

Volume

1

LEARNING CIRCLE – LINKEDIN EMAIL SERIES



Exercises

ANEL MARTIN TRAINING PTY LTD

Learning Circle - Activities

Linked in



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DAY

1

Activity 1

LinkedIn Series - How will this work, why does it matter?



READING

I want to urge you to make the most of this information and the practical exercises to follow this week. If you do, you will have a good LinkedIn profile to begin with. These profiles serve as your online résumé and your business presence in the world - so like all things in life you need to put in what you want to get out! This is a working profile which needs to be updated regularly and maintained so please do not view this as a one-time activity.

Our emails this week will be short and sweet to position the activity but you will need to spend at least an hour a day (if you are serious) to get the maximum value from this training.

Why does LinkedIn matter?

According to 2016 statistics there are 433 million users on LinkedIn and in 2012 (according to Forbes Magazine) as many as 97% of recruiters surveyed were using LinkedIn to identify and recruit top talent.

Speaking from experience, LinkedIn has provided me with opportunities to write for publications, international training event invitations and has opened a whole new world of learning. It has also plugged me into my industry globally which has given me access to information and networking opportunities that I did not have prior to joining LinkedIn. Back to the point above, I also get at least 1 headhunting contact every 2 months or so.

LinkedIn is not only for job hunters, it is for anyone who is serious about their chosen career, creating a networking group, launching a charity and much, much more. It provides you with the opportunity to join groups, follow the posts of top business people and enables you to have brand visibility on a platform that matters in the business world.

A LinkedIn Profile Consists of:

- Photograph
- Title line
- Summary
- Experience
- Skills and expertise
- Education
- Interests
- Certifications
- Volunteer Experience
- Recommendations

For our purposes this week we will focus on building a strong backbone (items in red on the list above) for your profile which you can enhance and play with in the weeks and months to come.

ACTIVITIES FOR MONDAY

- If you don't have a profile on LinkedIn yet please register
- If your profile exists, look at it, as if you were a recruiter or someone who has a great opportunity available. What are your impressions? Do you like what you see?
- Do you have a photograph on your profile?
- Do you have a current CV? (You will need at least the basics from this for your profile)
- Think about why YOU want/need a LinkedIn profile? What would you like this profile to achieve?
- Look at your current profile status on LinkedIn (how does LinkedIn rate your profile at the moment?)

DAY

2

Activity 2

LinkedIn Series - How did you stack up and getting started?



READING

I hope that yesterday's activity gave you a chance to think about what you currently have on LinkedIn and what you would really like.

Today we are going to focus on:

- Photograph
- Title line

Now I hear you all quietly muttering...this should be easy and there is so little to do...

You will be amazed at how difficult people find these two seemingly easy items.

They matter because these are the first two things that come up when someone searches you. They matter because they make or break your first impression and will determine if the person proceeds to view your full profile or not.

The DON'TS :

A profile photo on LinkedIn

- Not casual
- Not cropped out of a group photo
- Not with sunglasses
- No cleavage
- No grumpy face that looks like a mug shot
- No picture at all – or as I like to call them....”THE EGGS”
- A photo taken years ago (when people meet you they don't recognize you)
- No pouting lips or other inappropriate facial expressions
- Talking on a mobile phone (unless you work in mobile)
- Not posing next to a fancy car or jet (unless you rent out jets)

(DON'T LAUGH, I HAVE SEEN ALL OF THESE AND CRINGED)

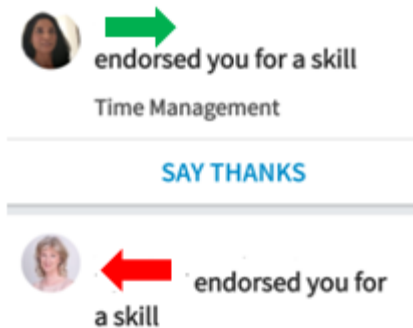
Title Line

- No small letters only
- No mention that you are unemployed and looking
- No false modesty or arrogance in how you describe yourself
- Blank

The DO's

A profile photo on LinkedIn

- If you can afford it, get a professional headshot done (worth the investment)
- Wear appropriate business attire
- Individual headshot with a plain background and no shadows on your face
- Nice smile with eyes visible
- Face sideways or straight ahead (if possible let the picture face toward your profile not away) it pulls the viewer's eyes towards the profile [Art students will understand]



(Example)

We are not all models but make sure that the pic is recent and you show the best possible version of you

Title Line

- Make it to the point
- Ensure that you will be picked up if someone does a relevant search
- If you specialize in something the ADD it!

ACTIVITIES FOR TUESDAY

- Add an appropriate title line (Add name, surname and headline sections to your profile)
- Review other profiles on LinkedIn in your industry if you are stuck for inspiration (there are after all 443 million examples)
- Add an appropriate photo
- If you don't have an appropriate photo ask a colleague or family member to take one of you on a plain background
- Make an appointment for a proper headshot at a future date (if funds and time allow) if you feel you need it

People will see these updates immediately so think about what you are trying to project, make it confident and authentic and most of all appropriate

Once updated, check if your profile strength has changed...

Profile Strength



DAY

3

Activity 3

LinkedIn Series - Your Summary a.k.a “Your elevator pitch



Yesterday’s activities should have your profile looking better already. Today we are working mainly on your Summary.

I always call this your “elevator pitch online”. What do I mean by this? Well, if you could only use a paragraph or two to tell someone about your work experience and achievements how would you word it to make the **MAXIMUM** impact if you only had one chance to do it?

This should cover your work experience, awards, achievements and high level projects...the **MOST** important things you want people to know!

This should be at least a paragraph in length. Keep it short and sweet, the language simple and the flow coherent.

I prefer using the first person as it reads better. As in...”I have been an Executive Assistant for 15 years...etc. (you get the picture) instead of Anel Martin has been....

Be authentic, be honest but don’t be too modest or too arrogant. This is a fine line. Remember you have a LinkedIn profile to showcase your professional brand, don’t undersell it. This is usually the biggest mistake you can make on a summary.

DON'T use clichés like “team player”, “work without supervision” or other overused terms and sentences. Make sure that your summary is congruent with your own professional brand, truthful and stands out from the other zillions of other profiles of professionals that work in your space.

Refer to your CV for the most important things you need to highlight.

ACTIVITIES FOR WEDNESDAY

- Structure and add a compelling Summary section (send a draft to me if you need guidance)
- Add your Experience
- Add your Education
- Add your Certifications (if applicable)
- Add your Volunteer Experience (If applicable)
- If you have no connections as yet please invite some people to connect (if you are stuck please contact me using the email address anelmartin89@gmail.com)

This is a lot to get through so focus on your summary and leave the rest for later if you don't have the time to complete it all. Ask a trusted friend or a work colleague you respect to review your summary as they sometimes see qualities in you that you don't see in yourself. This is your sales pitch, so make it count!!!

DAY

4

Activity 4

LinkedIn Series - Endorsements and Recommendations



READING

If you have been keeping up with the activities your profile should be shaping very nicely indeed so well done! Today we focus on endorsements and recommendations.

Shoot me now, but endorsements are complete RUBBISH. Daily I have people I have never worked with directly endorsing me for things I know NOTHING about so my advice (use it, or don't) is IGNORE this completely. It adds absolutely no value in my opinion.

Recommendations on the other hand are essential.

So, who should recommend you?

- Current manager (if possible – bosses don't always want to do this because they think you are job hunting)
- Any former manager or co-worker who is respected in the industry that you have worked closely with
- Clients/stakeholder (internally or externally)

Remember that this should be a selection of respected people, not your mom or your best friend. This is the section on your profile where you get people to back up how awesome you are so make it credible!!!!

Etiquette of requesting a recommendation:

1. Only approach people you know well who can give an honest assessment (often people I meet casually at networking events ask me for a recommendation, which I cannot give in good faith because I don't know the person well enough in their work context or have any kind of real view of their performance or work ethic)
2. Pick people who are respected
3. Personalise the email request – don't use the “pre-packed” one from LinkedIn.
4. Always be willing to give recommendations in return when requested to.

ACTIVITIES FOR THURSDAY

- Request at least 3 recommendations
- Complete the PA Brand Health Questionnaire (if you have not already done so)
<http://www.anelmartin.co.za/brand-health-assessment.html>
- Once recommendations are received back (usually not immediately, review them and have them show on your profile if you are happy with them)



Activity 5

LinkedIn Series – Getting Connected



Our final day has arrived. I hope that you have enjoyed these activities as much as I enjoyed putting this material together!

As a parting shot I want to provide you with some groups and leaders that I follow that will help you get started.

This is by no means an exhaustive list I encourage you to explore and find your own gems. Be sure also to join groups relevant to your specific industry or interests.

My Recommendations:

- Executive Secretary Magazine <https://www.linkedin.com/groups/3720787> currently 42,747 members (HIGHLY RECOMMENDED)
- Global Executive Assistants <https://www.linkedin.com/groups/93904>
- Lean In Community <https://www.linkedin.com/groups/4828878>
- PA Access All Areas <https://www.linkedin.com/groups/4498858>

FINAL ACTIVITIES

- Finalise your profile and email me for additional support info@anelmartin.co.za
- Explore the groups on offer
- Explore and connect with people in your profession
- Check your profile strength, has it improved?

Thank you for joining me on this journey. I hope to connect with you face to face at an event in the future.

(PLEASE FEEL FREE TO SHARE THIS INFORMATION WITH ANYONE WHO MAY BENEFIT!)

Visit my website for more free resources : www.anelmartin.co.za