Be descriptive
- Be keyword rich
- Be credible
- Be brief (120 characters)

## SOME EXAMPLES:

Executive Recruiter, Speaker & Author - Featured on CBS and CNN

Fundraising Consultant for Non-Profit Orgs / Clients include the Red Cross and YMCA

CEO - Certified Credit Consultant™ at Acme Credit Solutions - Get Great Credit Now!

Resume & LinkedIn Profile Writer ~ Web Content Writer ~ No Interviews? It's Not You; It's Your Resume!





# *Tips for Writing a Great LinkedIn Summary*

You have 2,000 characters to “tell your story” and reinforce your personal brand. Here are some questions to ask to help you write a great summary:

- What are you passionate about?
- How did you end up in this line of work?
- What makes you different from someone else with a similar background?
- What’s it like to work with you?
- What industry buzz words or keywords are important to include?





# *A Couple of Formulas to Try*

## BULLET POINTS

- Intro paragraph(s)
- Bullet points (strengths, accomplishments, areas of specialty)
- Closing paragraph

## MULTIPLE HATS

- Intro paragraph(s)
- Role #1 + short description
- Role #2 + short description
- Role #3 + short description

## NARRATIVE

- Tell your story in a way is memorable, interesting, and relevant
- Three to four paragraphs in length



## Summary

As an experienced marketing manager who's been called "change agile," "strategic," and "proactive," I am passionate about changing business for the better. For the last 20 years, I've worked in the pharmaceutical industry, where I've led corporate marketing, business management, and communication strategies for Pfizer and Zoetis Animal Health.

I am driven by my collaborative nature, entrepreneurial spirit, and strong desire to improve my industry; that drive has helped me to experience success in:

- ▶ Taking ownership of and guiding problematic projects through to successful resolution; I love to jump in and take on those projects no one else wants to tackle.
- ▶ Working fluidly within a global, matrixed organization; I enjoy connecting with smart people to create—and then implement—shared ideas.
- ▶ Consistently striving for continuous improvement; my analytical side thrives on monitoring what we're doing, refining our actions, and seeing improvements.

In my most recent role as a Marketing Manager with the Companion Animal Division of Zoetis, I have earned a reputation for successfully championing change initiatives, rolling out industry-changing business solutions, and coaching internal leaders to their fullest potential.

### Specialties

- ✓ Go-to-Market Strategy and Program Management
- ✓ High-Impact Resource Development
- ✓ Training and Developing Emerging Leaders
- ✓ Cross-Functional Team Leadership

**BULLET  
POINTS**



## Summary

### ★ PERSONAL TRAINER ★

I'm an ISSA certified personal trainer with a passion for helping people change their lives and reach their goals through health and fitness. I'm also an active athlete who's competed in multiple races, including 5Ks, 10Ks, half and full marathons, and triathlons.

When I work with clients, I design innovative and fun sessions, and I like to focus on:

- ▶ HIIT Training
- ▶ Kettlebell Work
- ▶ Plyometrics
- ▶ Free Weights
- ▶ TRX Training
- ▶ Circuit Training

....but most of all, I love to KEEP IT FUN!

### ★ BLOGGER AND SPEAKER ★

I run a healthy living and fitness blog at [www.simplyfitmama.com](http://www.simplyfitmama.com); when I lived in Orange County, California, my site was recognized as a "Best Sports and Fitness Blog" award winner and was featured in Orange County Parenting Magazine. I have also been invited to speak at moms' groups and women's networking groups to discuss healthy living and fitness.

### ★ CONTACT ME ★

✉ [bdforward@mac.com](mailto:bdforward@mac.com)

☎ 949-293-6300

**MULTIPLE  
HATS**





## Summary

I grew up in the era of coin-op video games. As a pre-teen, I'd head to the convenience store with a fistful of quarters and a goal to beat my top score on Pac Man or Centipede. Fast forward 20+ years: I'm an e-marketing manager and SEO strategist with a passion for in-the-trenches work that gets measurable results quickly. Every day that I come into work, I want to top yesterday's results, see a direct impact, and tweak programs to refine their success in terms of organic or marketplace listings, unique site visitors, and conversion rates.

This work scratches my analytical itch. I'm a numbers kind of guy, but I'm also a creative thinker, often working closely with product manufacturers, outsourcing firms, vendors and purchasing departments to design and negotiate cost containment or revenue generating strategies that provide long-lasting value. I'm committed to my programs' success. I tend to work hard, stay late, and make sure it's right. I attribute this dedication to my early career as a payroll supervisor, when I learned that when it comes to people's paychecks, it has to be right.

I love the dynamic nature of the SEO consulting and e-marketing industry. The ever-evolving Internet marketplace and the nuances of how I do what I do are constantly in flux—and that keeps me challenged, always growing my skills, always trying to beat my top score.

Whether I've been onboarded as a consultant or a full-time employee, the companies I've worked for have significantly cut back on CPC (cost per click) rates, boosted CPA (cost per action) rates, and grown their free organic SEO traffic as a direct result of my efforts. Once on the team, I'm able to "pay for myself" quickly, set my employer up for long-term profitable growth, and train other team members what I do—in short, I have a strong track record of delivering a great ROI.

Specialties: e-Commerce Conversion Rates ★ Internet Marketing Management ★ SEO Strategy  
★ Amazon ★ eBay ★ Pay per Click (PPC) Campaigns

**NARRATIVE**



# *Think about Keyword Richness*

Use keyword-rich descriptions in:

- Headline (120 characters)
- Summary (2,000 characters)
- Recommendation (3,000 characters)
- Vanity URL (29 characters after [www.linkedin.com/in/](http://www.linkedin.com/in/))
- Job titles (100 characters)
- Job descriptions (2,000 characters each)
- Skills (80 characters per skill)
- Interests (1,000 characters)
- LinkedIn status update (600 characters)

Handy web tool that will count your characters for you: <http://bit.ly/lettercount>



# *Look Great on LinkedIn*

- LinkedIn research shows that profiles with a picture are seven times more likely to be viewed than profiles without one.
- The Ladders found that when recruiters check out profiles online, they spend 19% of their time simply eyeing your picture.
- Your picture matters, so get it right!







# ***Use LinkedIn—Even If You're Not Job Hunting***

It's true that too much activity on LinkedIn could create that appearance that you are job hunting. That's why...

**The best strategy to keep your job hunt under wraps is to be active on LinkedIn all the time—whether you're job hunting or not.**

- Get (and give!) good recommendations and endorsements
- Update your status frequently and share/comment on connections' updates
- Contribute actively to LinkedIn Groups (or start a group!)
- Continually build your network

If your job search is top secret: At the very least, turn off your activity broadcast while making updates. Collect LinkedIn recommendations, but don't publish them yet.



# ***Four Awesome Ways to Use LinkedIn Every Day...***



# #1 – *Give Recommendations and Endorsements*

The first *\*AWESOME\** way to use LinkedIn every day is to get—and give!—good recommendations on LinkedIn.

- Allow others to toot your horn
- Reach that “100% Complete” status with three or more recommendations
- Enhance your reputation by making recommendations
- Be keyword relevant in SEO results

Two important things to remember about recommendations:

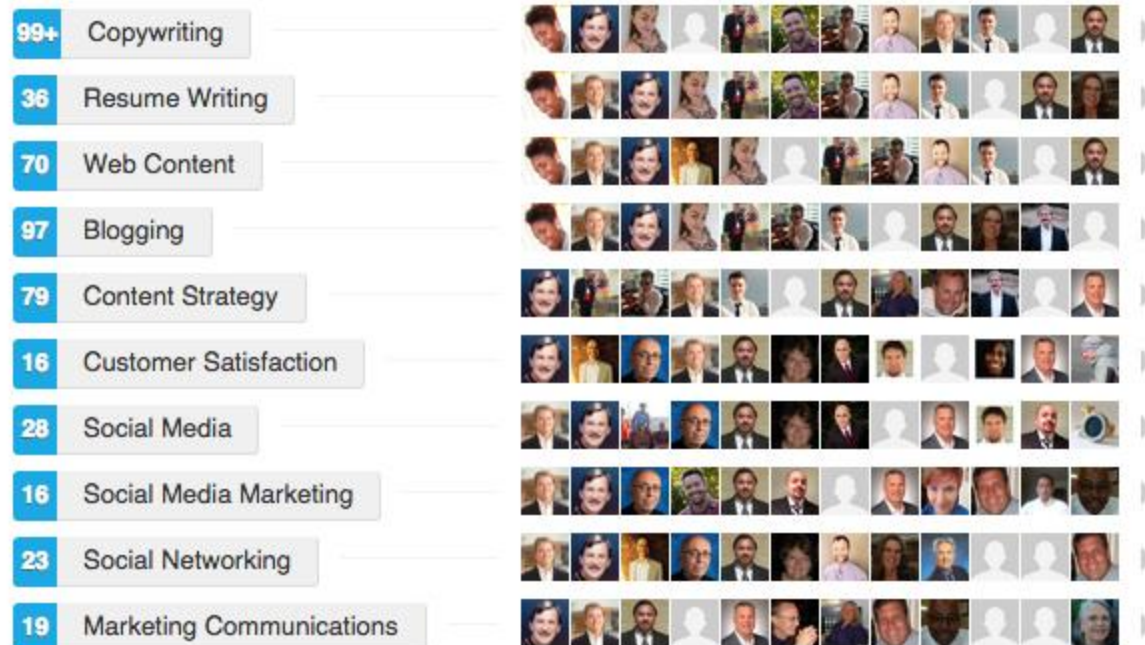
- The best way to get recommended is to give recommendations
- The best way to get a GOOD recommendation is to give GOOD recommendations

A FEW WORDS ABOUT ENDORSEMENTS...



## Skills & Endorsements

### Top Skills



### Mir also knows about...



### Notify your network?

**Yes**, publish an update to my network about my profile changes.

**Yes**



# *Formula for Writing a Great Recommendation*

Sound smart on LinkedIn by writing great recommendations for your colleagues and connections. Here's how:

- Align your recommendation with the individual's LinkedIn profile
- Choose three qualities you want to emphasize in the person
- Showcase transferable skills

## **Formula:**

How you know the person (1 sentence) + Why you are recommending the individual (1 to 3 sentences) + A “call to action” (1 sentence)



# *Recommendation Checklist*

Recommendations should be:

- Genuine
- Specific
- Descriptive (provide detailed characteristics)
- Powerful (include specific achievements, when possible)
- Memorable
- Truthful (credibility is important; avoid puffery or exaggeration)





# *Sample Recommendations*

## SOME EXAMPLES:

“Jill is a subject-matter expert in logistics, warehouse planning, and team leadership. In the time that we worked together at Amazon, her ability to take the initiative to ensure the thousands of items in each shipment were prioritized for same-day processing made her an indispensable member of the management team. I highly recommend Jill for supply chain and logistics positions where her business savvy and logistics leadership abilities can shine.”

“Mike was my direct report for four years at IBM. In that time, Mike had a consistent record of delivering year-over-year sales revenue increases while also ensuring top-notch customer service, working effectively with the entire seven-member sales team to make sure the client’s needs were met, and keeping current with trends in our industry. I recommend Mike because he is ‘Mr. Dependable,’ and knows how to deliver high-impact results in crunch situations.”



# *How to Ask for a Recommendation*

When asking for a LinkedIn Recommendation:

- Ask people who are relevant to your goals
- Ask people who write strong recommendations
- Ask directly through LinkedIn (from the “Profile” tab, click on “Recommendations,” and then click on “Request Recommendations”)
- Ask through more personal means (phone, email, over coffee, etc.)
- Provide some context



## ***#2 - Update Your Status and Share/Comment on Updates***

The second \*AWEOME\* way to use LinkedIn every day is to boost your visibility by posting smart status updates.

- Update regularly and frequently
- Be relevant, timely, interesting and brief (up to 600 characters)
- Shoot to make only 10% of your updates self-promotional





# *Ideas for Status Updates*

Where to get ideas for quality status updates:

- News that's relevant to your field at [www.linkedin.com/home/](http://www.linkedin.com/home/) (Pulse)
- A link to a blog post you've written—or become a LinkedIn Publisher
- A link to a blog post you've read and liked
- A piece of advice relevant to your field or relevant “quote of the day”
- A relevant YouTube video
- A request to connect with you on Twitter
- A link to an article in which you were quoted
- Recent results and key activities at work



# *Join in the Conversation*

Share and comment on your connections updates.

- LinkedIn makes it easy with one-click ability to Like, Comment, and Share the status updates of your connections
- Try to like, comment on, or share at least one of your connections' updates every day



## **#3 - *Contribute to Three to Five LinkedIn Groups***

The third *\*AWESOME\** way to use LinkedIn every day is to join and contribute in a meaningful way to LinkedIn Groups.

- Network
- Be a helpful resource
- Build your credibility
- Grow your expertise
- Make inside connections with companies for which you might want to work
- Progress from online networking to face-to-face networking by joining at least one local group





# *Which Groups?*

Which LinkedIn Groups to join?

- Groups to which you already belong to offline
- Groups related to your industry

Once you've joined, jump in—but not too quickly!

- Lurk first
- Demonstrate your expertise
- Create one-on-one networking opportunities



## #4 - Continually Grow Your Network

The fourth \*AWESOME\* way to use LinkedIn every day is to keep building your network.

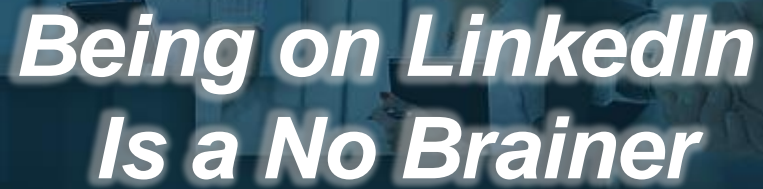
- Connect with people you “meet” in LinkedIn Groups
- Use “People You May Know” feature - [www.linkedin.com/people/pymk](http://www.linkedin.com/people/pymk)
- Use “Alumni Search” feature - [www.linkedin.com/college/alumni](http://www.linkedin.com/college/alumni)
- Import your address book so LinkedIn can suggest connections
- Connect with people you meet in day-to-day business engagements



# ***10 Things You Should Never Do on LinkedIn***

1. Do not use LinkedIn like you would use Facebook
1. Do not send out invitations just to add connections
1. Do not use a sexy, poorly cropped, or unprofessional picture
1. Do not post irrelevant status updates
1. Do not join groups just to add more group logos to your profile
1. Do not re-post blog posts to LinkedIn Publisher unless the content on your blog is relevant
1. Do not beg for recommendations
1. Do not brag too much when writing your summary
1. Do not forward profiles to your connections just so they can have more
1. Do not use LinkedIn if you can't follow the above nine rules! :)





If you are looking for work, being on LinkedIn is a “no brainer.”

- Hiring managers and HR reps use it
- You can easily collect recommendations
- You can present yourself in a more well-rounded way than on your resume
- You can use LinkedIn to find out which professional associations to join
- You can stay in contact with former co-workers and managers



# ***LinkedIn Matters—Even After You Land the Job!***

Job searching or not, LinkedIn matters.

- Keep your LinkedIn profile current so it's easier to update your resume later
- Get industry news
- Find out about conferences and events
- Know what conversations thought leaders in your field are having
- Position yourself as an expert in your industry
- Build your network now—because you'll need it later



***Thank You!***

If you'd like to know more about my services or myself, you can find me here:

- On LinkedIn: [www.linkedin.com/in/mirhaynes](http://www.linkedin.com/in/mirhaynes)
- On Twitter: [@RTP\\_Resumes](https://twitter.com/RTP_Resumes)
- At my website: [www.rtpresumes.com](http://www.rtpresumes.com)