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SET EXEC

LINKEDIN GUIDE
FOR EXECUTIVES

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ALWAYS BE NETWORKING



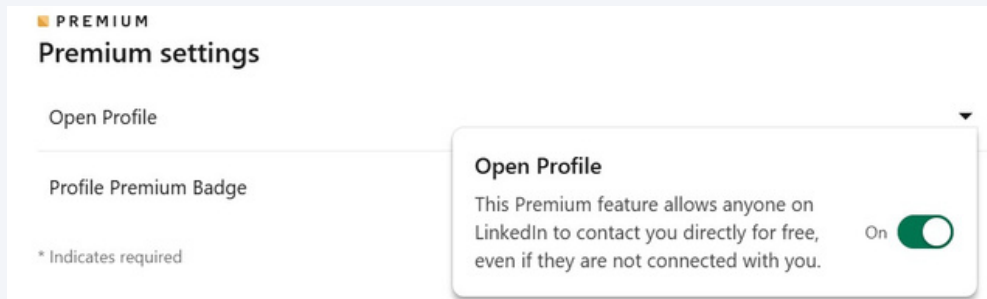
In today's competitive market, building a powerful personal brand on LinkedIn is no longer optional—it's essential for executives aiming to elevate their careers. As the world's largest professional network, LinkedIn is your digital stage to showcase your expertise and leadership. A strong personal brand positions you as a thought leader in your industry, amplifying your visibility to key decision-makers, recruiters, and potential business partners. It allows you to highlight achievements, share insights, and engage with a global audience, ultimately building credibility and trust. In an era where networking extends far beyond in-person meetings, a compelling LinkedIn presence expands your reach, opening doors to new opportunities, board positions, and strategic partnerships. Moreover, companies actively seek executives who not only lead internally but also represent their brand externally.

THE BASICS

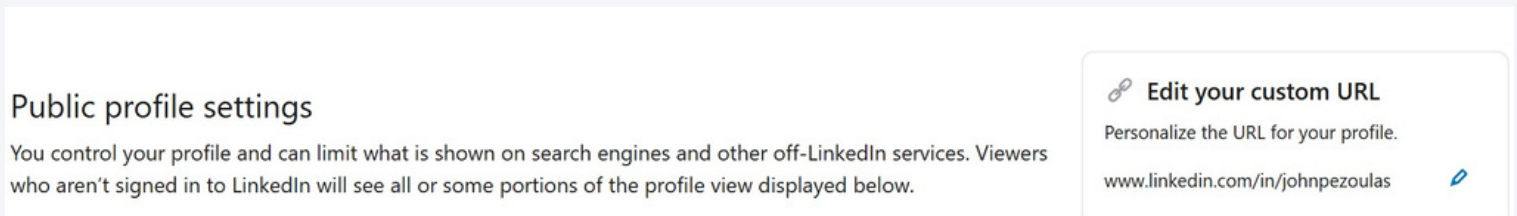


- On your laptop or desktop browser, navigate to www.linkedin.com
- Start by building your profile with your real name and a non-work related email address.
- Setup a password and 2FA (2 factor authentication) for security purposes.
- Attach a professional headshot (don't use a selfie, you can get a professional photo done affordably). Add a background photo, if your unsure put something that shows your personality or use your company banner.
- Have your resume handy, have an accurate timeline for your job changes, your education, experience and volunteering. You want to maintain accuracy and consistency between your resume and your LinkedIn account.

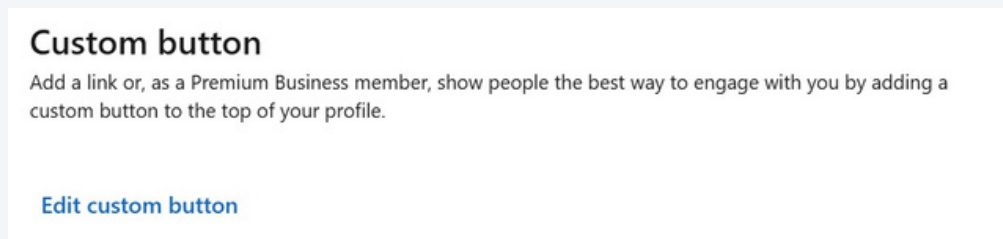
SETTINGS



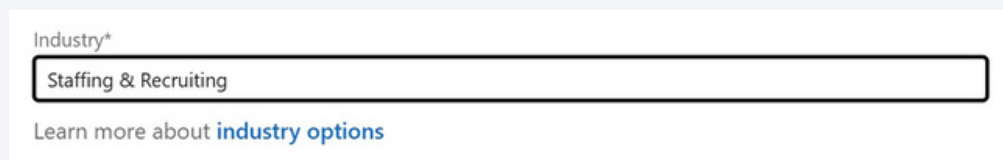
If you subscribe to Premium it allows for anyone to contact you for free among other benefits. May be worth considering for the short time you are unemployed.



In profile settings you can create a custom profile URL for your account, usually its random numbers, so make it your first and last name so people can find you easily.



In profile settings you can create a custom button, if you plan on consulting you can use it for appointment booking, your personal website or blog account.



Select the industry you are in, this should be the one you are most wanting to network and/or find jobs in. This helps tailor who sees your content and who you see in recommendations.

VALUE PITCH



Your LinkedIn Headline is used to draw people to your profile, keep it simple, the shorter the better as only the first few characters are visible when searching profiles. For example, instead of "Marketing Manager," try "Helping Startups Grow with Data-Driven Digital Marketing"

About

Ready Set Exec average time to hire is now at 39 days with partnership searches in fiscal 2023-2024; with a 100% retention rate on hires since company inception. We save you the opportunity cost by filling executive and revenue generating positions quickly with top 10% of talent. We specialize in filling executive and professional roles in Sales, Marketing, Human Resources, and Business Operations. Connect with me for full time or fractional talent for your organization. Our network of 5000+ vetted fractional consultants are available to solve your business problems.

📋 Our Services

- ◆ Executive and Professional role Headhunting
- ◆ Recruitment Process Outsourcing (RPO) for building large teams
- ◆ Connecting companies with Fractional talent of all kinds

💛 Our Approach

We are committed to being 100% partner-focused, fostering a collaborative and trust-driven relationship with companies seeking a reliable recruitment partner.

💎 Our Core Values

- ✦ Tenacity: We show unwavering commitment and grit.
- ✦ Assurance: We're committed to lifelong learning, professional excellence and continually mastering industry trends.
- ✦ Transparency: We're dedicated to providing our clients with clear, concise and relevant communication at every stage of our working relationship.
- ✦ Adaptability: We stand behind the quality of our service and partner with our clients in growth.

The About Section is critical as this is your 30 second elevator pitch to attract people to network with you. If you are a consultant, here is the time to pitch your services, if you are a job seeker, here is the time to outline your UVP, unique value proposition. What value can you bring to an organization, why should they hire you, what business problem do you solve?

Most executives are writing a short blurb as a biography, this is not what is needed. Put yourself in a hiring managers shoes, why would they need you on their team? what is your superpower? what makes you unique ? Make it about them and how you can help their business.

VISIBILITY



Visibility of your profile & network		
Profile viewing options	Your name and headline	→
Page visit visibility	On	→
Edit your public profile		→
Who can see or download your email address		→
Who can see your connections	On	→
Who can see members you follow	Only visible to me	→
Who can see your last name		→
Representing your organizations and interests	On	→
<u>Page owners exporting your data</u>	Off	→
Profile discovery and visibility off LinkedIn		→
Profile discovery using email address	Anyone	→
Profile discovery using phone number	Everyone	→
Blocking		→
Visibility of your LinkedIn activity		
Manage active status	All LinkedIn members	→
Share job changes, education changes, and work anniversaries from profile	Off	→
Notify connections when you're in the news	On	→
Mentioned by others	On	→
Followers		→

For maximum visibility to recruiters use these recommended settings. Go through each option to see your own comfort level. You can also enable CREATOR mode, besides enabling some content features, this allows people to quickly follow you and for you to have more than the maximum 30,000 connections.

JOB SEARCH

A screenshot of the LinkedIn 'Edit job preferences' dialog box. The dialog has a title bar with 'Edit job preferences' and a close button. It contains several sections: 'Job titles*' with buttons for 'Vice President' and 'Director', and a '+ Add title' button; a section titled 'Add a more specific job title' with buttons for 'Vice President Business Strategy', 'Vice President of Sales', and 'Vice President Human Resources'; 'Location types*' with buttons for 'On-site', 'Hybrid' (checked), and 'Remote' (checked); 'Locations (on-site)*' and 'Locations (remote)*' each with an 'Add location' button and a red error message 'Select at least 1 location'; 'Start date' with radio buttons for 'Immediately, I am actively applying' and 'Flexible, I am casually looking' (selected); 'Employment types' with buttons for 'Full-time' (checked), 'Part-time' (checked), 'Contract', 'Internship', and 'Temporary'; and 'Visibility (who can view you're open to work)*' with a radio button for 'Recruiters only' (selected) and a note about privacy. At the bottom are 'Delete' and 'Save' buttons.

Edit your job preferences, click recruiters only for viewing your profile. Ensure you fill out your work boundaries, in terms of full time, part time, remote etc. Select your top 3 job titles or variations of it. For remote work you can put the country, for onsite put the locations you feel comfortable driving to.

PROFILE



Add skill

×

* Indicates required

Skill*

Skill (ex: Project Management)

Suggested based on your profile

×

Communication

Customer Satisfaction

Sales and Marketing

Microsoft Office

Negotiation

Merchandising

Onboarding

Outside Sales

Training and Development (HR)

Salesforce.com

Save

Adding skills to your profile needs to be done strategically. You are limited to 50, use the keywords you have to give you some of the skills you are targeting (if you have them of course!). If you are looking for leadership roles, use leadership based skills, if you are in a technical role, make sure your technical skills/programs used are listed with a good blend of hard and soft skills.

Recommendations

Show all pending

+

✎

Received

Given

💬 Ask for a recommendation

✎ Give recommendation

Asking for recommendations is essential to building the social proof behind your work. If you are a manager, having your employees recommend you, if you are a sales person ask your past customers. Think about people who you have worked with in the last 15 years and start asking for recommendations. You should connect with the person first and then their name will populate in the recommendation field. You may also review what they have written and choose if you want to show it on your profile or not, through the settings.

OPTIMIZING



Give me a list of keywords to optimize my SEO for applying to a X role

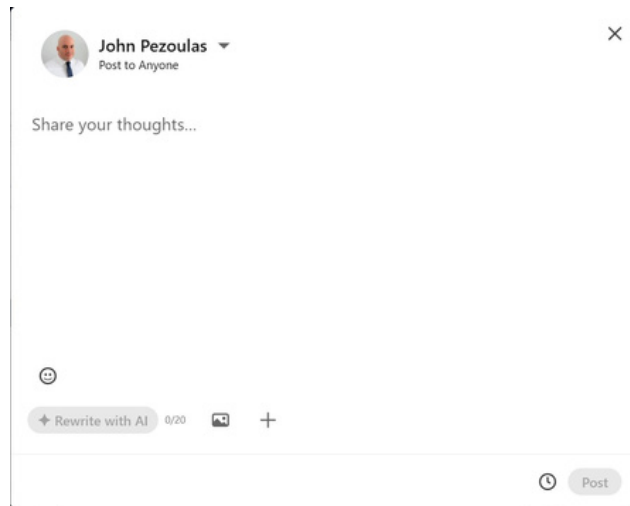


SEO or Search engine optimization is important when building your LinkedIn profile, think about your ideal role you are looking for, go to CHATGPT and prompt it. Do this for your top 3 roles: Example: Director of Talent, VP of talent, Chief Talent officer. This will give you a variety of keywords you can use to populate your profile across your experience, skills and about section. The more complete your keywords are on your profile, the higher you will show on the results page for recruiters who are using LinkedIn to source candidates.

Ensure you fill out your EXPERIENCE, EDUCATION, VOLUNTEERING and LICENSES sections fully using the following template:

- Your Market job title (Company job title): Companies can use weird job titles which are not considered market job titles. Recruiters are searching based on market job titles. So write the market job title you had and then in brackets write the company job title. This will help with finding you in the search and keeps things consistent.
- One line summary of the company and what it does.
- 3 wins you achieved at this company in bullet point form, highlighting KPI and metrics. Tie these back to real numbers or percentages.
- A brief run down of your responsibilities, utilizing keywords.

ENGAGEMENT



Posting content helps you gain visibility but its important to decide:

- Who is your audience? are you looking to get attention of Leaders in your industry or connect with decision makers for your service offering. Think about your ICP - Ideal customer profile, or Ideal Hiring manager profile if job seeking.
- Post regularly - 3 - 5 times per week. The first 140 characters of your post are the “hook” to get people to read more. Post your thoughts, articles, publications and more of interest to your audience.
- Engage in your industry, like and comment on things of interest. Heavy networkers are doing 50 likes and comments per day. You can also contribute articles under the contribute button, giving insights to specific questions.
- Videos and Images help to drive engagement, but so does long form content with valuable insights, fluff/rage bait may get you more likes but is it targeting the right audience ?
- Create a CTA - call to action in your posts, what do you want people to do next? a basic one is “Follow me more !”

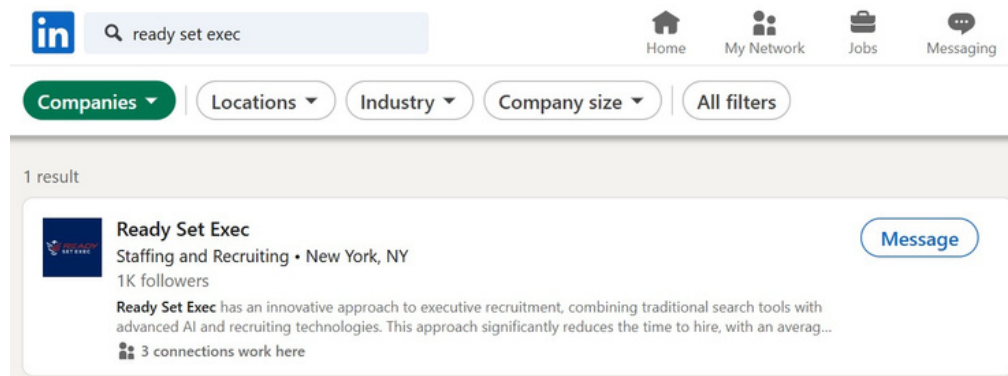


BEST PRACTICE

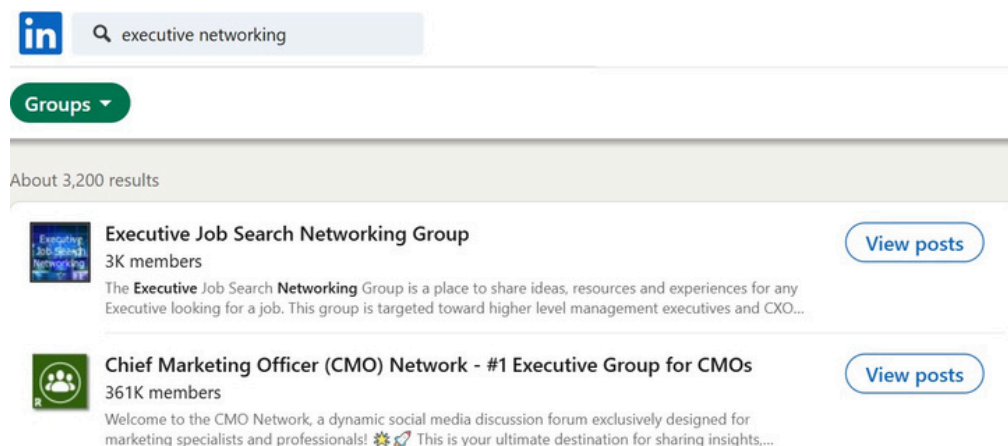


- Show work 15 years of work experience and try and find the company so that it will link to their company page. Do the same with your education but don't list the years of graduation if its more than 15 years ago.
- Explain any work gaps, LinkedIn has a new “gap” feature, this helps build your brand story, everyone has had some adversity or needed time off for one reason or another.
- Read over your profile from start to finish, does this accurately reflect who you are and what you bring to the table? is something missing? Check for grammar issues and ask a friend to review it and consider working with a Professional resume or LinkedIn coach.
- Use the Featured section of your profile to showcase a video, blog you publish or relevant info you want to highlight, this helps drive traffic to things that will keep people engaged with you.
- Avoid buzzwords and focus on keywords needed to optimize your profile. Buzzwords like “leadership”, “out the box thinking”, “experienced” need to go.
- Endorse others for skills and ask them to do the same, the more endorsements, recommendations and connections you have the more “authority” you are seen to have in the space / industry.
- Personalize your outreach messages, people are bombarded by sales people daily so if your not selling to them, let them know you are networking and why you would like to connect / chat.

ADVANCED



To help you find the right connections, use the filters at the top to select whether you want to search for a company, person, group or posts. You can also select your industry, location etc. Once you find a company you are interested in, you may follow them on their company page and create a job alert for them as well. Learn and utilize boolean search strings to help you narrow down what you are looking for. You are able to connect with 200 people weekly with your connection requests and follow as many company pages as you like creating job alerts that will go to your email.



Join networking groups or groups of interest for tailored content in your feed. Follow and connect with top influencers in your industry and build your network connecting to peers and past coworkers.

ADVANCED

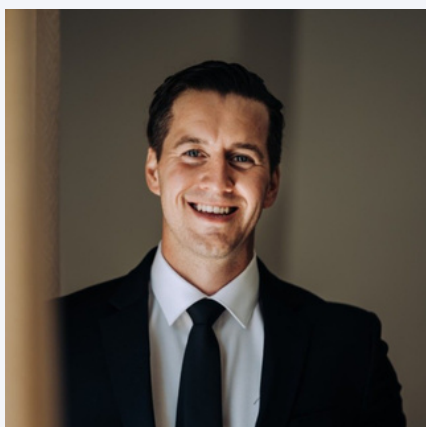
A screenshot of the LinkedIn 'Jobs' section. At the top is a navigation bar with links: Home, About, Posts, Jobs (highlighted), Life, People, and Insights. Below this is a section titled 'Create job alert for' with a bell icon and a 'Create job alert' button. Underneath, it says 'has 3,734 job openings - find the one for you.' There is a search bar with a magnifying glass icon and the placeholder text 'Job title or keyword', followed by a blue 'Search' button.

Navigating to company pages you are interested in, click on Jobs then create a job alert to be notified if new jobs are posted at the company. You may also see what they have posted on LinkedIn as an active job and apply directly through the site. The easy apply button has made it seamless, so ensure you have uploaded a new resume to LinkedIn so that your easy apply can use the newest resume version.

A screenshot of the LinkedIn 'Export your data' page. It starts with a 'Back' arrow. The heading is 'Export your data' followed by the text: 'Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.' There are two main options: a selected radio button for 'Download larger data archive, including connections, verifications, contacts, account history, and information we infer about you based on your profile and activity. [Learn more](#)' and an unselected radio button for 'Want something in particular? Select the data files you're most interested in.' Below the second option are seven checkboxes: Articles, Connections, Imported Contacts, Messages, Invitations, Profile, Recommendations, and Registration. A blue 'Request archive' button is at the bottom. Below the button, it says 'Your download will be ready in about 24 hours' and 'Don't see what you want? Visit our [Help Center](#).'

As a rule of thumb, good to backup all your data every month or quarter by downloading from LinkedIn. This is helpful in case your account is ever corrupted or hacked. If you are a consultant you can use this data to help develop your prospect list.

THANK YOU!



Patrick Shea
Co-founder



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Co-founder

Thank you for taking the time to read our guide on optimizing your LinkedIn. We hope this guide helps you network more effectively in your job search. Please like and follow our LINKEDIN page and see additional insights on our website. We would love to be in your consideration as a potential search partner!

All the best,

Patrick, John and the team at READY SET EXEC