

building a great

LINKEDIN 

profile



the
BEAN COUNTER
with Andrew Argue

LinkedIn Contacts

Reach out to recruiters and company representatives on LinkedIn the evening after you meet them at a career fair or other event. It's the perfect time. Sometimes LinkedIn requires you enter the person's email. 1

What do you happen to have right then and there?

His or her business card (which you should have asked for)! Now you may be excited to start connecting away, but I want to spend some time briefly discussing how to have a killer LinkedIn page before you start connecting with these individuals. Before you've built up a good connection base, feel free to connect with your close friends, family, and classmates, but wait until you have at least 100 connections before you start reaching out to recruiters and other professional.

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Photo

Have a professional photo and yes, have a photo. If you're in University, or if you happen to live on planet earth, one of your friends is a photographer. Scrape up some extra cash and pay them \$20 or \$30 for a nice headshot.

When I was working at PwC, this was the head shot title of my Linked-In profile:



The image shows a screenshot of a LinkedIn profile for Andrew Argue. On the left is a professional headshot of a man with glasses, wearing a suit and tie. To the right of the photo, the name "Andrew Argue" is displayed in bold, followed by "Senior Associate at PwC" and "Miami, Florida | Accounting". Below this, a list of work and education history is shown: "Current PwC", "Previous Beta Alpha Psi, Cott Beverages", and "Education University of Tampa". A blue button labeled "Send a message" is positioned below the work history. In the top right corner of the profile header, a "1st" badge is visible. In the bottom right corner, it says "500+ connections". At the bottom of the profile card, there is a URL "www.linkedin.com/in/andrewargue" and a "Contact Info" button.

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Headline

Make your headline relevant but don't scare people away. Many people want to have a headline that shows they're ambitious, like "Aspiring CPA Candidate." I would recommend staying away from these type of titles.

Stick to something that is tangible, that requires actual work and has an actual title such as "President of Delta Sigma Pi," "Accounting Intern at Verizon," or "Accounting Tutor at XYZ University." You may think, I don't have any leadership activities or internships I am involved in. Well then get some!

You can even offer to go over to the University and be a volunteer in the accounting department and work for free for five hours a week. Get the experience and build up your resume and LinkedIn page.

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Positions

My personal advice, which is not what everyone will tell you, is to keep everything SIMPLE. Less is more. I am always taking things off of my LinkedIn page. Don't let other users get distracted by your college friends recommending your skills as a committee chair for your sorority.

As a general rule, never have more than five positions and make sure the timeline make sense. Just because you worked three jobs at once in University doesn't mean you have to list them all. Pick the relevant experience you've had that shows you're qualified and keep it clean.

Also, "VP of Procurement of Household Goods" (a name for paying your parents bills) and names like it should never be used. Yes, I've seen it.

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Connections

It is imperative that you do what you can to make it over 500+ connections. While it won't be counted against you if you don't, it will be a positive if you do. It shows you're someone who is involved, you're connected to the professional community, and you care about your future. While I think you should go on a rampage and connect with as many people as possible, I have one piece of crucial advice: DO NOT connect with people you don't know IF they are working full-time at companies to which you are applying or may want to work.

Older people don't always understand the internet. If you've never met them, they are often times "creeped out" by unknown requests and think it's inappropriate or weird. While we may not care, let's not give them something to be tripped up about. I am totally for friending people you don't know, just make sure it's someone who doesn't hold your career in his or her hands, like the cute guy in your economics class. In all seriousness, target current University students, family members, co-workers, and friends to get over that 500+ limit. Try to stay away from professionals you don't know.

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Skills & Expertise

LinkedIn now allows you to add skills and expertise to your page and lets other people vouch for you. I think it's a great idea and something that can really help you in your job search.

However, my unwavering advice is to limit the number of skills you have to very few, three to five max.

You will have the opportunity to add more as your friends endorse you for things like Finance or, as one of my friends did, "skeet shooting." The problem with adding 10+ skills is that they become diminished. You want a few key words that define your value and get a lot of people to hit "endorse."

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Groups

In the theme of keeping it simple, I recommend people hide all the groups to which they belong. I think you should join all the groups in the world that you're interested in.

However, don't show 37 groups on your profile. It's messy and it doesn't matter which groups you've joined on LinkedIn.

Companies want to know what you've done, where you went to University, whether you have licenses/certifications, who you're connected with, and who has recommended you. Keep it simple, hide groups, and hide the companies you're following.

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Connecting outside network

Many times I find myself wanting to friend someone and LinkedIn won't allow it. A quick tip to get your request out there is to use the mobile application. LinkedIn has lower requirements to friend people there, so search for the same person and hit connect!

Looking at other's pages

LinkedIn has that awesome feature that allows you to see who has crept on your page. If you want to take a look at someone's page and don't want them to know, there is a quick trick. Log out of your account and do a Google search on them.

You will be able to see limited content on the person's page and he or she won't know you looked at all!

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Thank You!

I want to take a moment to thank you for downloading this eBook. I have worked hard at The Bean Counter to put together information that is helpful and relevant to you.

If you have any questions so that I can better help you obtain your goals, please don't hesitate to reach out to me at andrew@thebeancounter.org.

You can also follow me on twitter @andrewargue.

Thank you!

Andrew Argue &
The Bean Counter Team

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