

# Jan Wallen

## WHY YOUR CAREER ADVANCEMENT AND LINKEDIN ARE ALL ABOUT LEVERAGE

By Jan Wallen



There's a lot of buzz now about LinkedIn. Your profile is up, but you're not using it. And does it really work?

Using LinkedIn effectively is a critical tool to find positions and opportunities, get through to and engage potential companies and recruiters, build relationships and trust, and advance your career strategically. Effective networking with LinkedIn *enhances* what you already do—it's not a substitute for your resume, recruiters, a consistent search process, and solid networking skills.

Does LinkedIn really work? Recent research shows that:

- Now 97% of companies, recruiters and private equity firms look on LinkedIn **first**.
- And 50%+ of candidates for private equity opportunities come from LinkedIn.
- Some executive search firms don't want resumes any more.

If your profile is not optimized with the best keywords, and doesn't differentiate you from other executives, you're invisible.

How do you advance your career with LinkedIn? It's all about leverage:

- 1) Knowing the right people and being connected strategically to them
- 2) Building a network and relationships so the right people in your target companies and industry know, like, and trust you
- 3) Being known as the expert and thought leader in your area

Here's a challenge with phone calls to people who can help you though you don't know them yet: When you call someone and they don't recognize your caller ID, they put you into voicemail. At the end of the day, they listen to their voicemail with their finger on the Delete key.

If you don't say something that attracts their attention and makes them want to listen more, you're gone.

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LinkedIn solves that because it's easy to find companies and the right people with targeted advanced searches and Company searches. When you find them, you have two options:

- 1) You can make a cold call or send an unsolicited email to him or her. This is the least effective option.
- 2) You can *leverage* your expertise and your network to get through to them through an introduction—the most effective way.

Find someone who knows both you and the person you want to meet. That is, find your “shared connections.” They know both you and the person you want to meet. They can introduce you to the person you want to meet, so you're not making a cold calling out of the blue.

It's also critical that your profile represent you well now and for what you're looking for in the future. One of the most important aspects of your profile is that it stands out from all the rest and shows that you stand out from the thousands of executives who, like you, have many accomplishments throughout their careers.

Remember that ***it's all about leverage:***

- 10% of executives respond to cold calls or unsolicited emails.
- *Yet 84% will engage when they are connected through a friend or colleague and offer value (InsideView).*

That means leveraging your network really pays off. How can you leverage your network to get more clients, advance your career, and find your next business opportunity?



## About Jan Wallen

Jan Wallen wrote the book on LinkedIn – *Mastering LinkedIn in 7 Days or Less*. Because of her up-to-date knowledge and areas of expertise, she is a cited media authority (NBC, CBS, ABC and Fox News), and her professional advice is sought after and sourced by publications and media including Business News Daily, Business Insider, the Shelley Palmer Blog, LinkedIntelligence, Entrepreneur Podcast Network, iCANny's webcast, and radio shows including Into Tomorrow and BlogTalk Radio (Lead Generation, Prospecting, and Significant Business Success). She is a SCORE Certified Mentor and Board Member at Large for the Lifetime Learning Institute at Bard College.