

# Using LinkedIn to Rebrand and Downshift into Your New Encore Career

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**Your LinkedIn Driving Instructor**

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# Good Morning

Also, a Graduate of and Facilitator for the Career Gateway Program

Small group LinkedIn trainings

Public libraries, nonprofits, and career development, and business development organizations

Focus on jobseekers, career transitioners, nonprofit leaders, and small business owners 45 and older

The most impact out of 30 minutes a day on LinkedIn

Acknowledges online privacy & security concerns

Great News for  
50andbetter  
Jobseekers  
Looking to  
Downshift into  
New &  
Different  
Encore  
Careers!!!

We live in an economy that Values  
Expertise over Experience.

We know this because people with much  
less experience than us are getting jobs  
ahead of us.

You can use LinkedIn to get the Expertise,  
Information, Network you need to  
Rebrand Yourself for a Different Career.

# What is a Professional Brand?

- According to career experts, if you're in the running for a new job or business opportunity, you will be Googled by the hiring manager or recruiter.
- What Google finds online is your professional brand.
- Because of the power of the LinkedIn algorithm, the URL to your LinkedIn profile will come up first on Google.
- Or the recruiter/hiring manager will go to LinkedIn and type in your name.
- If you are not there, then you don't exist and it reinforces the stereotype that 50+ jobseekers are not computer savvy.

# Yes, Corporations have Brands! But People have Brands Too!



# Re-Branding Considerations

- ✓ Is it Authentic?
- ✓ Is it Focused?
- ✓ Does it Tell a Story?
- ✓ Does it Invite Others to Tell Your Story?
- ✓ Is it Positive?
- ✓ Is it Consistent?
- ✓ Will it Work for the Long Haul?



## Why LinkedIn is the Perfect Vehicle for 50andbetter Jobseekers Looking to Rebrand and Downshift into a New Career

Because it is chock full of professional information that will help you learn the skill requirements for your rebrand and it's FREE!

It enables you to EXPONENTIALLY expand your network in a new profession without leaving home.

It enables you to get the information you need that's never in the job announcement to get real life information about a new career.

It allows you to control & TELL your PROFESSIONAL "story" BEYOND YOUR RESUME (which is backward looking) and this is ESSENTIAL if you are rebranding for a new career or industry.

# Remember

← The Focus of Your Resume is Your Past  
The Focus of Your LinkedIn Profile is Your Future →



## The Bottom Line

- ▶ Since Your LinkedIn Profile is Not Your Resume, You Can Craft an Online Brand Consistent with Your Future Career, not Your Past.

# LinkedIn Rebranding Success Story: From Banker to Interior Designer

Karla in  
Commercial  
Interior Design  
Program after  
30 years in  
banking.

Reduced  
banking  
experience to  
one-sentence on  
her LI profile.

Rest of LI profile  
about commercial  
interior design:  
Headline, About  
section, Skills &  
Endorsements, Posts,  
Connections,  
Interests,  
Recommendations.

Had her first job  
with Interior  
Design firm  
before she  
graduated.

## Focus on the Top Third



If you don't capture your viewers attention here, the rest doesn't matter. Separate yourself from your peers and make the viewer want to know more.

# Banner

- ▶ Human Beings are Visual Creatures. A Picture is Worth a Thousand Words. Corporations Use Images to Communicate their Brand Messages. You Should Too!
- ▶ Find a Banner Image That Relates to Your Future, Not Your Past
- ▶ Karla's was a beautiful, well-designed office space

Using your LinkedIn banner to establish & re-enforce your new online brand.



**TROOP PUBLIC RELATIONS**  
& Vines Film

**ELECTIONS**  
Service. Ideas. Action.

**Message** More...

Pamela Hart Vines · 1st  
Communication Strategies for Political Campaigns | Campaign Videos | Media Training | Reputation Protection  
Lanham, Maryland · 500+ connections · [Contact info](#)


Troop Public Relations, LLC  
University of Pittsburgh



**Message** More...

Kalima Billups · 1st  
IT Specialist A+ Certified | Net + Certified | A focus on technical solutions provided with expert Customer Service.

Per Scholas  
Rider University



**SOLD**

**Message** More...

Liz Korte · 1st  
Professional REALTOR® Connector/DC Metro Enthusiast/Strategic Problem Solver  
Germantown, Maryland · 500+ connections · [Contact info](#)

RE/MAX  
University of Maryland College Park



**CONTENT**

**Message** More...

Patty P. Lundy · 1st  
Writer and editor helping entrepreneurs and SMBs communicate effectively with their target audiences.  
Washington D.C. Metro Area · 500+ connections · [Contact info](#)

<https://www.pattyplundy.com>  
University of South Carolina-Columbia



**Message** More...

Ginaya Crooks MSN BSN RN · 1st  
Nursing Informatics/ Education and Leadership /Quality Improvement/ Critical Thinking and Decision Making  
Washington D.C. Metro Area · 142 connections · [Contact info](#)

Georgetown University  
Chamberlain University



**THE ART OF COMMUNICATION IS THE LANGUAGE OF LEADERSHIP.**

**Message** More...

Tom Thomson · 1st [in](#)  
Business/communications strategist helping life science/tech startup leaders generate funds & resonate with stakeholders  
Washington D.C. Metro Area · 500+ connections · [Contact info](#)

T. Thomson & Associates, LLC  
The Johns Hopkins University - Carey Business School

# What the Banners Did Not Focus On

How long they'd been in their profession.



Whether they had formal training in their profession.



Whether they had been validated or given permission by someone outside themselves to practice their profession.



# Headline

- ▶ The most important 220 characters of your profile because they literally follow you all over LinkedIn.
- ▶ Focus on the skills you offer to your next employer in your new industry.
- ▶ Focus on what they need, not what you want!
- ▶ Karla's headline focused on the skills she developed in her associates degree program in interior design that she could offer as a new associate at a commercial interior design firm.
- ▶ Yours could be the skills your developed in a certificate program for your new profession.

# About

Often why we do what we do is more compelling/intriguing than what we do, especially if we are making a career rebrand. This is the place to tell that story. Answer the obvious question: Why the switch?

But never forget that the reader wants to know what's in it for them, not what's in it for you! Your reason only matters to the degree that it helps them understand why you would be a good fit.

So if you begin with why, don't forget to include who you will help and how you will do it.



# Connections

- ▶ Invite people to connect based on your interest in their profession, not your previous experience.
- ▶ People love giving advice. It's flattering and anyone can do it.
- ▶ People love talking about their jobs—even if they hate them!
- ▶ People who love their jobs, love to mentor others into their profession.
- ▶ The more people you're connected to in a particular industry, the more the LinkedIn algorithm will show you in that industry to help you grow your network.

# Experience

- ▶ Compare your previous positions with the job announcements for your new profession.
- ▶ Are there any skills you used in any of your previous positions that match the sought after skills in your new profession?
- ▶ If so, rewrite your position accomplishments for those positions using the key words for your new profession.
- ▶ If not, reduce the position description to just your most significant achievements.

# Education

- ▶ Instead of calling yourself a lifelong learner, demonstrate that you are by enrolling in online certificate programs in the skill areas appropriate to your new profession and including these certificates (with their key work rich descriptions) on your profile.
- ▶ There's LinkedIn Learning and great MOOCs (mass open online courses) from top flight universities.
- ▶ Then follow the school page on LinkedIn, connect with alumni, and do information interviews about their jobs in your new profession.
- ▶ And there's always YouTube U to develop your skills free of charge!

# Skills

Use job announcements to find out what they are in the most desired skills in your new field.

Your Top Three on Your LinkedIn Profile should be consistent with the most sought after skills in your new profession.

Get skill endorsements from your connections. Although they are less important than recommendations.

Karla got hers from her instructors, classmates, colleagues at companies she interned with, and family members.

# Recommendations

- ▶ Make sure your recommenders validate you for the skills sought after in your new profession.
- ▶ Provide a draft or bullets that includes the top three skills in your skills section.
- ▶ Search firms and recruiters read recommendations and take them seriously.

# Posts

Make sure your posts are interesting/relevant/helpful to your connections in your new profession.

Curating good information you find (which may be the majority of your posts starting out since you don't yet have expertise) is just as valuable/useful as good information you create.

Substantive comments on the posts of your connections in your new field can help establish your expertise as much as your own posts.

# Interests



Follow influencers, groups, companies, and schools in your new industry.



Read their posts to learn about hot topics, industry trends, growth areas and the vocabulary of your new profession.



Comment on their posts to begin the process of becoming an industry insider who is on their radar screen.

# Remember the Magic of LinkedIn isn't in Who Finds You, It's in Who and What You Can Find!

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'interior design'. Navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning are visible. Below the search bar are filter buttons for People, Services, Companies, Jobs, Groups, Posts, Events, Courses, Schools, and All filters. The main content area is divided into two columns. The left column, titled 'People', lists three profiles: Janet Cotter (Owner Interior Design at Janet Cotter Design, Needham, MA), Elizabeth Krial (Principal Interior Designer at Elizabeth Krial Design, L..., Reston, VA), and Laura Fox (Owner Principal at Laura Fox Interior Design, LLC, Silver Spring, MD). Each profile includes a 'Connect' button. The right column features an advertisement for Virgin Galactic, titled 'Get the latest jobs and industry news', with a 'Follow' button. At the bottom of the 'People' section, there is a link to 'See all people results'.

in interior design

Home My Network Jobs Messaging Notifications Me Work Learning

People Services Companies Jobs Groups Posts Events Courses Schools All filters

### People

**Janet Cotter** • 2nd  
Owner Interior Design at Janet Cotter Design  
Needham, MA  
Summary: I work as a Residential Interior Designer in...  
Kathleen Rowe is a shared connection

**Elizabeth Krial** • 2nd  
Principal Interior Designer at Elizabeth Krial Design, L...  
Reston, VA  
Skills: Interior Design

**Laura Fox** • 2nd  
Owner Principal at Laura Fox Interior Design, LLC  
Silver Spring, MD  
Current: Owner Principal at Laura Fox Interior Design, LLC -  
\*Interior Design \*Consulting \*Project Management with New...  
Marty Tucker, Lisa Foy, and 3 other shared connections

See all people results

Ad ...

Get the latest jobs and industry news

LinkedIn Member, explore relevant opportunities with Virgin Galactic

Follow



# Look at Jobs

- ▶ Discover the skillset employers are looking for in your new profession.
- ▶ Make sure that any training you invest in develops these skills.
- ▶ Make sure the right skills are highlighted on your profile in your Headline, About section, and Skills section.



# Join Groups

Since most require only interest rather than experience.

Connect with other members to grow your network within your new profession.

Comment on posts to become known to your new industry/community.

Remember that jobs posted here are only seen by members of the group and most will be related to your new industry.

# Read Posts

Connect  
and  
engage

Connect and engage with the poster and commenters to grow your network in your new industry.

Learn

Learn about hot topics in your new industry and who are the influencers on LinkedIn.

Share  
and  
comment

Share and comment to help your new network promote their expertise, help you be seen as a giver, and stay on their radar screen for opportunities.

# Attend Online Events

Connect with thought leaders in your new field.

Connect with other participants to learn about their career journey and grow your network in your new industry.

Acquire strategic allies/partners in your job search.

# Now that you have Successfully Rebranded Your LinkedIn Profile

- ▶ The LinkedIn algorithm will identify you as a member of this community, not your previous one.
- ▶ It will recommend people to connect with in your new profession to help you build your network of job search allies.
- ▶ It will recommend jobs in your new profession based on your rebranded skill set.
- ▶ It will recommend coursework, programs, and other skill-building programs related to your new profession.
- ▶ It will increase the chances that your profile thumbnail will come up when a recruiter types the relevant skill set for a position into the search box.\*

# Final LinkedIn Rebranding Success Story: My Own

- ▶ On the path to a career in higher education.
- ▶ Life handed me a detour in the form of a spouse with a chronic illness and an aging, widowed parent.
- ▶ Needed to rebrand myself as an entrepreneur and SME to have the flexibility to take care of the people I loved.
- ▶ Saw a need and began my business around my kitchen table in Spring of 2016
- ▶ Make half of what I made in 2015 but I am 10X Happier
- ▶ Love what I do, the partnerships I've made, and the people I help.
- ▶ The day after I taught my first LinkedIn class around my kitchen table, I changed my LinkedIn headline to LinkedIn trainer.
- ▶ The only person's permission you need to claim your new brand is your own!



# Thank You!!!

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Your LinkedN Driving Instructor  
CEO, Owner, Lead Educator & Trainer  
Of A Certain Vintage Workforce Education

<https://www.drelissebarnesjdphd.com>

<http://www.linkedin.com/in/elissewbarnesjdphd>

Connect with Me on LinkedIn!

Include a Note that You attended the  
JCA 50+ Employment Expo

