409 - How to Get More LinkedIn Views than Roy:
Practical Tips for Improving Your LinkedIn Profile & Getting Employers to Seek You Out
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1 Create a Strong LinkedIn Profile First Impression

- **All Star Profile**
  - Professional looking photo
  - Branded headline
  - 2,000 character summary
  - Key word rich
  - Achievement oriented
- **Make Profile Public**
- **Activate Recruiter Tab**
- **Be Active!**
  - Comment, post, join groups, publish
- **Network!**
  - Go beyond your industry

2 Create a Successful Resume and Application

- **Goal: Create Brief Marketing Document**
  - Well organized & streamlined
  - Use bullets to break up text
  - Center headings
  - Brutally edit
  - 6-12 core competencies
  - Be honest
  - Key word rich
  - Leave dates of education off
  - Achievement / results oriented
  - Be professional (no ornate fonts, colored paper, photos or emojis)
  - Don't state the obvious (team player, detail oriented)
  - Aim to apply mid-week
- **Email your materials in a professional manner**
(include a cover letter, save document with professional title John.Smith.ComplianceOfficerResume, include a brief note with your email and send from a professional sounding email address)

3 Have a Winning Interview Experience

- **Details Make the Difference** (avoid perfumes, clean car, arrive 10 min early, be kind to receptionist)
- **Prepare, Prepare, Prepare**
  - Research common interview questions and write out the answers
  - Never seem rehearsed
  - Research the company and your interviewer
  - Watch an online body language video
  - Mirror the energy of your interviewer
  - Bring copies (job description, resume, questions, etc.)
- **Always Express Appreciation and Always Follow-Up**

4 Be a Virtual Super Star!

Phone Interview	Video Chat Interview
Use landline for optimal sound quality	Stage your background
Stand up for optimal voice quality	Check lighting
Smile ☺	Research best online colors and patterns
Tape notes in front of you	Verify camera positioning
Have interviewer's photo in front of you	Do a test run in your outfit
	Verify power source
	Place critical post-it notes on laptop edge