



BOOK 2

LET'S START BUILDING YOUR BRAND

Creating and finding content

LINKEDIN IS CAREER GOLD

Build it and they will come
Perfect the Profile
Keywords are King

DECODING THE JOB POSTING

*Successfully
Ever After*

Welcome to Day 8

You are well on your way to finding your **Successfully Ever After**. During the first seven days, you laid the groundwork for a successful career search. You clarified what you wanted (and don't want) and identified your unique set of skills and traits. You'll be using these lists as we move forward to develop your personal career brand.

During your first week, you created a posting template for you to follow. It's important for you to set aside time each day to work your social accounts. Each platform has it's own set of algorithms, but the basic premise is, **the more you show up and interact with it, the more you start showing up where others can see you. We're going to break down the must have platform for job searchers - LINKEDIN.**



What the heck is my profile?

Before you jump into the deep end, let's talk about the parts of a LinkedIn Profile and what each one needs.

Profile Picture Banner

The Profile Page

This gives others the whole picture of who you are and all of your amazing work. Your profile is made of multiple sections including: photo, summary/bio, work history, education, recommendations, specialties, licenses or certification, community activities, awards and interests.

Think of the the first section like a billboard. It's designed to get attention and most people don't take advantage of all this area offers.

www.chelliephillips.com

Midwest FOOD BA

ENGAGING THE BEST NEWGRADERS TO 10-12 MONTHS

Chellie Phillips

Author, Strategic Storyteller, Coach, Speaker
Newnan, Georgia · 500+ connections · Contact info

Author Academy Elite
Troy University

About Summary or Bio

A strategic storyteller who gets results. Stories connect people with other people, businesses, brands, and their dreams. Your business cannot succeed without this connection. Storytelling takes place everywhere. A story shows clients the problem you solve. Stories connect your brand with a company vision throughout your platform. Let me show you how stories attract and keep the best employees, and create a culture of satisfaction and engagement.

Experience

Author
Author Academy Elite
Jun 2018 - Present · 1 yr 3 mos
When In Doubt, Delete It!

Vice President of Communications and Public Relations
Coweta Fayette EMC
May 2017 - Present · 2 yrs 4 mos
Palmetto, Georgia
Telling the co-op story

Marketing, Member Services and Communications
South Alabama Electric Cooperative
Feb 1996 - May 2017 · 21 yrs 4 mos
Manage all public and internal communications, oversee loan program and marketing initiatives.

Marketing and Member Services/ Communication
South Alabama Electric Coop
1996 - May 2017 · 21 yrs
Promote the efficient use of energy to our members, promote our services and programs including energy efficient loans, heat pump rebates, electric water heaters, and energy efficient home construction. Work with members on high bill complaints to try and locate high use areas in their hom... See more

Freelance Writer and Photographer
Freelance writer and photographer for Landscapes Magazine, Southern Belle Magazine, and many others
2005 - 2012 · 7 yrs
Have worked for several regional and specialty magazines as a freelance writer/photographer. Also worked with numerous groups and individuals as event photographer.

Features Editor
Troy Messenger
1993 - 1996 · 3 yrs
Responsible for interviewing, writing and photographing all articles for section. Responsible for layout and design of section.

News Writer
Troy Progress
1992 - 1993 · 1 yr
Staff writer and photographer for weekly newspaper.

Experience

this is where you list your work history. If possible, make sure you list current position and a two (2) past positions.

You can also draw attention to this section by adding websites, videos, or attaching documents. Many people don't take advantage of this option because they don't know it's there. If you can add this content, it's just another way to make sure your information stands out ahead of someone else.

Education

Troy University
BS, Journalism and PR
1989 - 1991
Activities and Societies: Alpha Delta Pi

Troy University
Continuing Education, Social Media Security Professional
2014 - 2014

TROY - Troy University's Professional Development Institute will offer a new online course in social media security starting in September that will help individuals identify social media security risks and guard sensitive personal information.

The course starts Sept. 8, and registration must be complete by Sept. 3. The course prepares participants for the Social Media Security Professional (SMSPP) certification exam.

The SMSPP certification is designed for people who work, or plan to work in, professions dealing with social media solutions or cyber security, including information security technicians, security administrators, security architects, security engineers or any other role that is responsible for information security.

The coursework will help participants understand vulnerabilities and threats facing social media networks and how to quickly respond to security breaches. The online course includes lectures, demonstrations and hands-on exercises.

Education

Use this area to highlight your education. If the institute you received a degree from is in the LinkedIn Database, it will populate with their logo. This is a great way to connect with the alumni base and later reach out and build your network.

Licenses & Certifications

Social Marketing Certification
Hootsuite
Issued Nov 2016 - No Expiration Date
Credential ID: 10406669
See credential

Certified Life Coach
American Union of NLP
Issued May 2016 - No Expiration Date
Credential ID: 5648

License and Certification

List any license you hold or certifications you have received which might be relevant to your desired career field.

Volunteer Experience

AMB

Chapter Advisor

Alpha Delta Pi Sorority
2004 - Present • 15 yrs

Serve as chapter advisor for a growing ADPI chapter located on the campus of Troy University. I work with the chapter and officer to make sure decisions meet those policies and principles set forth by our national organization. I also serve as mentor, coach, friend and a needed shoulder at times for the women as they make career and life decisions.

Board Member

COMMUNITIES IN SCHOOLS OF COWETA COUNTY INC
May 2018 - Present • 1 yr 4 mos
Education

Board Member

Certified Cooperative Communicators
May 2006 - May 2010 • 4 yrs 1 mo

Board Member

Cooperative Communicators Association
2015 - Present • 4 yrs

Currently serve as Board President.

Board Member

Coweta Community Foundation
Jan 2015 - Present • 8 mos
Social Services

Volunteer Experience

Not only does this show a potential employer you are active in the community, it also gives you a chance to highlight projects you've been involved with which can supplement work experience. Many organizations focus on developing their corporate culture. This shows you are concerned, active, and involved.

Skills and Endorsements

If you list it on your resume, you need to at least show those skills in this area. Reach out to colleagues to provide endorsements.

This is another area where you can highlight skills not necessarily featured in your current position. It also shows others verify you have these skills. It adds a layer of comfort to potential employers.

Skills & Endorsements

Add a new skill

Internal Communications 57

Endorsed by 7 people who know Internal Communications

Media Relations 46

Endorsed by Megan McKay-Noe, CCC and 3 others who are highly skilled at this

Public Relations 45

Endorsed by Marian Douglas McLemore, APR, CCC and 5 others who are highly skilled at this

Industry Knowledge

Social Media 38

Newsletters 25

Press Releases 15

Advertising 14

Photography 9

Crisis Communications 8

Marketing 6

Speech Writing 3

Non-profits 2

Program Management 2

Event Management 1

Desktop Publishing 1

Strategic Communications 1

Budgeting

Editing 26

Corporate Communications 16

Marketing Communications 14

Strategic Planning 11

Event Planning 8

Publications 6

Writing 5

Magazines 3

Budgets 2

Creative Writing 2

Journalism 1

Budget Management 1

Marketing Strategy

Copywriting

Tools & Technologies

Photoshop

Interpersonal Skills

Public Speaking 19

Community Development 2

Other Skills

Layout Design 1

Management 10

Promotions 1

Recommendations

Ask for a recommendation

Received (6)

Given (4)



April Tribe Giauque

MSED

Illuminating Speaker |
Published Author | Light
Coach | Employee Assistant
Programs | Social &
Emotional Connector

March 4, 2019, Chellie worked
with April Tribe in the same group

I am honored to work with Chellie in our masterclass together. Her writing is powerful and her stories will help you to rethink that email, post, or tweet! I highly recommend Chellie to for your public relationship teams because of her powerful ways of communication and reliability. Really Chellie helps us all. [See more](#)



Kary Oberbrunner

Publisher who turns author's
books into 18 streams of
income

February 28, 2019, Chellie was a
client of Kary's

Chellie lights up a room. What a joy it was having her at the World's Largest Barnes and Noble book signing last year as a member of Author Academy Elite. This year Chellie has the opportunity to come back as a recently published author of "When In Doubt, Delete It!" She is passionate about using her... [See more](#)



Cris Bowerman, MNM, CAE

Organizational Champion

October 16, 2018, Cris worked
with Chellie in different groups

Since relocating to Coweta County, Chellie has hit the ground running. She's been a great addition to Coweta Fayette EMC and exudes warmth and energy in everything that she does. She's well accomplished but down to earth and always willing to share her expertise and lend a helping hand. This is evident in her... [See more](#)



Logan Horton

Teacher at Chickasaw City Schools

October 5, 2018, Logan and
Chellie were students together

Chellie is an outstanding person. Her writing not only draws the reader's attention but it also informs. She is able to paint a vivid picture of what's happening, and craft a story that is unique and interesting. Additionally, her leadership skills are second to none. She is a role model to those she serves!



Vince L. Rodriguez

Director, Member Meetings
& Conferences at National
Rural Electric Cooperative
Association

May 27, 2016, Chellie worked with
Vince L. in the same group

Ms. Phillips most recently presented at CONNECT '15, our annual national conference for communications, marketing and members services professionals in electric cooperatives. Ms. Phillips' presentation was informative, thorough, thoughtful, and even entertaining. She provided useful, practical tactics and I... [See more](#)



Dr. Marc Clark, CHA, CHRE, CHE, CHO, CHDT, CHS

President & CEO
SmartBizOnline.Com

July 11, 2019, Dr. Marc worked
with Chellie but at different
companies

Recently I had the opportunity to work with Chellie at the 27th Alabama Cooperative Youth Conference which was held in Columbiana, Alabama. Her position at the conference was Co-Chair. In my three decades of partnering with conference and convention organizers, Chellie is in a league of her own... [See more](#)

Recommendations

Think of this area like the reference section on old resumes. Once you build your network, you'll learn how to reach out to individuals and ask for these recommendations.

Accomplishments

7 Honors & Awards

Leadership Fayette Graduate

May 2018 • Fayette County Chamber of Commerce

2013 AREA Award of Excellence - Best Photograph, Best Website, Best Annual Report

Apr 2013 • Alabama Rural Electric Association

Received awards for work in the member communication field.

Communicator of the Year

2007 • Alabama Rural Electric Association of Cooperatives

First Place, Management Planning/ Programs and Projects

2004 • Cooperative Communicators Association

Michael Graznak Young Communicator Award

Jun 2000 • Cooperative Communicator Association

Outstanding Alumni of the Year in Public Relations

Apr 2000 • Troy University Journalism Alumni Association

Spotlight on Excellence Award of Merit

2000 • NRECA

Accomplishments

your mom probably told you it wasn't nice to brag, but in this case it's a necessity. This is the area where you list any awards, honors or achievements you think would make you stand out to a potential employer.

Let's Review!

You've got to think of LinkedIn as your way to get in front of recruiters and hiring managers. Learning why each part matters and how to optimize them so you receive maximum exposure is key.

Remember:

- This isn't Facebook. Facebook is like a playground, where LinkedIn is like your boardroom.
- Over 70% of hiring managers check out potential job candidates through social platforms.
- LinkedIn is a great way to establish your professional online brand and use the over 500 million users to network with.

Tomorrow we start the process of building you a Profile designed to land you your **Successfully Ever After**.

Day 9- Let's Start Growing!

Before you start building your network and putting your personal brand in front of potential employers, we need to build out a profile designed to get a potential employers attention. In order to do that, we need to focus on your summary and headline. Over the next two days, you'll begin researching job postings and learn the importance of key words.

But first, most of you are probably using sites like Monster and Indeed to look for job and applying online for them. But do you truly know how to read those job posting. There's a lot of information hidden inside most posting if you take the time to really look through them. You'll find descriptions of the company, get a sense of the roles and responsibilities and of course, find the qualifications. You'll also find a lot of industry jargon too.

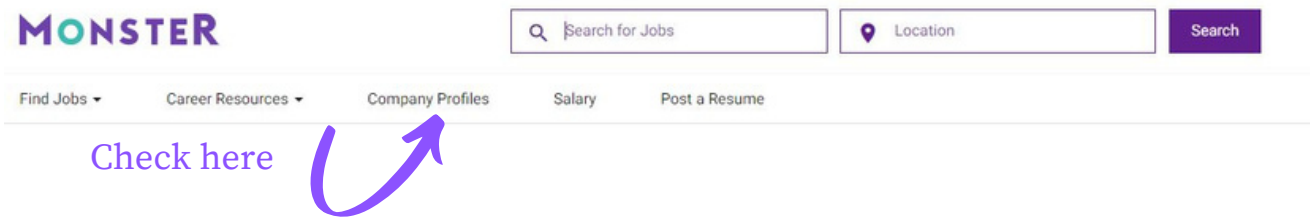
So let's make sure you know what to be on the lookout for and begin to learn how to find hidden clues along the way,



Who's Hiring?

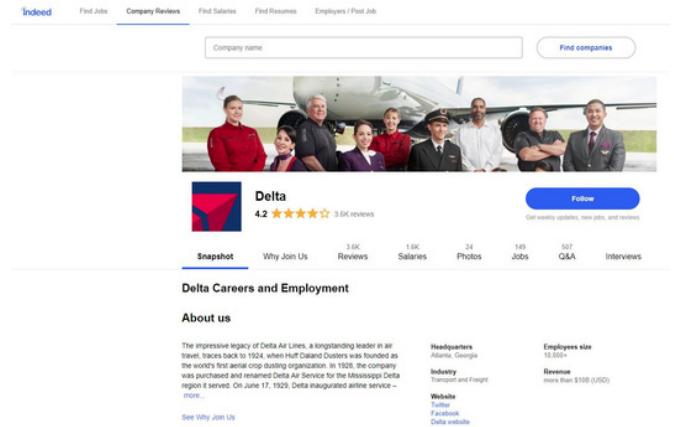
You can learn a lot about the companies who are hiring if you know where to look. Look closely at how they describe themselves and you can begin to tell what they value. During the first week, you made a list of things (and people) who were important to you. Make sure the companies you are considering value the same things.

What are their core values? Who founded them? Take a moment and search that person. See what you can find out about them and what people say about them. What is their future vision? A company without a plan for the future, might not be one you want to invest time in. Don't forget to check their corporate website too. Does the language match? Are the values they advertise mirrored on their corporate website? If not, that's a red flag.



Some sites give you feedback from actual employees.

With Indeed, you can see how employees feel about the company they work for. You can get a feel for the corporate culture and the environment you'll work in.



It's great to check the company out on multiple site and in multiple ways. If you run across a lot of conflicting language or thoughts, that's a good sign you might want to proceed with caution.

Make sure you pay attention to the tone of the ad as well.

When you read the job posting is it centered around the company or the potential employee? The posting should make you feel like you are a priority to the company. Does their profile list any awards or accolades, for example: "Named one of Denver's Top 10 places to Work." Check out the award criteria to see why they received the award.

The Job Description

This area should tell you exactly what the hiring manager expects and it's also the area you can begin to look for keywords. Keywords will play an important part of your social summary and later, your resume and cover letter.

DESCRIPTION

~~She~~ is looking for a **highly organized, self-starting proofreader/editor/writer** to help produce marketing materials for medical device, pharmaceutical and healthcare marketing campaigns.

The candidate will **work closely with the creative team** to ensure creative concepts, campaigns, and executions meet brand standards and business objectives.

Additionally, the candidate will be **responsible for editing, organizing and managing content through complex legal and medical compliance review**. The candidate will proofread materials, as well as oversee all QA/proofreading processes.

What does your week look like at ~~work~~

Monday:

- **Work collaboratively** with creative team to generate original copy for landing pages and email campaigns
- Make **meticulous content revisions** for a client using notes from their legal and regulatory team.
- Ensure all claims in new campaign emails are correctly annotated in AMA style

Just in this short description, you can already see a few keywords you need to incorporate into your personal branding if this is the company where your dream job is located. You'd want to include organized, highlight your editing skills, talk about your ability to work in a team and collaborate just to name a few. This listing also gives you a great idea of what your week would look like, so you can determine ahead of time if it really does match your idea.

Reading a lot of job descriptions will give you a great idea about how to talk about your work as well. If it's been a few years since you interviewed, it can be a great place to pick up the latest terms too.

Day 10- The Job Responsibilities

This area should tell you exactly what the hiring manager expects and it's also the area you can begin to look for keywords. Keywords will play an important part of your social summary and later, your resume and cover letter.



Dig Through the Responsibilities

Today, you're going to find as many job posting for your dream position. Don't limit yourself to one company. Find the job you are interested in, and similar ones, on multiple sites. You can even look on corporate websites in their jobs sections for this exercise. Print them out.

You'll need at least two different colored pens or highlighters for this next part. Take a highlighter or colored pen and circle all the words used to description that relate to the expectations of the role (team player, collaborator, punctuality, etc...). With the other, circle specific skills mentioned in the posting (editing, create financial forecasts, deliver presentations)/

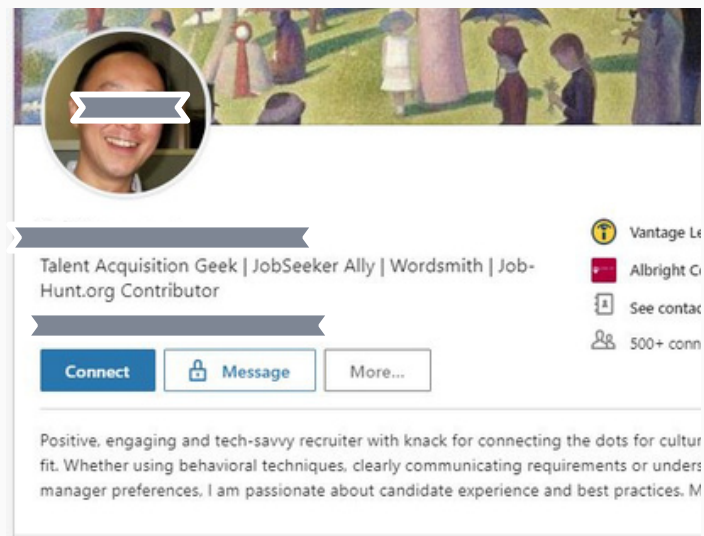
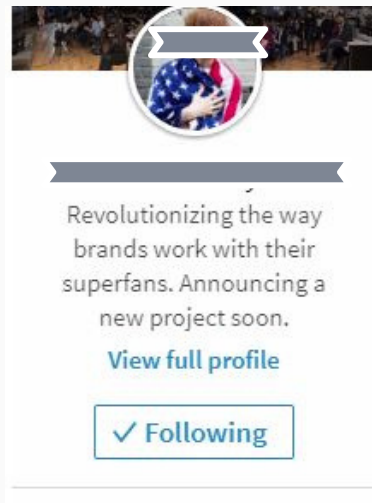
Now create two lists; One of traits or role expectations, the other with skills. Take a few moments and mark which ones you think "I can nail that" or "I've been doing that for year," ones that make you think "I've done some of that," and finally, "I have nothing that relates to that to show."

Day 11- It's Time To Craft Your Headline

Now that you have your key words and a basic idea of the job description for your dream job, it's time to start building out your profile. The first step is to craft your headline. If you don't remember, the headline refers to the words directly underneath your name on your Linked In Profile. Linked In is the starting point for someone who wants to find out about you in a professional capacity. Let's make sure they find everything they need to select you for an interview.

I've created a secret formula.....

Job Title or Company+ Keyword + Bling!



Ok a couple of those might be a little out there, but here's a few more examples.

"Expert in trend forecasting, data analytics and every bit of internet lingo you have to go look up on Urban Dictionary.

Enterprise software executive - I help retailers increase performance, productivity and profits.

Helping managers engage employees and increase productivity.

Freelance graphic designer with 5+ years of experience helping restaurants with epic menu design.

Now it's your turn....

Use the formula and create your headline. If you want feedback, drop your favorite headlines in our Private Facebook Group and I'll give you feedback. You can also see how it resonates with others in the group.

Day 12- Build Your Summary

Most people skip the summary because it can be challenging to write, but that's a mistake. Your summary is where you get to tell the story of you. Keep in mind recruiters, just like people, respond to stories more than mind numbing statistics. This is where you can weave in your successes in a way that makes you memorable. It's also a great place for professionals who are looking to reinvent themselves or those making mid-life career changes to shine.

LinkedIn algorithms are crafted to send like-minded people your way. Your summary section factors highly in this calculation. Your career history, word choice, location and several other factors play in to how often your profile shows up. Your summary section is your chance to craft how you want a hiring manager to think of you. It's the first impression, along with your photo, a person has of you.

The most effective ones are written in first person. I know, you feel weird writing about yourself. But trust me, everyone else feels weird too, and it makes it more readable. It gives you a chance for your voice to shine through and encourages others to take action.



What if I'm changing careers?

The summary section is a great place for those considering a transition to explain why you're jumping industries or why your varied background is a huge plus. A clear simple explanation about your diverse work experience can show how you'll bring value in your next position. Weave your varied experience with part story telling and you're sure to draw an audience.

What if I'm trying for my dream job?

If it's your dream job, this is where you can shine! It's time to make sure your passion shows. Talk about the mentor who has inspired you to reach for the moon. Talk about a mission trip that forever left you changed and how that experience left you knowing this was a position you could change the world in. Paint the picture so there's no doubt in the hiring managers mind, you are the only choice for this position.

What if I've had several jobs?

Show how what you've learned has prepared you for this career. You're well rounded and cross-functional. You have a lot of value to bring. Don't list interests, instead explain how you can bring value to their day to day operation. Your future employer needs to understand how you can help her company improve.



I showed you how you can use the summary, now here's a few things you want to avoid:

1. Don't put everything in your resume in the summary. It's not a casserole. You can share more about each position and what you accomplished under the employment history.
2. Don't over use industry jargon. Too many adjectives and not enough information will cause someone to scroll past.
3. If you don't write a headline, Linked In will make a default one for you. You're less likely to get any attention from it.
4. Don't make your public profile invisible.
5. **DON'T LEAVE THE SECTION BLANK!** I know it's a challenge to write a summary, but it's vital.

So what do I include in my summary?

Your summary should answer the following questions:

1. Who are you? What are your values and passions?
2. What do you do currently? Or what is your background? I call this your vital statistics. This is where you validate your worth as a potential employee.
3. What accomplishments are you most proud of? Give one really great example.
4. What are you looking forward to most in your future career?

and finally.....

5. Your superpowers! Have a little fun with this. Remember storytelling is the best way to be memorable.

Now it's time to write your summary.



Day 13- Professional Image

Your LinkedIn Profile Image doesn't need to be a selfie, or you on vacation. Remember, your goal is to present as the ideal employee. Profiles with photos are 10x's more likely to be looked at than those without them.

Your picture should be a high-resolution image showing you in work mode. Your clothing portrays an image.

If you can't schedule a professional photo shoot for new head shots, at least get a friend to take a photo of you in a well lit area standing in front of a blank wall or outdoors.

Keep in mind, LinkedIn Profiles are circular. Make sure the photo is a close up so when it's cropped, your beautiful face is front and center.



Day 14- Let's Keep Building

WooHoo! You've conquered the hardest parts of your profile.

Today, you'll fill out the skills section, build out your work experience, and add information on your community/volunteer activities and update any awards or certifications you have received.

The skills section is vital if you want to appear in recruiter's searches. They can search for profiles that include certain skills. If you don't fill out that area, you could be missing out. LinkedIn allows you to add up to 50 skills. Choose wisely and make sure they are relevant to your chosen career path. A good rule of thumb is to include 15-20 skills that showcase a mix of technical and soft skills.

Your Work History



On LinkedIn you aren't limited to the number of previous careers you can list. It's important to list at least your current and previous two (if you have them). However, you can list as many as you would like. The catch is, when you list them, you need to show what skills you learned or what you accomplished while there. Make a list of bullet points and accomplishments for each position.

Many recruiters will scan this area so the fact it's longer than an average resume is ok.