

Transcript:

00:15:29 [W] Welcome everybody to see everybody coming in. I think we'll go ahead and get kicked off here.

00:15:36 [W] So I want to get I want to get to the get to the good stuff.

00:15:38 [W] So hello everybody Welcome to Rocky Mountain PCM a community conversations this week before we get started.

00:15:47 [W] I do have a couple of quick housekeeping notes one.

00:15:50 [W] We are recording this program and we'll post this on our website at the at the end so you can watch it on demand you if you missed anything.

00:15:59 [W] and so during the first part of this program, if you will, please mute your audio and video so that we can really focus on our guest speakers Deborah and Nikki once we get to the conversation and Q&A portion later on welcome everybody to unmute their video and audio and

00:16:14 [W] Turn it into a lively discussion.

00:16:16 [W] But in the meantime just so we can we can focus on them.

00:16:20 [W] Go ahead and mute yourself.

00:16:21 [W] And if you do have any questions, you're welcome to bring them up at the end and you know via VIA chat or you're also welcome to put them in the chat box. And if you do something like that, go ahead and please

00:16:36 [W] Who it's for right?

00:16:36 [W] And so oh, I have a question for Nikki.

00:16:37 [W] It's XYZ.

00:16:39 [W] That way we can make sure that we get it to the right person and at that Rocky Mountain one of the things we do we value and support accessible meetings. And so our partner in support of captioning. Today is Wordly

00:16:54 [W] Not only do they do captioning.

00:16:54 [W] They also do translation.

00:16:55 [W] And so you can turn on your subtitles by using the live transcript box down at the bottom in your tool box in your control panel.

00:17:03 [W] So I encourage you all to check that out, you know using the little thing open it up. You can view subtitles open the full transcript window off to the side and adjust your settings.

00:17:13 [W] And again, like I said, it doesn't they don't just do captioning.

00:17:16 [W] They also do translation and they can translate into a number of different languages.

00:17:22 [W] Has so those of you who have your subtitles on right now will soon see the subtitles at the bottom switch to Arabic. Theoretically it may take just a second to turn over but you can see how

00:17:37 [W] From one language to another there we go.

00:17:39 [W] So anyways, very cool tool.

00:17:41 [W] I've used it a lot for face-to-face conferences as well as virtual conferences and it's it's a neat service. So tons of experience if you got any questions, I think Jones put my email address in the in the chat box, and we're also doing a

00:17:57 [W] File with some brief instructions. So feel free to play around with that and check out all of that all that functionality.

00:18:01 [W] It really is cool.

00:18:02 [W] So and I guess now back to the topic at hand.

00:18:06 [W] My name is Dan Stones.

00:18:08 [W] I'm the director of programs for Rocky Mount PCM a for 2020 and 2021, which is proved to be a lot more of an adventure than I bargained for. When I promised when I promised that I would run programs over these two years.

00:18:23 [W] It's been just a totally different world and you know the skills that got us here won't get us there and we really recognize that at Rocky Mountain PCM a which is why we're doing the are re-skill you program because we really

00:18:38 [W] You program because we really want to start driving these new conversations different conversations about similar topics and providing you with those skill sets that you're going to need heading into heading into the next chapter.

00:18:50 [W] So keep your eyes open keep checking out our website Linked In profile Etc and see how you can partner with us to rescale yourself throughout the year and along the lines of re-skilling.

00:19:02 [W] That's what brings us together today. So today we're going to look at the

00:19:06 [W] Employment and personal rebranding area of res killing.

00:19:11 [W] I know that we all have many many friends family who have lost their jobs in this industry over the last year.

00:19:18 [W] I'm no exception.

00:19:18 [W] This is my first week of full-time regular paid work after eight months of unemployment.

00:19:23 [W] And I know I've got actually several of my good friends on this call who have gone through that process with me, you know, updating LinkedIn profiles updating resumes sending them through LinkedIn emailing and come.

00:19:37 [W] Cover letters, you know everything and to quite honestly hear back from a very small number of these companies that you're actually applying for. So I'm no stranger to that process.

00:19:50 [W] It's very difficult one and that's why we really want to try and help everybody through that and even those of us who have kept our jobs throughout the pandemic or actually looking at very different workload a very different list of responsibilities and a lot of friends

00:20:05 [W] The first time in their lives whether they want to stick to the events industry and those are conversations that none of us could have possibly imagined coming but right here we are right and so that's why I'm super excited to have with us today

00:20:20 [W] And so that's why I'm super excited to have with us today Deborah Jason from the right direction and making my son from professional Impressions resume writing and career coaching.

00:20:26 [W] They both bring a wealth of knowledge about how to be strategic and successful as you navigate these really turbulent Waters.

00:20:34 [W] So we're going to we're going to kick it off with Deborah. So Debra, please introduce yourself.

00:20:40 [W] Tell us a little bit about LinkedIn how we can do that better.

00:20:45 [W] Thanks, Dan.

00:20:46 [W] And I thank you everybody for taking time out of your day to be here with us and join in this conversation because given these crazy times that we're going through right now.

00:20:55 [W] A lot of people have been looking at Reinventing themselves or repositioning or rebranding themselves, especially when it comes to their LinkedIn profile many people and you may be among them.

00:21:07 [W] You can type yes of the chat. If you're one of those people who goes you know what I'm on LinkedIn, but I haven't touched my

00:21:15 [W] File in a long time. So I'm glad you're here because we're going to talk about how you can create a robust and optimized profile more and more especially in the last year.

00:21:27 [W] people are researching you before they meet you whether they're meeting you in person or whether they're meeting you virtually they're checking you out there doing their due diligence.

00:21:38 [W] And so that puts you in a position to win or lose based on what they find when they

00:21:44 [W] Really?

00:21:45 [W] They're checking you out there doing their due diligence.

00:21:48 [W] And so that puts you in a position to win or lose based on what they find when they get to your LinkedIn profile and your activity there.

00:21:58 [W] So there are some really key points to remember when you go back to your LinkedIn profile and say, okay.

00:22:05 [W] how do I make the shine? How do I stand out from other people? And the first thing I want you to think about is

00:22:13 [W] who are you and not I am an owner or a Founder, but I want you to think of keyword phrases.

00:22:20 [W] So let's say I don't know you I don't know who Elizabeth is, but I go on LinkedIn and I want to find someone like Elizabeth.

00:22:29 [W] What would I be searching? What keyword phrases would I or would a recruiter or would an HR person be searching to find someone like you now many times when I asked

00:22:43 [W] People that they go. Well my keyword phrase is reliable or attention to detail.

00:22:51 [W] those are good skills, but they're not really keyword phrases if you think about it, would you search that and if you did how many results would you get in a search so first think about that?

00:23:04 [W] What is it that people would be searching for to find someone like you because then when you go through your profile you're going to use

00:23:13 [W] is those keyword phrases in six strategic positions? Okay, so the first place to think about

00:23:21 [W] Let's go back a step. Your name field should really just be your name.

00:23:26 [W] It can have any certifications.

00:23:30 [W] Let's say that you've received or if you want to say that you have an MA for a master of arts or Ms. For master of science, but your name field should be your name your professional headline goes right under that and in there. I want you to think about two things

00:23:45 [W] phrases, but also kind of a tagline or a positioning statement something that makes you stand out because when you're on LinkedIn if you respond or comment to somebody's post your name pops up and the

00:24:00 [W] Your professional headline shows up.

00:24:01 [W] So if that's something that stands out people will be curious about who you are.

00:24:05 [W] So for example, I'm in marketing and I'm a copywriter and my tagline is marketing and writing with heart not hype marketing is a keyword for me and so is writing but then in my professional headline

00:24:21 [W] Was after that that are more keyword phrase enhanced so that's one place to put your keyword phrases.

00:24:27 [W] And by the way, when we talk about keyword phrases, I'm not talking about stuffing this isn't about putting things everywhere in your profile just to make sure you have that phrase It's where it's applicable.

00:24:39 [W] We're really applies.

00:24:41 [W] the first think about your professional headline next one of the most important sections that many many people don't take the

00:24:50 [W] The time to do or they do they don't even do it at all is the about section LinkedIn used to call this the summary section. But now if you go to your profile it says about and this is about you but it's also

00:25:05 [W] About how do you help people?

00:25:07 [W] So I want you to think about your story your background share a little bit about you, but then I want you to think about how you help others.

00:25:16 [W] So if you think about a recruiter or think of yourself as the product so to speak and if a recruiter or an HR person comes to your about section or even somebody who's in a company that's going hmm, you know, I am looking for

00:25:32 [W] To join my team.

00:25:31 [W] What is it that they're going to see in that about section that tells them how you can help them how you could be of service to them so you could share what your talents and skills are but if you're always saying I do this and I do this and I do this without saying

00:25:46 [W] As I do this you get that.

00:25:48 [W] Then it's going to sound to you focused meaning you personally. So I want you to write by the way my preference and many of my colleagues to speak about LinkedIn agree that you should write your about section in the first person.

00:26:04 [W] So that means you will use the word I but again think about how you help others.

00:26:10 [W] So for example, one of my clients we worked on her profile and she had a near-death experience.

00:26:16 [W] She almost died and the way that she got out of it was by looking at her nutritional plan and the foods that she ate.

00:26:24 [W] So if you looked at her about section it started with I almost died from a serious life-threatening crisis.

00:26:34 [W] And now because of that what I do is help others with Wellness with nutrition with work life balance.

00:26:41 [W] So I hope you see what I'm talking about.

00:26:44 [W] She shared a little bit about herself and then she shared how she now helps other people in similar situations and again keyword phrases.

00:26:57 [W] So keyword phrases in your about section, and it doesn't necessarily mean you always have to use that exact keyword phrase.

00:27:04 [W] So it could be that you are let's say just many of you are meeting professionals. So you can talk about how you plan and organize meetings.

00:27:14 [W] It doesn't always have to say meeting professional meeting professional now, I know there are people out there because after we had the rmp CMA meeting back in January some of the people that I met with their said, you know,

00:27:30 [W] Professional I've been in the event business, but now I want to shift.

00:27:32 [W] I want to transition. I want to reinvent myself.

00:27:37 [W] So how do I go about doing that and that case you have to look at for example, one of the clients I've worked with recently.

00:27:44 [W] He was looking at transitioning and something that he had done in his past was related to various Industries and different fields of Interest. So I said, you know if you're looking at maybe one of those Industries

00:27:58 [W] He's and see if you can incorporate that may be in the bottom of your about section about things that you're interested in and then talk about your skills.

00:28:07 [W] and how your skills that you have can translate to that industry many of us have skills that could translate to several Industries because you have leadership skills.

00:28:18 [W] You have skills that have helped maybe the company that you're in with productivity your programming. So think about that when you get to your about section

00:28:27 [W] One thing I want to stress even though you have a contact information section in your LinkedIn profile.

00:28:33 [W] I want you to put that contact information into other places.

00:28:38 [W] One of those places is in your about section.

00:28:41 [W] So at the very bottom you can say you may reach me at and say your email or your phone number some people don't want their phone numbers out there.

00:28:51 [W] Wouldn't you want to have that contact information on how they can reach you there the other place I want you to have it is when you go to LinkedIn, you have your profile photo, which is the photo that's in the circle, but you also have background Banner

00:29:01 [W] There are many people don't have anything in that Banner.

00:29:03 [W] Some people have put pretty photos in that Banner, but that is Prime real estate.

00:29:08 [W] So what I want you to do on that better if you have one is put your contact information.

00:29:14 [W] It's not clickable.

00:29:16 [W] It's not linkable.

00:29:18 [W] Okay, it's not a hyperlink, but think about it. If you go to someone's LinkedIn profile.

00:29:23 [W] It's so easy to see as soon as you get to that screen. Here's John Doe is

00:29:29 [W] phone number his email is website if he has one so think about that and keep that in mind when you're going through your LinkedIn profile.

00:29:39 [W] So we're talking about keyword phrases in your professional headline in your about section. And then we go down to job experience. Now, one of the things many people do often is they put down a job title and they don't put any description.

00:29:55 [W] Now here's where the late Nikki. I see Nikki go like this but I think some of them happen early on when people got on their LinkedIn profiles and they signed up for LinkedIn and so they didn't write an about section.

00:30:08 [W] They put in their jobs, but there's two things your job title is a good place for a keyword phrase.

00:30:15 [W] So let's say you've been the director of ABC company. Well the director of what at the Abc company be more specific.

00:30:24 [W] to programming for the ABC company because LinkedIn will have the title the name of your company right under that so think about more specifically what's your job title and then a description now, here's where

00:30:40 [W] Section and your description section differ many people also make the mistake of taking what they put in their description for their job. If they've done a description they put it also in the about section.

00:30:50 [W] Remember the about sections a little bit about who you are and how you help people the description of your current experience or your past experience is about what did you do at that job?

00:31:01 [W] What accomplishments did you have?

00:31:03 [W] What achievements do you have?

00:31:05 [W] And can you share anything measurable like I increased

00:31:08 [W] Activity 10% I doubled sales for the company. We started with a hundred clients.

00:31:15 [W] And now we have a thousand clients.

00:31:17 [W] So the about section is different from your job descriptions in your job experience.

00:31:23 [W] So keep that in mind LinkedIn like should have at least two job experiences. So it could be your current in a past experience many people say to me. Well, how far back should I go?

00:31:36 [W] How many jobs should I go back?

00:31:39 [W] And my response to that is well, if you have something in your past experience, that maybe is keyword related.



00:31:47 [W] So for example, when I started my career as a copywriter, it was back in the late 80s and I still have on my LinkedIn profile one of my jobs as a junior copywriter for a direct marketing agency in New York City.

00:32:02 [W] keyword phrase of copywriter in there

00:32:04 [W] But you don't really have to go back that far now. I've had my business for 30 years. So, you know, there aren't many jobs. I've had since then so think about that last two jobs, at least maybe you're still at a job, and you're just looking at Reinventing yourself.

00:32:19 [W] Maybe you have since been laid off because of covid but you still had that job.

00:32:24 [W] So what did you do with that job that's measurable and accountable. So when your job title and in your job description have keyword phrases, and I'm not too bad.

00:32:34 [W] You were different phrases in all these places be consistent throughout your LinkedIn profile.

00:32:40 [W] This is what makes it robust and optimized.

00:32:44 [W] So we've talked about your professional headline your about section your current experience and your past experience.

00:32:52 [W] So there were at for those are foreign places to put keyword phrases another place to put your keyword phrases in skills section of your profile LinkedIn says if you have at least five skills listed

00:33:08 [W] Those are four places to put keyword phrases another place to put your keyword phrases in skills section of your profile.

00:33:13 [W] LinkedIn says if you have at least five skills listed that you will get more views.

00:33:19 [W] Okay, and you will also get people contacting you more but it's important to be specific about those skills.

00:33:27 [W] So look at what your skills are LinkedIn when you get to someone's profile, you'll see three skills. You can move those around so you can put whatever you want to be endorsed for the most up at the top and then you can last

00:33:43 [W] And then you can last other skills.

00:33:44 [W] You don't list up to 50, but realistically I think most people when they get to your profile will see those three.

00:33:51 [W] Maybe they'll click on the show me more button to see what other skills you have.

00:33:55 [W] But the ones that you want to be endorsed for the most should be at the top and you can go into your profile and move those things around and they should be keyword enhanced.

00:34:06 [W] So that's a fifth place to put keyword phrases the sixth place.

00:34:10 [W] And by the way, let me take a step back skills and recommendations are two different things.

00:34:16 [W] Okay, people will endorse you for a skill, which means they'll push a button and say Elizabeth is great at being planning.

00:34:26 [W] As opposed to a recommendation or somebody writes out a testimonial rights out and says Elizabeth did a great job of planning my event.

00:34:36 [W] She did everything on time.

00:34:37 [W] She brought in great speakers everything float smoothly.

00:34:41 [W] That's a recommendation.

00:34:42 [W] So just keep that in mind recommendations and skills are two different things you want both, but they're two different things.

00:34:50 [W] The sixth place to put keyword phrases is one that many people don't know about and for some of you unfortunately if you're not working right now you may or may not have a website someplace to take people to in your contact information section.

00:35:05 [W] There's a place for website links LinkedIn gives you Three Links one of the mistakes people make is they go?

00:35:14 [W] Well, I have one website. So they put up one link. The other thing they do is they use LinkedIn strapped down menu and they choose this is a company website.

00:35:23 [W] This is a personal website.

00:35:24 [W] This is a Blog instead of choosing other when you choose other then you can write a description that's keyword enhanced about what they're going to find at that website.

00:35:35 [W] Okay.

00:35:36 [W] Now if you do have a website and it's only one website, you can take them to three different pages of your website.

00:35:43 [W] Ultimately your goal LinkedIn won't agree with this because they want you to stay on LinkedIn, but your goal is to get them to your website if you have one.

00:35:51 [W] Okay, now if your job searching on LinkedIn, like I said, you may not have a website you might just have your LinkedIn profile.

00:35:59 [W] So keep those things in mind.

00:36:02 [W] How am I doing on time? Let me just do a check in here.

00:36:06 [W] We're right about time.

00:36:07 [W] So it's right about time.

00:36:09 [W] Thank you. So to help you all out.

00:36:11 [W] There's two things.

00:36:13 [W] I want to let you know one is a 10 point checklist that you can download.

00:36:17 [W] I believe John or Dan will put that link in the chat.

00:36:21 [W] You can then print it out and go did I do this?

00:36:25 [W] Look at my profile?

00:36:26 [W] Yes.

00:36:26 [W] Did I put up a keyword enhanced professional headline?

00:36:31 [W] That you can easily download and then go back to your profile and sit there with it and go.

00:36:33 [W] Yes, I did that I did that.

00:36:34 [W] Yes, I did that.

00:36:35 [W] Okay. Now I'm ready to roll because I will say this if your profile is not robust and somebody does get to it kind of like a dating site.

00:36:45 [W] They'll probably just swipe buy it.

00:36:48 [W] Hey, so make sure that you give them the information that they're looking for the other thing.

00:36:54 [W] I want to let you all know is I do one-on-one.

00:36:56 [W] Sessions, it's two hours long where we get on Skype or zoom and we go over your profile and talk about your keyword phrases. But we also look at your engagement and how are you building visibility and how you gain the exposure on LinkedIn

00:37:12 [W] People in a what I call Compassionate marketing manner.

00:37:14 [W] So one thing I want to stress real importantly is Ditch the pitch. Please don't reach out to people to connect and start pitching them you want to build and nurture relationships LinkedIn like all marketing and life is about building and nurturing relationships.

00:37:29 [W] And then once you've developed that know like and Trust then you start getting referrals or you'll get people reaching out for business.

00:37:33 [W] So if you want that one-on-one LinkedIn consultation, it's an investment of \$400 before everyone who's on our NPC maze program today.

00:37:42 [W] I will take \$150 off that investment price.

00:37:47 [W] All you have to do is reach out to be by email and that's Deborah at right direction.com spelled WR ite and I be

00:37:56 [W] happy to talk to you about that and I'll give you up to the next 10 days to take advantage of that offer.

00:38:01 [W] So I want to hand it over data my handing it over to you or handing it over to Nikki.

00:38:05 [W] Yeah, I'll take it Deborah. Thank you so much.

00:38:09 [W] Those are great tips Great Tricks.

00:38:11 [W] And and thank you for that offer to that's that's fantastic.

00:38:15 [W] I know that a lot of people really need that that extra financial assistance.

00:38:18 [W] So that means a lot I clearly have a long list of items that I need to work on on on my profile as well. I'll start with removing.

00:38:26 [W] Fall in class clown for my keyword phrase but what about who you are? But how do you feel people with that?

00:38:34 [W] Yeah, exactly.

00:38:34 [W] Exactly.

00:38:35 [W] Well cool.

00:38:36 [W] Well, thank you so much Debbie. I really appreciate that everybody in the audience.

00:38:40 [W] Please.

00:38:40 [W] Don't forget to you know, put put your questions in the chat or you know, again write them down and bring them up later. And without further Ado.

00:38:48 [W] I'd like to bring up Nicky.

00:38:49 [W] Okay, sounds good.

00:38:51 [W] Thank you so much everybody. And I appreciate you all joining us and I found a I actually do LinkedIn profiles to which I'm not pitching obviously because Deborah robbed, but I found some good information myself.

00:39:04 [W] So thank you for sharing. That devil has great. So yeah, I might have Mickey Mouse man.

00:39:11 [W] I am the owner of professional Impressions resume writing career coaching.

00:39:13 [W] had my business for I think going on eight years now and I was

00:39:18 [W] say I say former recruiter, but I still do a little bit of recruiting on the side.

00:39:22 [W] So I have an ID badge recruiting background about 15 years, but also do a lot of marketing and you know across the board in terms of all types of jobs and stuff. But so what I wanted to talk to you about today was your resume and I found it interesting because you

00:39:38 [W] Resume and I found it interesting because you know, when you I wanted to kind of differentiate what you know, the LinkedIn profile versus the resume a lot of people ask me that question.

00:39:48 [W] And so while your your LinkedIn profile is more social media, right? So there's that those kind of soft skills and things like that that you put in there and you put in there, you know your life stories and things like that with the resume right?

00:40:00 [W] have to be a little more not next April that's not professional but yet to be a little more professional and

00:40:07 [W] About it as to be more about like just based on your skills.

00:40:12 [W] And okay. So the way of Brandon your resume is slightly different, but you know, they really should mirror each other to some degree.

00:40:17 [W] Well that social media piece is definitely more about those fun things and things about you.

00:40:23 [W] Like I said, your resume has to be more, you know to get through the applicant tracking systems that HR systems and things like that.

00:40:30 [W] that. So we'll talk a little bit about the differences there, but I do want to touch on like brandy because there is a lot of ways that you can brand yourself and your resume with that it just be in this

00:40:37 [W] A generic, you know long list of laundry dude long laundry list of duties of things you've done. So, you know reading your resume. You should be your transferable skills.

00:40:47 [W] I know Debra you mentioned that and I know a lot of people are thinking that too with the transferable skills and I work with a lot of people and that is what are those transferable skills. Now that maybe your industry is not doing as well with the pandemic.

00:40:59 [W] What are the transferable skills. So but it's always also about bringing out. You know what I pivot through this this situation.

00:41:07 [W] You're thinking that too with the transferable skills and I work with a lot of people in that is what are those transferable skills. Now that maybe your industry is not doing as well with the pandemic.

00:41:17 [W] What are the transferable skills. So but it's always also about bringing out. You know what I pivot through this this situation and there's a lot of transferable skills in terms of leadership management technical aptitude if that's applicable,

00:41:35 [W] you know technical aptitude if that's applicable, you know your unique competencies and I think that's always the thing is what sets you apart from different people, you know, somebody else who does the same thing that you do and they obviously your expertise, you know, your ethics and your attributes to so

00:41:51 [W] Did you execute this event and you know with a high level of Integrity?

00:41:55 [W] I mean that's just one example of things that you can kind of indicate as you know, that that's something that's very passionate.

00:42:01 [W] you're passionate about your commitment your reputation and those can all be conveyed through your you know list of your duties as well as your as well as your accomplishments and things like that. So talking about training and development, you know your productivity there's

00:42:17 [W] Pride in your work.

00:42:17 [W] Those are all things that are unique to you.

00:42:18 [W] And how do you convey that in a resume? And I realize that's a little harder in a resume because you can't you know, you do have to be a little more strict on how you put things and you know, make it a little more generic.

00:42:28 [W] So it's basically that recognizable reputation and Deborah talked about the relationships and stuff.

00:42:34 [W] And so that's ideally obviously when you're putting together a resume.

00:42:38 [W] able to, you know, reach out to your network and those people you've got relationships with to get that over to them. But in many cases, right you're applying online and your

00:42:45 [W] Sending it to you automated system where you've got to get to those those parameters and that's where the differentiation with the resumes comes into play is that there's certain formats.

00:42:55 [W] There are sir.

00:42:57 [W] Definitely the key words are a big thing as well and resumes. So just you know, that's always important as well.

00:43:02 [W] well. But they're a little different because like things that might be appropriate for your LinkedIn profile might not necessarily be the most appropriate thing for your resume and I think Deborah you mention this as well was you know, putting in things that somebody would search by so some

00:43:16 [W] Search by like marketing Guru probably not they're going to probably search by on marketing director a marketing manager. She got to think about those types of things to so getting super creative in your resume is not probably the best thing to do in content and in format because

00:43:31 [W] You do a lot of boxes and things like that or columns and you know, things like that that they won't get through the applicant tracking systems. So I was going to kind of mention to like a branding statement to so that's kind of your short phrase, you know, Deborah talk about keywords,

00:43:45 [W] Fraser to find you that can be used across the board of Commander resume and in your LinkedIn, but this is kinda like starting with your job title a couple of action verbs and maybe a two or three sentence phrase that could be at the top of your resume just as a unique feature of what you bring to the table.

00:43:53 [W] One example could be you know, high performance event manager dedicated to implementing valuable conducting valuable executing valuable events or something to that effect right with million-dollar results or something to that effect that just kind of conveys all of that into maybe one

00:44:09 [W] And as I mentioned the HR rules, here's a few things that I wanted to mention too. So while your branding yourself that's great again, don't get super creative here with resumes.

00:44:18 [W] You want to just kind of stick to the the basics but still don't hesitate to convey that personality to with this.

00:44:25 [W] I mentioned the creative formats being careful about that with the 80s systems.

00:44:30 [W] Make sure that it's an Easy-to-Read bulleted format.

00:44:34 [W] This is not an autobiography of you. This is simple

00:44:38 [W] One to two page to page typically unless you're a brand new out of school, you know professional usually two pages, you know, clean common clean format. So again, you know don't get creative and you know signature E-Type

00:44:53 [W] Because that won't fly with those systems.

00:44:55 [W] I talked about two pages and then you know making sure that it's concise and easy to re it's not too wordy and you know, so why you want to convey some of those adjectives make sure that it's not so

00:45:10 [W] Kill with adjectives that you're missing out on valuable real estate for your skills and buzzwords that need to be in there.

00:45:15 [W] Okay. This is also a situation where you know the buzz words matter and how many you have on there.

00:45:23 [W] So when you apply online to a position and you if you don't customize your resume to the position and those Buzz words don't come up you don't get to the top of pilot grade you essentially on how many of those buzzwords matched your resume to the job description so very

00:45:38 [W] Important to make sure that those buzzwords are throughout just like Deborah was talking about the keywords throughout your LinkedIn same similar concept with your resume as that those keywords need to be filtered throughout and interspersed throughout to make sure that and they need to you might

00:45:53 [W] That is a general resume and then there's always the customized Ones based on the job description.

00:45:58 [W] So make sure you're mirroring that go back about 10 years, you know, a lot of times people like to go back to 1987 and you're going to age yourself really fast and unfortunately age discrimination is out there.



00:46:11 [W] And so we don't want to go back that far go back about 10 years and then just do a previous experience section is probably the best way to do that.

00:46:19 [W] That's what I typically do so that we're giving in to you and most

00:46:22 [W] most this is the things you did 10 15 20 years ago.

00:46:27 [W] Are they still relevant some but, you know, especially in like technology or in like, you know, digital marketing and digital strategy and stuff.

00:46:35 [W] That's all very different in the buzzards are very different.

00:46:37 [W] So do putting in what you did 15 years ago is probably not going to be that relevant.

00:46:41 [W] So making sure you keep it to you know shortly and concise you shouldn't put an objective at the top. So what I'm talking about The Branding statement, so that would maybe go with the very top and then you do like a professional.

00:46:53 [W] Summary section which should be you know, maybe a paragraph or two about your skills and what you bring to the table. And again, this is mirroring. What Deborah said is this same scenario happens where you need to yes, tell them about what you can do, but also, can you

00:47:09 [W] Communicate that what you do is going to help them.

00:47:12 [W] You can do but also can you communicate that what you do is going to help them.

00:47:17 [W] So there's there's that too and I realize there's going to be a little more generic this in this scenario because you know unless it's customized to a specific job, especially in a specific job. If you know description of you're seeing that talk about that brand talk about how you are making sure

00:47:32 [W] you are making sure that you know what your expertise is aligns with what they need and I always tell people, you know, unfortunately and I was guilty of this because I was a recruiter recruiters and hiring managers don't tend to think outside the box so you've got

00:47:47 [W] Neon red lights of this is me and then I actually felt what you're looking for. So you got to be very clear with that.

00:47:55 [W] Should not know Debra mentioned your LinkedIn profile summary being in first person. Exactly. Your resume should not be in first person. It should be in a I guess they consider that third person so it'd be you know, not putting her name, but you're

00:48:10 [W] Now Danny pronouns all together essentially make sure that you have quantifiable accomplishments and duties metrics.

00:48:16 [W] you know what sets you apart for sure and then show proof of those soft skills.

00:48:21 [W] So you all times I see people will send me your resume and they'll say I'm very detail-oriented.

00:48:24 [W] They've got this in the resume guide very detail-oriented and you know this type of thing and I've got a misspelling we are not very detail-oriented. You got a misspelling.

00:48:32 [W] I mean I get that there's typos, but use your spell check or have a professional writing and then that's not to say that

00:48:38 [W] I'm perfect either.

00:48:39 [W] I'm by no means a robot.

00:48:41 [W] But at the same time really, you know, making sure that those kinds of things that you're conveying or saying that you are are conveyed in that one else no picture on the resume right that your LinkedIn profiles. Got your picture your LinkedIn

00:48:56 [W] you do not need to put on their references available upon request that is a known thing now and definitely, you know, put those recommendations in LinkedIn which are references essentially and then that's covered the bases covered

00:49:12 [W] and time

00:49:11 [W] Okay, so I'm going to touch on cover letters so cover letter and resume should tell a cohesive picture and I guess that's the other thing with this is resume LinkedIn and cover their should all remain a cohesive picture.

00:49:26 [W] There's going to be different variations to how you input that stuff linkedin's obviously going to have those more social more personal kinds of things that you wouldn't put in a resume but they all Sheila line so that if one somebody looks at one they see the same brand cohesive message throughout

00:49:43 [W] And so then also with the cover letter, you know, make sure that it showcases your unique skills how it aligns with that job description.

00:49:48 [W] So they very clearly can see that you're the person to solve their problems and fill that position.

00:49:52 [W] And one thing I'll say is you know, not only do you need to have a sharp branded resume and your profile and all these things put together, but you must have a job search strategy and met a lot of people go at this very, you know, just

00:50:07 [W] They're say well, I'm applying a hunter. I applied a hundred jobs night and hear anything.

00:50:10 [W] You have to make it a more strategic approach and you've got to take the time to do the quality of customizing the resume versus the quantity of just firing off a bunch of resumes.

00:50:19 [W] So I can't stress that enough to build your network and relationships as Debra mentioned as well conveyer unique brand and they should know you if they know you in there in your network, not right.

00:50:30 [W] right. I understand that everybody in our network doesn't know us personally but to some degree they should know who you are and be able to you know, the men.

00:50:36 [W] Ain't they? You see that person's name?

00:50:39 [W] You should there should be a positive connotation or your name.

00:50:42 [W] you know that.

00:50:43 [W] Oh, yeah.

00:50:44 [W] she's at resume girl or whatever.

00:50:46 [W] I think you know, that's that guy that does those really cool events or whatever.

00:50:50 [W] So things like that to make sure that your, you know conveying that unique brand but you're also using that Network and building that strategy to do this a more proactive approach versus just firing off a bunch of resumes.

00:51:02 [W] you become that person who's applying just a hundred jobs

00:51:06 [W] Not only are you going to be frustrated but people who you're sending to are going to be frustrated because especially if it's the same company, I see people out will say what can I apply to different positions within the company?

00:51:17 [W] Well sure you can but don't be the resume can't just be a little look like you just fired off the same resume to face.

00:51:23 [W] The resumes cover letters and the coaching through the process do marketing campaigns in terms of ok. How do we strategically get you in front of the right people.

00:51:28 [W] I have a really vast Network through my recruiting background and stuff.

00:51:32 [W] And so, you know, I mentioned resumes cover letters coaching and then I offer free resume reviews.

00:51:39 [W] So if you're needing hey, you know take a look at this Nicky. I need you to take a glance at this and to see if I'm on the right page here.

00:51:45 [W] I'll offer you a couple of tips, you know, and just give you some feedback on that. Feel free to send.

00:51:50 [W] That to me and Donna's put that in the chat box there.

00:51:53 [W] That's my website and you just upload your resume their happy to take a look. Now with that being said since we've got, you know 20 plus people on the call, you know, bear with me in terms of getting back to people. I may not be able to get idea everybody in the same day or anything like that. So just

00:52:09 [W] Out so upload your resume.

00:52:10 [W] And what I'll do is offer a free cover letter with any package purchase in the next two weeks for participants on the call.

00:52:17 [W] Yeah, so hopefully that was helpful in terms of just some resume tips and how to Brand yourself and those transferable skills, really really important nowadays and to make sure that those are conveyed properly.

00:52:29 [W] That's fantastic Nikki.

00:52:31 [W] Thank you so much.

00:52:33 [W] Very enjoyable.

00:52:33 [W] Wish wish I had these conversations with you about eight months ago. When I first got up on the job market, maybe that would be for a shorter period of time. Yes. Yeah.

00:52:45 [W] Thank you so much for sharing tips incorrect.

00:52:47 [W] It's I always find it interesting how these different sides mesh together right the resume the cover letter the LinkedIn like how they all play off of each other and where that where that balance is. So, thank you all.

00:52:59 [W] So much for sharing and opening things up.

00:53:03 [W] I would like to you know, if for everybody who's on the call, they feel free to unmute yourself, you know, unmute your video hop in we can do it. We can do a gallery view if we want the just kind of make it conversational if

00:53:18 [W] Comfortable doing that we do have some of the questions that folks answered or asked in their their registration form or we can go with the chat box as well.

00:53:24 [W] well. So if nobody unmutes themselves, then I'll assume that that means that they want to go somewhere.

00:53:35 [W] I have a question.

00:53:36 [W] Well too bad probably first ones for Debra.

00:53:40 [W] I know you mentioned that a question.

00:53:43 [W] I always get is how many positions do list on your LinkedIn profile?

00:53:47 [W] I kind of view my LinkedIn is like my master resume.

00:53:51 [W] it's where I've listed like everything going back to like when I was an undergrad partly because when I can crafting my resume out only go back the ten years and then I'll only lists the relevant positions to the

00:54:05 [W] so the job but I feel like the LinkedIn kind of fills in any of those employment gaps where I might have not had an industry relevant experiences that good strategy bad strategy something better with LinkedIn, you know, you

00:54:20 [W] Earlier, the thing to think about one is the jobs that you're doing that go way back.

00:54:20 [W] Are they related at all to what you're doing now, you know can that like I said, I include one that had copywriter and it because I'm a copywriter, but the other thing that comes to mind is how much time is

00:54:36 [W] Spend scrolling down all that stuff, especially if it is, let's say a recruiter an HR person.

00:54:37 [W] They might look at your first two maybe three jobs.

00:54:40 [W] I don't know if they'll go that much further down.

00:54:43 [W] So without actually looking and Nikki's shaking her head and agreements.

00:54:48 [W] So, you know, I don't know what to do not discriminate don't set yourself up red flags for age discrimination and either way resume or LinkedIn because that can be a problem too. Although you know, that's an interesting point because I've had my

00:55:00 [W] - now for more than 30 years.

00:55:03 [W] So if I apply for a job someone can see kind of gesso.

00:55:06 [W] Well, she's had her business for 30 years.

00:55:08 [W] Guess what?

00:55:09 [W] She's no spring chicken anymore.

00:55:11 [W] But yes, it's sad.

00:55:15 [W] Unfortunately.

00:55:15 [W] I do know that ageism is in play because I have friends who've been looking for jobs and they go, you know, I can't find one and I think it's because of my age so that would be my answer specifically to your question about how much to include back there.

00:55:30 [W] I have another question.

00:55:32 [W] It sounded like you did Mitch. I think it probably answered it but I don't think he had mentioned about taking dates and comes back to like kind of a ten-year-old to do list the year you graduated from University or your degree.

00:55:45 [W] mean, I know the answer probably know considering everything else but

00:55:50 [W] Though some pens are looking for dates or time.

00:55:52 [W] I would say no, but I might agree.

00:55:54 [W] That fits but why not?

00:55:56 [W] And in fact, I myself the other day I had I didn't put your I graduate thank God, but I had on the that I my high school, but I was like, oh, I guess it probably doesn't need to be on there.

00:56:05 [W] So kind of keep the ten year time frame with that as well. Just everything under it.

00:56:08 [W] Okay.

00:56:09 [W] Thank you. Sure.

00:56:10 [W] Thanks for being here.

00:56:13 [W] I thought it was just five years that you're supposed to go back.

00:56:18 [W] Always been 10 years from what I know in terms of resumes. Okay.

00:56:22 [W] Thank you.

00:56:26 [W] Awesome.

00:56:26 [W] Thank you. Anybody else Dallas going to say what if you're doing the same job for the last 25 years.

00:56:33 [W] Do you just list your one experience?

00:56:36 [W] Where do you go back sneaky ways again around that, okay.

00:56:44 [W] Do you want to give us a little tip around that Nikki or know? I don't know man.

00:56:49 [W] It's gonna cost you in your business. And you say

00:57:05 [W] 90 whatever to now right?

00:57:05 [W] There's no way around that.

00:57:06 [W] But ideally, you know, like when you go down to your previous experience that because if I drop it off, you know, 10 or 10 12 years back or whatever.

00:57:15 [W] I will just put on their prior to 2006 or something like that. So I don't give them dates pass that so if you have a job on there, that's from 1995 or something like that. They don't see the 1995 ever.

00:57:28 [W] I'll be 1994.

00:57:34 [W] So dude while is a previous employment with that then or should I just leave that out.

00:57:38 [W] Do you think just out of curiosity?

00:57:40 [W] Like I had another job for like 6 years prior to this 27-year job.

00:57:47 [W] It's nice to show.

00:57:50 [W] Another job besides just the one I'd maybe put that as a previous experience and just say prior to whatever, you know 94 and then or whatever but I take a look at it because ideally would hate I hate that 94 is on there honestly, but I mean, is there a way to deal with the I mean, I'm

00:58:05 [W] Justin you know gentlemen to so we got to be careful about that and I want to you know show some the other thing is I don't want to because it's what happened when I was a recruiter, you know, somebody put on there that they started working in year 2010.

00:58:11 [W] Well, then they showed up and they were 60 years old and I was like, wait, hang on a second like that doesn't drive because I'm expecting this, you know, 30 year old - walk in the door for an interview or something.

00:58:21 [W] So you do it to be a little careful around and so it just case-by-case basis. I just have to take a look at it because it's just, you know, can we around a camera?

00:58:30 [W] Do you not if not, we just have to put it and it just is what it is and Maxine to that point LinkedIn for their algorithms.

00:58:37 [W] They led to see two jobs on your profile.

00:58:40 [W] The thing with LinkedIn is I don't think you can get around not putting in dates agreed. So if they're just looking at LinkedIn that it's a little tricky I have actually have a question around that for Nikki, which is do you

00:58:55 [W] What they call a functional resume versus a chronological resume.

00:58:54 [W] So functional resumes typically look like you're trying to hide something and most recruiting hiring managers want to see that chronological format.

00:59:03 [W] So I always say chronological chronological all the way, you know, certainly you can you know, do good professional summary and things like that. But you know, unless there's some really weird case or something. I say always

00:59:19 [W] Do that.

00:59:17 [W] It's perceived as there's you're trying to hide something.

00:59:20 [W] You're trying to hide a gap. You're trying to hide something by doing a functional.

00:59:27 [W] It's a great question. I had that one on my list as well.

00:59:29 [W] So thank you for asking that Debra. I'm glad I didn't do that functional resume when I applied for my life.

00:59:34 [W] Whoa.

00:59:36 [W] That's fantastic.

00:59:38 [W] I'm curious.

00:59:39 [W] So in the in the meetings industry, we've had a lot of recent discussions about how we're very likely to shift towards more of a gig based economy because we've got we've got a whole bunch of companies who have

00:59:54 [W] People but they have a whole bunch of events coming up this fall and you know, the timeline that we needed to run an event, you know is typically 12 to 18 months out.

01:00:05 [W] But now we're going to be lucky if we have 12 weeks out.

01:00:08 [W] And so that's going to push their a lot of unemployed people who are ready to be independent contractors and who might I'm curious how y'all would approach that strategically.

01:00:17 [W] How can like if you are in that position, right?



01:00:20 [W] So it is an independent contractor.

01:00:23 [W] Do you have any strategies for getting on people's radar and finding that work and connecting with folks?

01:00:31 [W] Well, what I would say on that is one on your LinkedIn profile.

01:00:35 [W] Don't use the keyword phrase independent contractor, but you could say, you know, you're a meeting professional and show that you started your own business, but even more important than that on your profile, I would say start to engage with people on LinkedIn

01:00:50 [W] Meaning that visibility and I don't mean engaging with them by saying hey now, I'm an independent contractor.

01:00:53 [W] You should hire me I could help you but see let's say Nicky is the person who's going to be planning a meeting.

01:01:01 [W] I'm going to look at what she's posting on LinkedIn and I might like what she posted I might comment on what she posted then I start to get visible to Nikki. Okay, then over time I might reach out to and say I've been following you and I saw that piece you wrote about

01:01:16 [W] Planning of event in a pandemic and I just want you to let you know that this is something I'm doing but only after you've nurtured that relationship a little bit because if you reach out to Nikki right away and say Hey, you know hiring me she's gonna go.

01:01:25 [W] who are you and why are you reaching out to me?

01:01:27 [W] You know unless it's really obvious that she knows who you are.

01:01:30 [W] What's your take on that Nikki, so I would do a two-fold thing. There's I would say yes, those relationships are what I would do is I'd say that plus the

01:01:41 [W] Target company so like you said kind of identifying some places that could utilize your skills. I give you know, you guys, you know in the industry probably know, you know events coming up with different companies or you're going to know like who's going to start to, you know

01:01:56 [W] Events again, right?

01:01:56 [W] So I'd say Target company number one who who is a possible client or customer and that who do I know what that client? Who can I get to introduce me into that client?

01:02:06 [W] And then yes, I would say, you know saying and up like, you know, it does have to be something fancy like an LLC or something necessarily.

01:02:15 [W] all you to do is just say, you know Elizabeth for example Lizabeth Consulting event consulting services or something to that effect, right and then you pitch that too.

01:02:24 [W] Them but it's back to what you talked about Debra and I think is really a key is.

01:02:29 [W] Yes the the relationship so I'm not taking away from that.

01:02:32 [W] But I also say that conveying what you can do for them.

01:02:37 [W] So, you know, if you say, you know, I know you're going to plan this event.

01:02:40 [W] Hey, I'm you know, I've done this before where I've done this in short time frames.

01:02:44 [W] I know you're you know, looking at it at you know, in this location I've done that before or how do you identify with what they're looking for?

01:02:51 [W] And how do you fit that need? And so making sure that your

01:02:54 [W] Amazing that essentially to their need and not just saying I'm an event planner and I can plan your event.

01:02:59 [W] Who are you know, why can you do that?

01:03:02 [W] You know, what is your background in doing that to convey that to them and maybe they're in a specific industry that you have experience, you know, and so you can say, you know, this is my experience that I bring to the table to help you.

01:03:14 [W] And again, here's how I can help you.

01:03:16 [W] Yeah.

01:03:16 [W] Care industry I see you are in the healthcare industry.

01:03:16 [W] This is how you know what I've done, you know, we've invited doctors and we're whatever.

01:03:20 [W] I just explaining that I think is you know, and then that's what catches their eye. They like.

01:03:25 [W] like, oh, you know when you're speaking their language and you're talking to exactly what they need, then you say, you know the look at that and go Ah, that's my boy. That's my person. You know, that's the person I need a higher because they've done exactly what I'm you know needing to have done, you know, essentially so

01:03:41 [W] Yep, I would Echo that I know that I did not get one job that I just went for it specifically because I had no experience running for the in this case.

01:03:51 [W] It was it was for a medical Marketing Group and I had not done medical conferences before and they definitely that that was their least. That was the reason they gave me.

01:04:00 [W] I don't know there's you can you can question that whether this was accurate information.

01:04:07 [W] Well, but yeah, no, I think I think that that's great. Thanks.

01:04:10 [W] other questions

01:04:13 [W] I'm definitely go for it Morgan.

01:04:16 [W] I was just going to share this tip.

01:04:18 [W] I picked up from my sister-in-law that I actually think it went viral on Tic-Tac or that's where she's solid that and the bottom of your resume you put keywords and white font.

01:04:30 [W] Yep, I would Echo that I know that I did not get one job that I just went for it specifically because I had no experience running for the in this case.

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01:05:07 [W] I picked up for my sister-in-law that I actually think it went viral on Tic-Tac or that's where she's solid that and the bottom of your resume you put keywords and white font.

01:05:19 [W] So you have your main you're eight. You're shaking your head and keep it worked for her immediately because she can't they figure out that you're doing that though. They will check you out because if they figure out that you've done that then they they know you're trying to get around it.

01:05:32 [W] It may work in some cases.

01:05:35 [W] I'm not saying it doesn't but I'm just saying if they catch you in it and you know, sometimes they can Max you backfire. So just FYI.

01:05:41 [W] Yeah, it was I had never heard that before and she was like I just could not get my foot in but she's like I saw in Tick-Tock that little trick and then the second she said she did that like she started making Headway with places. So interesting.

01:05:54 [W] say that's a fun way to get like YouTube links into your company emails for the people who are actually paying attention.

01:06:02 [W] That I would endorse note their mind. Maybe that's why I lost my job John John go ahead.

01:06:09 [W] Never mind was just for you about professional headline cuz I know I am one of the people that do this and I see it oftentimes elsewhere, but people just putting their job title and their professional headline rather

01:07:43 [W] Not saying it doesn't but I'm just saying if they catch you in it and sometimes they can Max you backfire. So just FYI.

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01:08:02 [W] I can't say that's a fun way to get like YouTube links into your company emails for the people who are actually paying attention.

01:08:11 [W] Not that I would endorse note their mind. Maybe that's why I lost it.

01:08:13 [W] John John go ahead.

01:08:18 [W] Never mind was just for you about professional headline cuz I know I am one of the people that do this and I see it oftentimes elsewhere, but people just putting their job title and their professional headline

01:08:35 [W] I'm obviously assuming you say definitely go with the tagline it over.

01:08:39 [W] Yeah, so, you know to that point job a lot of people do that because that's the default that LinkedIn will do, you know, when you fill out your profile, it'll say whatever you put is your job, you know meeting professional at the Abc company and some people just don't realize that they can change

01:08:54 [W] So they can change it.

01:08:55 [W] And so that's yes whenever I do programs and presentations. I say go in there and you can edit that, you know edit that if you have a positioning statement not everybody does or they're not, you know, they need to work on it.

01:09:09 [W] So then I'm like well put in some keyword phrases and you know and separate them so that at least you have that there are something that defines more about who you are, you know and what you do because like I said earlier when

01:09:23 [W] Then if you are starting to interact and engage engage as a really important word because that's why it's social when you do that.

01:09:33 [W] Like I said your name will pop up and it will show the beginning of your professional headline. So, you know a common mistake people make it may not apply to this group but a common mistake people make is they put on the owner of the ABC company or

01:09:48 [W] ABC company well, and I did it myself when I started my LinkedIn profile many many years ago owner and founder aren't really keyword phrases unless there's a company that you are hoping might invest in your company, you know, you want

01:10:03 [W] Or something like that and my abc company was not well known, you know, so if you're the Gaylord of the Rockies, you're probably a well-known name if your Marriott you're a well-known name, but if you're you know, John the event planner

01:10:15 [W] John the event planner people probably don't no offense John but people probably don't know John the event, you know, but the event planner LLC. So yes, it's a thing that many people do only because I don't think they realize that they can change that.

01:10:33 [W] It's great.

01:10:34 [W] I love that.

01:10:35 [W] How do y'all feel about the the LinkedIn like open to work status?

01:10:40 [W] Do you find that that's is that working for people?

01:10:43 [W] Do you think it's largely ignored?

01:10:48 [W] I don't have any deep experience with that but my philosophy about saying, you know, I'm open to Opportunities and Nikki could probably speak to this as well.

01:10:59 [W] But I advise people not to say, you know, I'm open to Opportunities because right away then it's obvious that you're looking for a job, which you are but most people want, you know, there's that saying of the best way to find a job as when you have a job.

01:11:13 [W] So if you're and if somebody is a recruiter or an HR person, they're looking they're

01:11:18 [W] In four people so you don't need to say I'm looking for a job because that's what they're looking for is people who are potential candidates. So My Philosophy about it is you don't need to to say that

01:11:30 [W] and different from you know open to networking.

01:11:34 [W] I don't know if LinkedIn still does it but they used to have what was called the Lion a LinkedIn open networker, which meant you said?

01:11:40 [W] You know being open to connecting with people you may not know but not every single person that wants to connect with you.

01:11:47 [W] You need to be sensible and selectively kind of hit them too and send resumes them rather than a blanket approach.

01:11:55 [W] It's just real quick on that opened in work. If you don't mind I actually kind of feel differently about that. Maybe that's because I'm recruiting background. So when I was a recruiter, it was so difficult to figure out I mean like yeah, I could reach out to somebody with pasta looking but it was

01:12:10 [W] Much more difficult to figure out oh, this is person available. And like now when I do sourcing and stuff for companies, it's so much easier to figure out was like, okay this person looking great.

01:12:20 [W] That's that's a key person for me.

01:12:22 [W] And so that from that perspective.

01:12:24 [W] It is good to have that on there to know that and it's not to say they won't reach out to you. If you are if you don't have it on there and vice versa.

01:12:32 [W] I don't you know, there was a one-point people said there was this perception that you look desperate and I mean this point it's like yeah people are desperate to get back to work.

01:12:41 [W] So I mean like you know, it is what it is. Right? So I think now they've got the speech to the open to the other thing with the open to work with the little green circle thing is that that on the backend shows recruiters are managers that you're available you all on

01:12:56 [W] Jim recruiter so that actually is kind of good too so that you show up that in a search that way too so I thought I liked it and I think it is a valuable tool at this point, but you know, certainly I don't think you need to do open opportunities plus

01:13:11 [W] Do open opportunities plus those open to work? They do one or the other?

01:13:11 [W] And yeah, one public comes up is I've had a lot of people that I've done Consulting with say that they're getting flooded with messages from recruiters.

01:13:21 [W] Yeah now and to the point where that they don't feel like those recruiters are not being selective but you know aren't really niching down into actual candidates who could be good for the job.

01:13:33 [W] They're just flooding them because they have a quota to meet or something.

01:13:35 [W] Yeah. I don't have personal experience with that.

01:13:38 [W] So I don't know if you do or not. I have heard that from

01:13:41 [W] Clients who say they are they get flooded and stuff. But you know, so yeah, you don't want the ones that aren't a fit obviously, but it's hard but I think that goes back to your profile. Right if you've got the right things in their ideally, you know, you hope that they're looking for it and you there's no way to weed

01:13:56 [W] Right things in their ideally, you know you hope that they're looking for it and you there's no way to weed out had a white a recruiter who's not going to read my profile to look at my profile, right?

01:14:05 [W] So, you know, some of you have to weed through that and I guess it, you know some in some pots it's good to you know, just have that on there because you know, then then they know right, you know a front so yeah, I think there's different theories to that on both

01:14:20 [W] As a pagan away if you're getting some response, at least you're getting some response.

01:14:28 [W] Better than nothing right there. Nothing right?

01:14:30 [W] That's great. Well, I love it. Well, I hate to cut this conversation short because I know there's so much more to unpack, but I've got a my new job I won't be late for my next meeting.

01:14:40 [W] So thank you Nikki.

01:14:43 [W] Thank you Debra. Thank you so much.

01:14:57 [W] I want to go back and see it again.

01:14:59 [W] Please.

01:15:00 [W] Feel free to do that to save the chat everything and keep your eyes on the Rocky Mount PCM a website.

01:15:05 [W] We've got a lot more re-skilling opportunities coming through the year.

01:15:07 [W] We're here to support you.

01:15:09 [W] However, you need it. So keep coming back for more and we'll see y'all soon.

01:15:15 [W] Thanks everybody.

01:15:16 [W] Thank you.

01:15:17 [W] Thank you.

01:15:17 [W] Thank you.

01:15:17 [W] Thank you.

01:15:17 [W] Thank you.

01:15:18 [W] Thank you. Thanks guys.