

The Workflow Academy's Guide to LinkedIn

Traditional resumes are good for providing employers with a quick summation of your work background and educational experience, but they are pretty limited in their capacity to show detailed information about a candidate. If your resume is too long, employers might not read it at all (sorry that's just the reality, they get hundreds of resumes, they can't spend time reading through each one). The main failing of resumes are that they highlight credentialism over skills, narrowing a person's qualifications down to experience and education. While those things do have some impact, it only tells a small part of the story. In reality, employers (at least the smart ones) are much more interested in getting a peek inside your brain and seeing WHAT you can do, rather than a piece of paper that says you took a bunch of classes which may, or may not, have anything to do with the job you are applying for. This is where LinkedIn comes in.

Why is LinkedIn so important?

It provides, not only a way to connect with employers, but grants you visibility. A resume can only show so much (and shouldn't show a lot in the first place - resumes should be brief), making LinkedIn a powerful profile builder to showcase, not only your work experience and education, but a portfolio of work, skills, and ongoing education to be viewed by anyone who is interested. You'd be surprised by the amount of employers who look to LinkedIn to search for and reach out to candidates themselves rather than limiting themselves to only those who apply for open positions. Let's take a look at some valuable tools which a strong LinkedIn profile can take advantage of:

- **Professional Social Networking:** I know it can be a bit obnoxious when everything nowadays seems to have some sort of forced social networking component, but in the context of searching for a job, networking with employers and other job seekers is invaluable.
- **Document attachments:** Showcase examples of your work for employers to take a look at. Let them SEE what you can do rather than telling them what you can do.
- **Skill Endorsements:** This enables you to gather accolades from past colleagues who know what you can do, first hand. It lends a certain degree of legitimacy to whatever claims you have made about yourself on your profile.
- **Integrations with other applications:** Some of these integrations can be user facing (i.e. link your coursework from a learning website to show what you've learned), or employer facing. The employer facing ones are often built around providing employers with detailed analytics to aid in headhunting, matching open positions with the most qualified candidates on LinkedIn. This allows you to fill

your profile with a comprehensive picture of yourself as a candidate so you can put yourself in their sights.

- **Skills:** These are, essentially, tags that you can add to your profile (e.g. MS Suite, JavaScript, Content Writing, Data analytics, etc.). Employers often search for candidates by filtering through the profiles that have the skills that they are looking for. The skills feature adds you to a searchable database of other candidates, enabling employers to search for you, rather than you searching for employers.
- **LinkedIn Courses:** There is a wealth of knowledge through LinkedIn Learning, a library of coursework which, upon completion, can be displayed on your profile showing employers any technical training you have engaged in. This is especially valuable for people looking for entry level work, as they will be able to signal to employers that A) you are trained up on some basic skills relevant to the job and B) are eager to learn new things and grow in your career.

Portfolio Building

Let's spend some time talking about THE MOST IMPORTANT PART OF YOUR LINKEDIN PROFILE - A WORK PORTFOLIO. Show off tangible examples of your work. This doesn't even have to be something that you have created in a past job. It can be a mere demonstration of your knowledge and skills. The most important thing is that it conveys what you are capable of.

In the context of Revenue Operations and CRM administration, the best way to build a portfolio and prep for an entry-level job in RevOps is to design a demo CRM system, then film a walkthrough of your CRM (something that you will do in our RevOps bootcamp). Here are some ways that you can get the most out of this:

- **Design a system for a business (or business type) that you already know well:** If you are putting together a system for a business that you don't know very well, errors are going to stand out. Design a system for a hypothetical business, but I recommend using a business that you have worked at in the past, and therefore, know really well. Outline all the problems, inefficiencies, necessary automations, etc. in a document with emphasis placed on specific processes (e.g. Lead Gathering & Marketing --> Lead Scoring --> Lead Outreach --> Deal Closing).
- **Make sure you include flowcharts and planning documents:** Then create an outline for how those problems could be solved using Zoho or other business software. Create a flowchart which details how everything you want to build will be connected to one another. document the logic behind certain design

decisions. what does each element add or take away from the user or customer experience?

- **Film a screen recording, walking through your system:** This will enable people to see what everything looks like on the front end, highlighting how you have constructed the user experience for those who will be using your system.

LinkedIn Best Practices for RevOps Candidates

- REACH OUT AND CONNECT WITH THE PEOPLE YOU HAVE JUST APPLIED FOR A JOB WITH - You will likely be ignored otherwise. Reaching out and making a connection with people is the best way to help you stand out amongst the crowd.
- Make sure your profile has a professional-looking, high quality photo of yourself. Do not use a photo with you and your friends. Avoid the kind of photo you would use as your Facebook or instagram profile.
- Add a good tagline which emphasizes your desire to work in RevOps/CRM such as:
 - "Eagerly making a career transition to CRM System Design and Revenue Operations"
- Discuss specific applications and software tools you are proficient in (Zoho Books, Campaigns, CRM, Analytics, etc.).
- Discuss any coding languages you are familiar with. This won't be a deal breaker to most employers, but it's a big plus as it shows you have more tools in your belt to tackle problems with greater complexity and in a wider variety of ways.
- Condense your past work experience into succinct bullet points which detail WHAT you had accomplished and specific impacts that you made during your time there, as opposed to a simple summation of duties. (e.g. "Headed up our team's project on ___ and managed to achieve ___").

Continuing Education

You will get a tremendous amount of value from taking courses to boost your technical training, then displaying those on your portfolio. Here are a few learning platforms that we like:

- Udemy - <https://www.udemy.com>
- LinkedIn Learning - <https://www.linkedin.com/learning/>
- EdX - <https://www.edx.org>
- CodeAcademy - <https://www.codecademy.com>