

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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The Secret to Surviving a Job Search

- Determination
- Flexibility
- Resilience
- Gratitude



Today's Presentation

Discuss Tips For:

- Creating a Strong First Impression
 - With your LinkedIn Profile
 - Resume
- Job Application Strategies
- Having a Winning Interview Experience

What is



- Not just a "Job Site"
- Social media marketing
- 400 million+ users, about ¼ of them active
 - In over 200 countries & territories
 - Founded in Dec 2002
 - Acquired by Microsoft in June 2016
 - Considered the 14th most popular website in the world

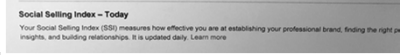
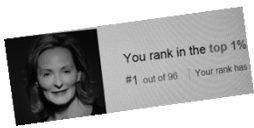
Being Successful on LinkedIn

- Depends on goal
- Want a new job? Be active!
 - Be mindful of your posts
- Creating profile & doing nothing will accomplish little
- Rewards users / activity
- Secret algorithm
 - All-star profile status
 - 500+ connections
 - Participation



Vanity Metrics

- Pretty Meaningless
- Premium member only metrics
- *Quality vs. Quantity*
- SSI



Top Ways to Get a Job

- *Recruiters*
 - Accounts for about 10% of the market
 - You can't hire
 - Work for companies, not applicants
- *Networking*
 - About 70% of hiring occurs in this fashion ←
 - It really is about who you know!
- *Online Applications / Job Boards*
 - About 20% of the job market

Create a Brand

- Convey a consistent brand / message professionally
 - Your photo, name, tag lines etc... should be consistent across platforms
 - LinkedIn, Twitter, HCCA, work intranet
 - Get ideas by looking at profiles of like professionals
 - Hire consultant



Professional Name

- Use name on resume
- Insert nickname in the middle if necessary
 - James "Jim" Johnson
- No fake names, or First name last initials
 - James B.
- Credentials after your last name if add value
 - James "Jim" Johnson, JD, CHC
 - James Johnson, JD (attorneys typically don't use this credential – use your discretion)

Happy Professional Photo

Ghost 

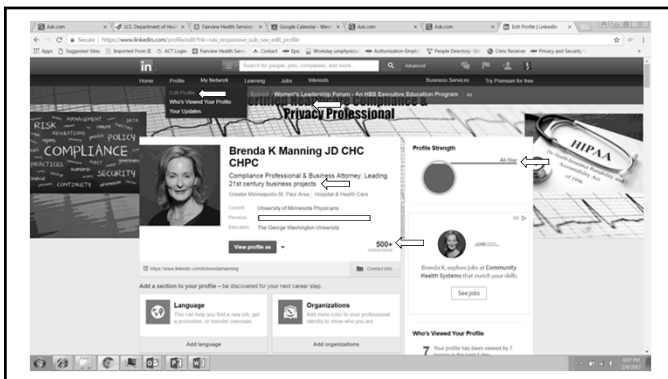


- Headshot should be happy, 😊 smiling, forward facing, preferably color
- Business / business casual attire
- Lighter, non-distracting background
- Professional photos are great
 - Save \$\$ with cell-phone photo, edit with apps such as Perfect 365

Create a Branded Background Photo

- Access by editing your profile, selecting “edit background photo”
- Customize using Youzign or Canva
- Tip: <http://linkedinriches.com/profile/> John Nemo free LI how to videos





Branded Headline

- Defaults to your current Job Title
- Should reflect your brand → who you are as a professional
 - 120 characters, first 68 characters show on mobile app
 - Consider emoji's / vary with capitals
 - Choose something that will set you apart when you are on a recruiter list or being viewed by others

Sample Headlines

Great:
 Independent Contractor Specializing in Social Security Filings for Local Attorneys & Advocacy for Disabled Individuals
 Compliance Officer | Attorney | Health Law | E-Health | Privacy & Information Security | Fraud & Abuse | Reimbursement
 HITRUST Expert, Risk Management, HIPAA, OCR Audit, Compliance, CyberRisk, IT/IS Strategy, Management Consulting

Avoid:
 Director, Regulatory Affairs at XYZ Healthcare
 Unemployed
 Seeking New Opportunitites (note the typo!!!)
 Attorney
 Privacy & Compliance Professional

Summarize Who You Are

- 2,000 characters, first 62 characters show on mobile app
- LI is NOT your resume
- Use this section to tell a little about yourself
 - What you do, why someone should hire you
 - Consider using a video
 - Ageism: don't lead with "25 years experience"
 - Keywords / Core Competencies
 - "seeking new opportunities"
 - Highlight achievements

WHO I AM
 I am a solutions-based, multi-disciplined, counsel poised to work cross-functionally to deliver legal insight and business analysis in areas centered on healthcare compliance & privacy, with a strong focus on business improvement initiatives, strategic planning, and excellent implementation proficiencies. I would describe myself as a high energy, down to earth, glass is half full type person who thoroughly enjoys helping others and is everything but the stereotypical stuffy lawyer.

MY PHILOSOPHY
 I believe in approaching compliance from a solution oriented perspective, working with people within the organization to help them accomplish the goals of the business while operating within the confines of the law. I believe when compliance is approached in a positive fashion, you are more likely to have employees come to you with issues, embrace compliance and achieve overall better results for the organization.

WHAT I DO
 I am a forward-thinking professional who implements governance and public affairs policies by interpreting new regulations and laws while liaising with management, recommending strategies and leading teams.

HIGHLIGHTS:
 High-energy attorney, board certified in healthcare compliance and healthcare privacy with 16 years of compliance experience and proven track record of being approachable leader with business insight.
 Proven team player able to support other attorneys and business professionals in cross-functional settings
 Clearly communicate ideas and thoughts so that all engaged parties are capable of understanding and implementing a plan of action

MY CORE SKILLS
 Compliance & Privacy Law | HIPAA & HITECH | Information Security | Risk Management | Creative Thinking | FDCA | Business Intelligence | Business Process Innovation | Negotiation & Contract Review | Transactional Legal Skills | Internal & External Reporting | Communication Skills

Highlight Relevant Experience

- Work History
- Use "key words"
 - Including in your job title if necessary
 - Descriptors can be added to your title with this line: |
 - Example: Privacy Manager | Risk Management | Compliance
- Put dates, limit this to about 10 years (case by case)
- Not your job description
- List accomplishments / achievements



Associate Attorney | Social Security | Medicaid | Patient Advocate

September 1998 – December 2016 (18 years 4 months) | Waukegan, IL

Advocate for uninsured hospital patients at administrative Medicaid hearings on behalf of client hospitals seeking reimbursement for this Circuit Court and appellate level practice; extensive experience writing briefs and conducting oral arguments.

SPECIFIC ACCOMPLISHMENTS:

PROJECT MANAGEMENT: 11 years managing firm's Social Security Disability program, including representing a select group of hospital patients from our client hospitals and program project management

CROSS-FUNCTIONAL LEADERSHIP: Manage all Medicaid litigation, working in as many as 12 states and managing appeal staff in multiple locations

RESEARCH: Assist managing attorney in wide variety of legal research and complex civil litigation matters both State and Federal and miscellaneous business matters

Relevant Education & Certifications

- List your education & certifications
- Do not list dates or GPA's unless you just graduated & had a 4.0

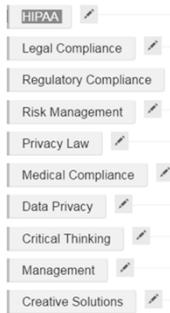
Education

The George Washington University
 Graduate Certificate, Healthcare Corporate Compliance
 Graduate level healthcare corporate compliance program with a focus on federal healthcare programs, Anti-kickback Law, Stark Law, EMTALA, False Claims Act, Corporate Responsibility, HIPAA, 501(c)(3) Tax Exemption and Anti-Trust



Skills & Endorsements

- Add up to 50 skills
- Rank them in order of importance
- Endorse others for their skills & they will return the favor

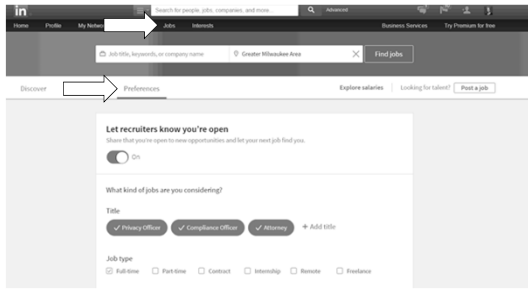


Create a Winning Network

- 500+ = "magic number"
- Personalize invites
- Start with family, friends, former classmates & coworkers
 - Don't limit to your industry
 - Join groups
 - Comment on articles
 - Connections will naturally follow



Signal Recruiters



Suggested Influencers & Groups

- *Consider following:* J.T. O'Donnell, John Nemo, Liz Ryan, Lou Adler, Lauren McDonald, Wendy Weiner, Dr. Travis Bradberry, Virginia Franco, Lisa Rangel, Bruce Hurwitz, Forbes, Paul Copcutt
- *Consider joining:* LinkedIn Job Seekers – free for 30 days
- *Groups:* HCCA, SCCE, International Association of Privacy Professionals, ISACA

Tips for Applying Online

- 1) Find a great job board(s)
- 2) Professionally branded resume
- 3) Customize with JobScan
- 4) Submit a cover Letter
- 5) Contact the job poster/ hiring manager/insider
- 6) If rejected consider sending a thank-you



Job Boards

- HCCA / SCCE (*Gold for compliance professionals*)
- Indeed
- LinkedIn
- Jobcase
- Local job boards
- Bar associations
- Flexjobs.com (work at home opportunities)
- Network w/friends for suggestions



Create a Strong Resume First Impression

- 6 second Rule
- Branded resume = Short **marketing document**
 - Prices range from \$199 - \$3,000 for resumes & packages
 - Mid-level → \$450 - \$700
 - Should be collaborative process



Resume Format - Header

- Have a headline something like this at the top of your resume:

JOHN SMITH JD, CHC, CHPC
 123-456-7890
 JOHNSMITH@GMAIL.COM
[HTTPS://WWW.LINKEDIN.COM/IN/JOHNSMITH](https://www.linkedin.com/in/johnsmith)

- Key features: name, cell phone, email, LI Vanity URL
- You should use this same information for your email signature

Resume Format – Executive Summary

- Should be below your header - conveys a consistent brand message about who you are

PUT YOUR BRAND TITLE HERE USE A | TO SEPARATE TO ADD A DESCRIPTOR TO YOUR JOB TITLE

Now describe briefly in about 2-3 lines, who you are as a professional & what you deliver. What is your brand? Try to include keywords.

Resume Format – Core Competencies

- These are keywords that you will find in job descriptions
 - May need to tweak from job to job
- See the LI skills section for additional ideas
- Aim for 6-12 bullet points

CORE COMPETENCIES		
<ul style="list-style-type: none"> ✓ HIPAA ✓ Risk Management 	<ul style="list-style-type: none"> ✓ Auditing ✓ Communication Skills 	<ul style="list-style-type: none"> ✓ Management ✓ Six Sigma Black Belt

Sample Chronological Resume

BRENDA MANNING JD, CHC, CHPC

ANYWHERE, USA 12345
123-456-7890
My EMAIL ADDRESS HERE
[HTTPS://WWW.LINKEDIN.COM/IN/BRENDAMANNING](https://www.linkedin.com/in/brendamanning)

COMPLIANCE PROFESSIONAL | HEALTHCARE ATTORNEY

1 – 2 SENTENCES ABOUT WHO YOU ARE & WHAT YOU BRING TO THE TABLE

CORE COMPETENCIES

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> ✓ HIPAA ✓ Legal Compliance ✓ Regulatory Compliance | <ul style="list-style-type: none"> ✓ Risk Management ✓ Privacy Law ✓ Medical Compliance | <ul style="list-style-type: none"> ✓ Data Privacy ✓ Critical Thinking ✓ Management |
|--|--|---|

RECENT RELEVANT EXPERIENCE

Finishing the Resume



- Work experience
 - 10 years
 - Case by case
- Education – no dates
- Relevant Certifications / Licenses

Defeat Applicant Tracking Software

- <https://www.jobscan.co/>
- Many companies use ATS
- About 72% of resumes never seen by humans
- Past resume & ad, scan to compare
- Goal → 80% match
- Tweak keywords
- 5 free scans /mo or paid subscription



Match Rate

Great Job! You've reached 80% and increased your chances of being seen by a recruiter.

Hard Skills

Hard skills are often skills learned through training, such as proficiency with specific software, tools, or other specialized skills. Below are the hard skills and their frequencies in your resume and job description. Skills denoted by **X** are found in the job description, but not your resume.

Resume

- 4 Hipsa
- X** Health
- 3 Legal
- 1 Operations
- 2 Training
- 2 Counsel
- 2 Research
- X** Policies
- 1 Content
- 1 Documenting
- 1 Investigations
- 1 Policies And Procedures
- X** Partnerships
- X** Medical Center
- X** Procedures

Job Description

- 24 Hipsa
- 11 Health
- 6 Legal
- 5 Operations
- 4 Training
- 4 Counsel
- 4 Research
- 2 Policies
- 1 Content
- 1 Documenting
- 1 Investigations
- 1 Policies And Procedures
- 1 Partnerships
- 1 Medical Center
- 1 Procedures

Show Off Your Writing Skills

- Cover Letters: Are they really necessary?
- Yes!
- Very few people do them
 - Demonstrates your writing abilities
- You can use "Dear Hiring Manager" if you have to
 - Try to find out the specific name of who it is going to

Reach Out After You Apply

- Don't just apply, sit back, wait 4 phone 2 ring!
 - Be proactive!
- After you apply try to locate the hiring manager or HR
 - Many HCCA listings & LI postings include
 - You can also call the company
 - Ask your connections
- Send brief email or inMail on LinkedIn
- Introducing yourself is a great start

Don't Wing It!



- Interview = *Not about YOU!*
- Homework, homework, homework!
 - The more you prepare the more you will be rewarded
- Consider a coach
 - Approximately \$200/hour 3 hours for \$500
- Research the company (Web, LI, Twitter)
- Research the interviewer

The Rejection Thank You

- Be gracious in rejection
- J.T. O'Donnell technique
- Letter not necessary, but nice email works
 - Thank person for their time & consideration
 - If you know about other opportunities, use this as an opportunity to see if you can get an interview for those positions
 - You never know when choice #1 isn't going to work out!

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