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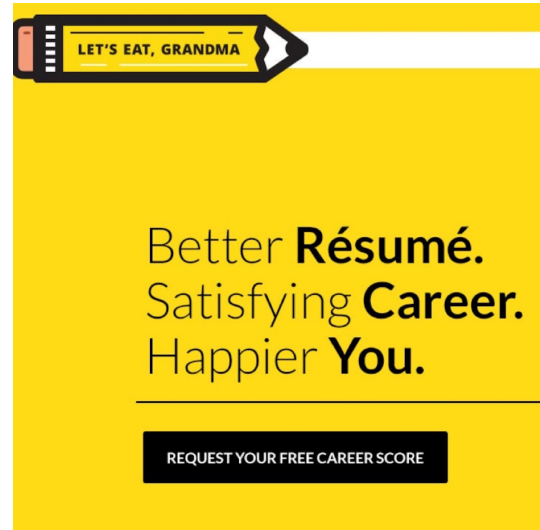
# GET ACTIVE!

How to maximize your profile & get active on LinkedIn



## About Let's Eat, Grandma:

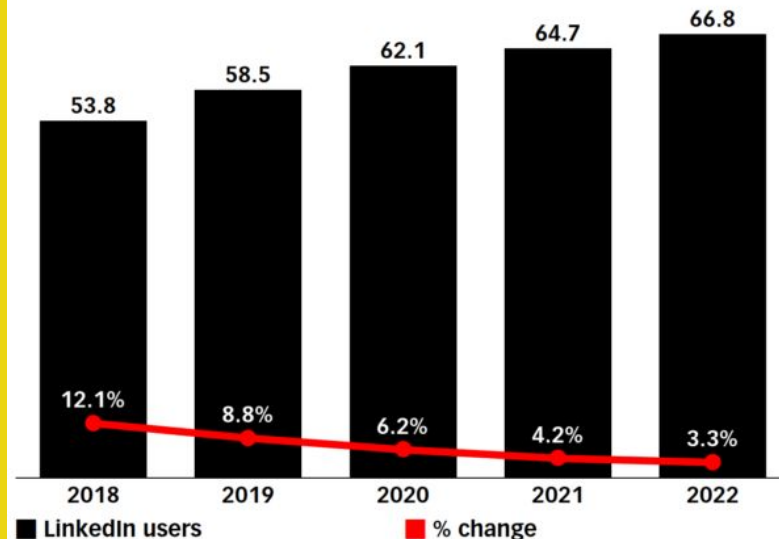
- What's with the name?
- Named **Best Resume Writing Service of 2021 & 2020** by The Balance
- Resumes, Cover Letter, LinkedIn Profiles, and more
- 5,000+ happy clients and counting
- Work with global job seekers across all industries and experience levels



# Why LinkedIn?

## LinkedIn Users in the US, 2018-2022

millions and % change



Note: internet users 18+ who access their LinkedIn account via any device at least once per month

Source: eMarketer, November 2019

T10846

[www.eMarketer.com](http://www.eMarketer.com)

- 
- 1. How to maximize your profile**
  - 2. How to get active**

- 
1. How should you maximize your profile & how is your LinkedIn profile different from your resume?

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## Two Main Themes

1. Fuller
2. More Human



Full human

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5 ways a great LinkedIn profile is  
**fuller and more human** than your  
standard resume...



## 5 ways...and how to maximize each

1. Summary Statement
2. Supplemental Information
3. Headline
4. Visuals
5. Connections



# **#1: The Summary (or “About me”)**

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## #1) The Summary

- Summary should take up as much space as possible. **#fuller**
- Summary should be written in the first person. **#morehuman**
- Quick Tips:
  - Move “Contacting me” to your summary (include your email)
  - Add links like your portfolio, promotional images, or articles about your work

Want to connect about my company's resume services, writing opportunities, or content collaborations? Send me an email at [daniel@letseatgrandma.com](mailto:daniel@letseatgrandma.com).



Portfolio

# EXAMPLE



Matthew Villanueva

Entrepreneur | Business & Hospitality | Helping Job Seekers Find Meaningful Work

Short,  
Attention-Grabbing  
Opening Statement

## About

Put simply: I help professionals find meaningful work by re-branding them in their application documents. With my team of 10+ skillful and customer-service oriented writers, I provide resume, cover letter, and LinkedIn writing for the serious job seeker.

Alongside my brother and co-founder, Chris, I've helped build Let's Eat, Grandma into an organization that's touched thousands of lives: from the 1500+ clients, several hundred event attendees, 40,000+ and counting podcast listeners on the Career Warrior Podcast (check us out on iTunes, Spotify, and Google Podcasts), and dedicated team of 25 sales, marketing, HR, technology, and product professionals, we have truly set out to do what we wanted to as college undergrads only 5 years ago.

Highlights of  
Accomplishments

A proud graduate of the School of Hotel Administration (now in the SC Johnson College of Business) at Cornell University, I bring a relentless spirit of customer service, hospitality, strategy, and a creative passion to everything I do. Similarly, with my background in foodservice, I bring a strong sense of hustle and a keen eye for the kind of talent it takes to make a customer's experience spectacular and memorable.

Personal  
History

Finally, with almost zero sales experience (however, one could say that everything in life is Sales) I have proudly managed sales, several salespeople, and an organization's revenues growing on average 300%+ YoY in 2019 & personally overseeing \$250k+ in bootstrapped earnings this year. It was through my methodical process improvements (dashboards & training, scripts, customer journey analysis, Customer Relationship Management) and our consultative approach to our product presentations that we've been able to boost sales and welcome as many happy job seekers to the LEG family (15% conversion rate increased to over 60%).

If you'd like to learn more about me or how I can help you with your professional writing needs, please don't hesitate to reach out. And if you want to join a serious team of writers and salespeople that actually make a difference, let me know! matt@letseatgrandma.com

Specific  
Call-to-Action



Let's Eat, Grandma -  
Resume and...




## **#2: Supplemental Information**



## Supplemental information you can (and should!) include in your LinkedIn

- Certifications
- Organizations
- Volunteer Experience
- Languages
- External Media
  - Portfolio Links
  - Examples of Digital Work (blogs, podcasts)
- Influencers
- Interests
- Education
- Skills and endorsements
  - *(More on this later)*



Why does having more  
supplemental information  
help on LinkedIn?

# Skills

- You get room for 50 skills – **use them all!**
- Why?
  - Maximum Keyword Potential
  - Anything you cut from resume
- Choose a Good Top 3
  - Default to Most Endorsed
  - Show Variety



**Matthew Villanueva**

Entrepreneur | Business & Hospitality | Helping Job Seekers Find Meaningful Work

## Skills & Endorsements



**Sales Management**



**Customer Service** · 5

Lydia Griffin and 4 connections have given endorsements for this skill



**Business Strategy**

## Industry Knowledge



**Data Analysis** · 4



**Sales**



**Business Development**



**Market Analysis**



**Project Management**



**Marketing**



**Social Media** · 4



**Customer Relationship Manag...**



**Resume Writing** · 1



**Market Research**



**Product Development**



**Digital Marketing**



# Your Job History

- #fuller
- LinkedIn isn't limited by time and space like your resume, so you can include a little more
  - Still, don't write an essay...
- Not tailored for 1 job, so you can appeal to a few



## Marketing Manager

Let's Eat, Grandma · Full-time

Apr 2019 – Present · 10 mos

Greater Denver Area

Let's Eat, Grandma (NOT Let's Eat Grandma! Commas save lives.) is a professional writing service dedicating to helping professionals land their dream jobs with better resumes, cover letters, and LinkedIn profiles. As Marketing Manager, I wear multiple hats to drive sales by writing blogs, hosting events, producing videos and graphics, running social media accounts, and forming strategic partnerships.

- Write and/or edit 8 creative, informative blogs per month on various job-search related topics
- Produce a variety of innovative visual content, including videos, live streamed show ...[see more](#)





# #3: The Headline



## The Headline should be...

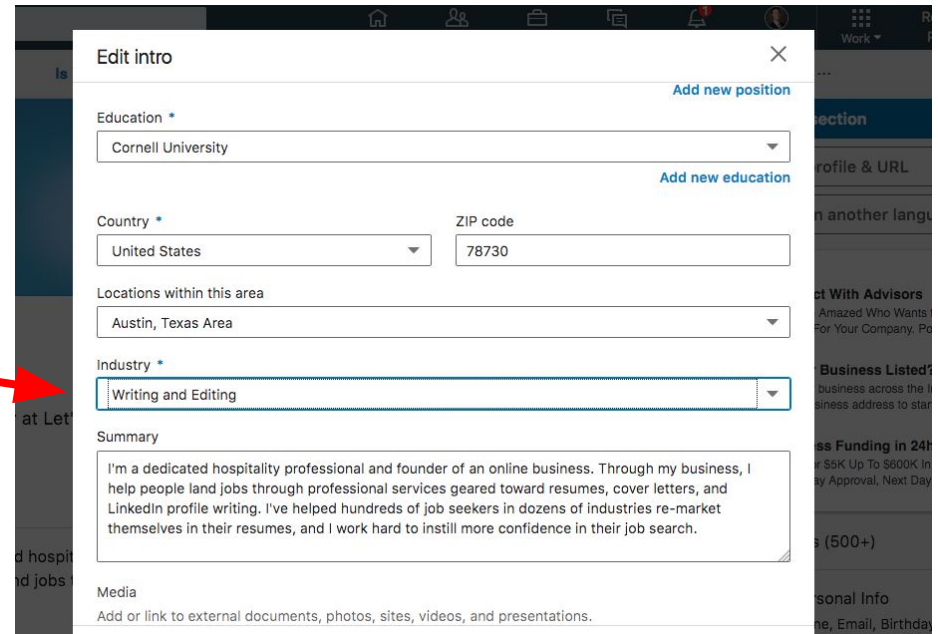
- Not *just* your current job title!
- Captivating, while demonstrating value
- Forward-seeking
- Keyword driven for your industry
  - Tip: include 3 “key phrases” to set yourself apart.

Joshua Lewis · 2nd

Business Analysis | Process Improvement | Non-Profit  
Management

# Additional tips on profile visibility

- Make sure profile is “public”
- Rename your URL to something easier to find
  - “mollieeisler” vs. “mollie-eisler-205947762”
- Align your “industry” with where you are applying



The screenshot shows the 'Edit intro' form on LinkedIn. A red arrow points to the 'Industry' dropdown menu, which is currently set to 'Writing and Editing'. The form includes fields for Education (Cornell University), Country (United States), ZIP code (78730), Locations within this area (Austin, Texas Area), and a Summary section with a text area containing a professional bio. The background shows a blurred view of the LinkedIn profile page.

**Edit intro** ✕

[Add new position](#)

Education \*  
Cornell University ▼

[Add new education](#)

Country \*  
United States ▼

ZIP code  
78730

Locations within this area  
Austin, Texas Area ▼

Industry \*  
Writing and Editing ▼

Summary

I'm a dedicated hospitality professional and founder of an online business. Through my business, I help people land jobs through professional services geared toward resumes, cover letters, and LinkedIn profile writing. I've helped hundreds of job seekers in dozens of industries re-market themselves in their resumes, and I work hard to instill more confidence in their job search.

Media  
Add or link to external documents, photos, sites, videos, and presentations.

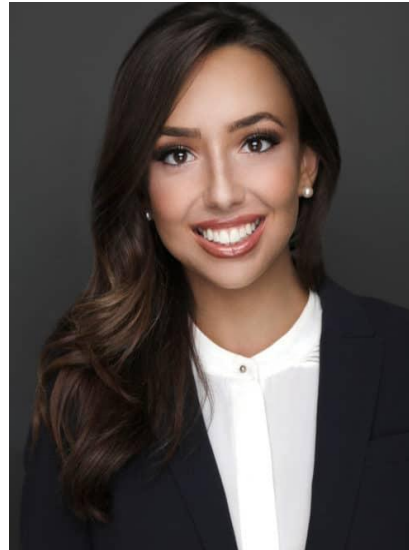


# #4: Visuals Matter

# Your Profile Picture/Headshot

- 1st Impression!
- People will use your picture to judge your professionalism
- Don't need to hire a photographer (but it helps)
- Quick tips
  - Shoulders Up
  - Good Lighting
  - Smile!
  - Clean Background

GREAT

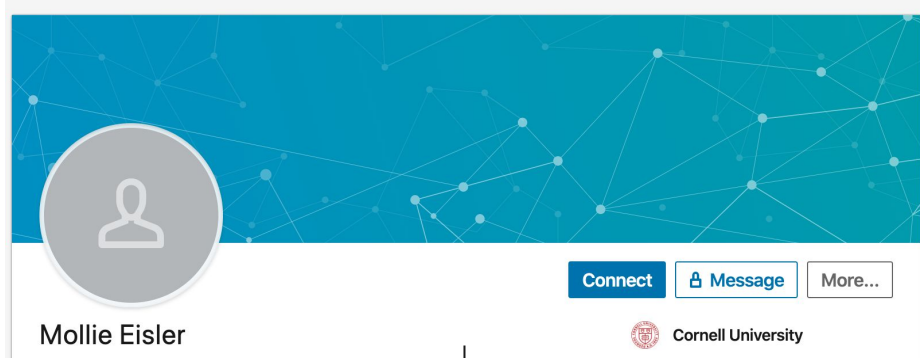


NOT GREAT



# Your Cover Photo

- Did you know that blue space can be a picture?!
- Cover Photo sets you apart
- Your chance to show some personality
  - Can be industry-specific
  - Or just a hobby/interest





# #5: Connections Count



## Connections Count

- Social proof is real on LinkedIn
- Connections are a part of your profile
- Add anyone you meet on a professional level
  - But be sure to offer them value
  - Don't just add random people – or accept their requests!

# Endorsements & Recommendations


- Endorsements = Particular skills
- Recommendations = Your whole profile
- Give a lot of credibility
- You have to seek them out
- Who?
  - Bosses
  - Co-workers
  - Clients
- Best way to get? **Give.**
  - Then, ask tactfully at a good time

Recommendations

Ask for a recommendation [Recommend Chris](#)

Received (9)

Given (11)




**Art Markman**

Professor of Psychology,  
University of Texas at  
Austin

October 4, 2019, Chris worked  
with Art but at different  
companies

I had the honor to work with Art in order to deliver valuable content for job seekers. Our company invited him to appear as a guest on the Career Warrior Podcast (ep. 76) -- and we've sourced brilliant concepts from his book, Bring Your Brain to Work: Using Cognitive Science to Get a Job, Do it We... [See more](#)




**Jeff Beckham**

Senior Content & Media  
Strategist at Treble

July 26, 2019, Jeff worked with  
Chris in the same group

If we are being honest, developing a content marketing strategy for your company is not easy. There are many conflicting opinions out there, and many of us business owners don't know where to focus our resources. After meeting Jeff here in Austin, we turned to him as an advisor for developing our content mark... [See more](#)

[Show more](#) 

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## 2. How to get active on LinkedIn: 4 Ways to Meaningful Engagement



# #1) Post Relevant Content

*Posting relevant content for your industry means attracting the right people and offering them ACTUAL VALUE.*



## #2) Comment on other posts

*Posting content can only get you so far (especially if your connections are low). Go outside your bubble, and offer value however you can.*




# #3) Build connections the right way

*Quality vs. Quantity*



## #4) Leverage connections when appropriate

*You can leverage connections by finding the win-win...then shooting your shot!*



# How to use your shiny new network?

- Ask for endorsements & recommendations (these will set you apart from your candidates)
- Be authentic & search for “win-win” relationships... not just what benefits you!
  - Informational Interviews concept
- BE ACTIVE! Don't let your connections and shiny profile gather dust

TUE

17

Notes for Sujit  
8:30 – 9:30am

Ashley / , 10:30am

Responding to Email  
11:15am – 12pm

Ambika Nig, 12pm

Grassroc, 12:30pm



## Grassroots Marketing / LinkedIn

Tuesday, September 17 - 12:30 – 1:00pm

Weekly on Tuesday, Wednesday, Thursday, Friday



**Did you hop on LinkedIn today and accomplish the following?**

1. Did you make 3 new meaningful connections today? (Someone with like-minded interests, good description, similar connections). Good to look at marketing spreadsheet to see who our ideal client is (income level, etc).
2. Did you make a meaningful comment 1 time today? (not just nice post, but a deeper thought or question perhaps).
3. Did you have 1 meaningful message today (connect with someone today to get to know them further)?
4. Did I tag someone in a post that would be of value to them? (This includes your own posts).
5. Did you respond to all your notifications and messages today?



# Optimize your job seeking preferences

- Let's recruiters know you're open to opportunities and that you're actively applying
- Greatly increases the chances that you will be contacted by recruiters

## Job seeking preferences

Privacy controls for job seeking activity on LinkedIn

### Job application settings

Choose what information LinkedIn saves when you submit a job application.

### Sharing your profile when you click Apply

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply

### Commute preferences

Set commute times and get job recommendations based on your preferences

### Signal your interest to recruiters at companies you've created job alerts for

This will be applied for companies that you've created job alerts for

### Stored job applicant accounts

Match which third-party job applicant accounts are stored on LinkedIn

## Other applications

Control how associated accounts can use your data

### Permitted services

View services you've authorized and manage data sharing

### Microsoft Word

Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.

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## What If I'm Still Employed?!

- Don't make your search apparent in your summary/headline!
  - Can be direct in InMail direct messages with recruiters
- Consider blocking boss/anyone above you
- Set "Open to New Opportunities" to "Recruiters Only"
  - Can't go completely invisible from your company recruiters
  - Tricky subject – check out our blog!



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# Thank You!



*Connect with Us:*

Mollie Eisler ([mollie@letseatgrandma.com](mailto:mollie@letseatgrandma.com))

<https://www.letseatgrandma.com/nscs-expo/>

Connect with us on LinkedIn and follow Let's Eat, Grandma on Social!

*Check out our Career Warrior Podcast on Apple & Spotify*

Use coupon code **NSCS** at checkout to unlock *15% off the purchase* of one of any of our products!

Expires: 9/1/21

# Listen to our Podcast!



## Career Warrior Podcast

Let's Eat, Grandma Resume Services

PLAY

Our podcast is designed to help you land your dream job -- and help you be the best professional you can be in your careers. You will hear motivational advice from industry leaders, resume experts, and job seekers to help guide you through your career. For a good introduction to this podcast series, please check out our 19th episode!

113 EPISODES





4/6/2020

## #129) Your Ultimate Guide to Reach Out Messages | Lisa Lewis of Career Clarity

Season 1, Ep. 129

This is your ultimate guide to reach out messages on LinkedIn, email, and other channels! Because today, we're going to talk in **DETAIL** about crafting the best reach out messages possible during your job search.

Why you will want to listen to this episode:

- Maybe you're struggling with just what to say in your reach out messages.
- Maybe it gives you anxiety to be met by rejection, and you're just not sure how to message people.

Share



6/6/2019

## #46) Who Should I Connect With on LinkedIn? | Getting Those Numbers Up | Tom Powner of Career Thinker

Season 1, Ep. 46

Today, we are going to delve into one of the most frequently mentioned topics regarding LinkedIn: making those connections! It's not enough just to have a strong profile; you need to make sure that you are gaining traction and visibility by virtue of the connections you make. And a slew of mini-questions arise when it comes to this main topic...

- Who should I accept or reject requests from?
- How many connections *should* I have?
- How can I get my connections up in a meaningful way?

We are going to address all of these questions *and so much more* in this podcast episode.