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00:15

Thank you to everyone who's listening and joining us today. I know you've got a lot of excitement out there. And a lot of curiosity, I want to reward that by showing you three really important things that you need to know about LinkedIn as you launch your career journeys. So my name is Jeremy sheets playing, and I am the founder and career coach at a site called break into tech. And what I do is I help students and recent grads get their first tech jobs. Before I started this company, I actually had the opportunity to work at LinkedIn directly, as a marketer specifically focused on the education side of things, helping students and recent grads all around the world, find great opportunities and internships, right through this site. And I know that it can often be a little bit off putting to begin your journey on LinkedIn. Because you say, Hey, this is like the most boring social media thing out there. I'd rather be on Instagram snap, even Facebook more than LinkedIn, this is for my mom or dad board, I'll promise you is that investing even 10 minutes on LinkedIn is well worth it. Because unlike those other sites, LinkedIn can actually change your life. And here's how I want to show you three things you can do on LinkedIn today, that will change the course of your career, and the life that you experience. So first of all, I'm going to imagine that you're sitting out there thinking, Okay, I've got this piece of parchment on my hands, what am I going to do with it, maybe you're not sure about the path or the career field that's right for you. You're not really sure how to break through that deadlock? Well, LinkedIn, and the team that I worked on when I was there, specifically wanted to help you with this problem. So we built a tool called the alumni tool, that helps you learn from people who've been in your shoes before, specifically alums, with the exact same degree as you trying to figure out where they're going to go and the wide world of work. Here's how it works, you're going to come up to the search bar, right at the very top of LinkedIn, and you're going to type in your new alma mater. So for me, I might say, the University of Michigan, and voila, there's a school page. So I'm going to choose

that. And when I get there, as very typical social media experience, the news feed videos, all this good stuff. And as fun as it would be a waste time on that. That's exactly what it is, it's wasting time. Instead, I want you to get results. And so the most important tool here, even though it's pretty well hidden away, is this alumni tool. So again, over here, on the left hand sidebar, click alumni. Now, I'm going to imagine that I'm a new university of michigan grad with a history degree. And while my computer scientists colleagues are out there making lots of money and starting their jobs already, I'm wondering what's out there for me? Well, guess what, there are lots of things. And all you have to do is follow the path of others who've gone down this particular set of footsteps before. So what you're going to do is scroll down here and say, Wow, 300,000 alumni on LinkedIn, this is pretty good data to begin with. But how can I cut it down to the data that's most useful? Well, I'm going to scroll over to the next button over here. And I'm going to say, I want to find Michigan Wolverines just like myself who studied history. So I'm going to look at the different things that people have studied. econ psych, Polly sigh. And sure enough, there are almost 10,000 history majors who walked the hallowed halls of Ann Arbor, and gone on to great things in their careers. Let's check them out by clicking that link. Okay. So immediately, that list of 300,000 columns is cut down to the 10,000 were most like myself. So now I say, okay, you know, I'm really excited to follow these folks footsteps. But 10,000 is still a lot. Maybe I'll get a finer tooth comb and say, I want to follow folks who are specifically working at companies I'm excited about. So I look at this company list over here, and I see a lot of Michigan regulars. So Deloitte General Motors, Michigan medicine, but I also see Google, I'm a little bit curious about that. So I want to see the 25 history majors from Michigan, who are now working at Google and what they do. Sure enough, I'm down to 25. I can check out their specific profiles, I can look at what they studied. Maybe what I'll do is I'll scroll over here to the next tab. I'll figure out what are they actually working on inside Google? A lot of folks are doing sales, maybe not my cup of tea. Legal don't really want to go to law school have had enough school for now. Thank you very much. Marketing. I've never really thought about a career in that. I wonder what that's like. So I'm gonna say, Show me the



04:51

four history majors from Michigan who are now working at Google in marketing. And sure enough, we come down, we can see that there are all these fascinating folks who are Doing all these roles all across Google. And if you want to check them out further, you can actually just click their picture and look at their profiles. Sure enough, your Sean hyster, grad from Michigan, working on the education marketing team at Google seems like an interesting guy. Now, here's the most important thing that I want you to take away from this experience, that alumni tool is very powerful. But if you just look at it passively, it's not really going to take you anywhere. It's just sort of like educational tourism, you're just

checking out what's possible, but not really getting an intended destination. If you really want to understand whether marketing or any path might be good for you, you've got to talk to the folks are doing it. So in this case, I'm going to take that slightly scary, but important step of reaching out to Shawn. And the easiest way to do it, is to click the connect button. But instead of immediately sending right now, which might cause time to just disregard me because I'm a random stranger, at this point, I'm going to add a note, this is so critical, this is going to 10x, your chances of getting a response based on LinkedIn data, you're gonna say, Hi, Shawn, this is very critical. Now this first sentence because this is going to determine whether he responds to your message or not. As a fellow history major, at the University of Michigan, this is the most sort of scary thing I ever do as a public speaker is typing in public. So bear with me here is a fellow history major at the University of Michigan. And basically, what you're establishing within the first couple of words, is we have this bond, you might have thought we were total strangers, but actually, we're kindred spirits. And so now you've caught his attention. So I was thrilled to come across your profile. Now you've established that you're interested in him, not just getting a job, not just getting a gig. But specifically you want to learn from his experience. So I just graduated this past spring. And we'd love to learn about your path, what you like and what you don't. Again, the emphasis here is not Hey, help me get a job at Google Shawn, or immediately sort of transformed my life overnight. But instead, can I continue the learning experience, I started school into the working world. And now you could say something very easy, very easy for us to do you have 10 minutes to chat. The next week or so.



07:34

Only a really cold hearted alum who says hey, this person in my same department, my same school has the same interest as me, are they gonna say I don't have 10 minutes to help you learn about this path the same way that an alum helped me when I was in your shoes. And so what you're going to do, is you're going to send this out. Ideally, Shawn will respond, but you'll probably reach out to a several people, maybe with different paths, you can get a sort of wide array of responses. And you're going to talk to Shawn on the phone, you're just gonna say, Shawn, what do you do all day? What does the marketer have to do at Google? What do you love about what do you hate about it? Would you recommend it based on your experience as a history major of Michigan, you can do this amazing thing that only humans can do. Using our incredible empathy skill, you're going to do this Vulcan mind meld with Shawn, we're going to start to put yourself into his shoes, understand what he experiences every day, and then respond viscerally to that either positively or negatively. What I love to do what John is doing, when I wake up at six o'clock in the morning, so excited to get out of bed and do this, when it turned me off when it sent me back to grad school or law school, just to avoid doing that. Because if you

can start to make that assessment, now, you don't have to go down a road for five years of a job that you load, because you're going to know about it ahead of time. Again, that's the power of the alumni tool. You figure out who's been down this path before? What can you learn from them? And is that pathway for you. Just to give you a little bit of shortcut for next time, if you ever want to get back to the alumni tool, go to [linkedin.com slash alumni](https://www.linkedin.com/slash/alumni). And that should take you right there. So that's an easy way to check out what lots and lots of other folks who've been in your exact situation, have done with your product predicament and how they fared going forward. So that's the first step. So let's say that you've had this conversation with Shawn, it turns out that marketing is actually a really great fit for you. As a historian, you spent a lot of time analyzing data, making recommendations, putting together ideas. That's what marketers do. So now you say I want to get a marketing job. So now let's talk about how you actually got that job. And move on to the second key thing you can do on LinkedIn. So obviously, you come over here to the jobs link. LinkedIn bought a company several years ago when I was working there, that basically does nothing but scrape the internet to find the best jobs available to you. What I really want you to focus on is not trying to master all the right keywords and the obscure stuff of your new profession, but to learn LinkedIn, programmatic magic help you out. What I mean by that is coming over here to the search bar, just say, Hey, I just want to start searching for jobs very broadly, just show me all your jobs, LinkedIn, sure enough, 8 million jobs on LinkedIn, not too shabby. But specifically, I want to dig in to some things that are going to be really helpful for me as I launched my search. So I'm not going to use these basic filters, I'm going to go to the advanced level, all filters, this is really powerful, because you can take those 8 million jobs and cut them down to just exact jobs for you. So what you might start with is say, Hey, I don't even know what they call marketing jobs. So you called a marketer and assistant marketer? Well, the easiest way to find out is added to the job function box, say, show me all the marketing jobs no matter what they're called. So that's the first thing. Next, you don't want to waste time going after Director of Marketing jobs or VP of Marketing jobs, you're not qualified before yet. Instead, you want to say, Show me the entry level jobs. LinkedIn has done a really good job of categorizing all these jobs out there, based on how many years of experience you have to have, make sure that you have entry level checked off. And then this is a really cool thing. If you apply for those jobs in marketing, and maybe your history major isn't obviously connected to the space, you may have a hard time getting your foot in the door. But in the same way that you learn from Shawn, when you were starting out your search, you want to learn from the people on the inside to get your best chance of getting that opportunity. So what you want to do is specifically show you jobs in your network. What that means is these are companies that are hiring, marketing entry level jobs, where you know, someone on the inside, and that's gonna be really powerful, as we're gonna see in the next step. So again, just to recap, job function is marketing or whatever you focused on experience is entry level. And then LinkedIn feature is in your network, I know someone

on the inside, will go ahead and apply that. Okay, now we're down to a much more manageable list. 150 or so, entry level marketing jobs, we have a friend on the inside, we can come down through this list, and we can say okay, these are pretty good work at Chan Zuckerberg initiative, which is Facebook's philanthropic effort, I can work for a cool startup like Credit Karma. Oh, I can work for my antic. And I antic for those who don't know, is the insanely amazing game developer company behind Pokemon Go. If you've ever seen people on the quad, or in a public park, staring at their phones in giant groups, they're probably playing it. These are the guys who made it possible. So you might say, Okay, here's this really interesting entry level job in the marketing world. I could work on Pokemon Go.



12:45

How awesome is that? What's even more awesome, is I've got someone on the inside. So I go ahead and I check out that job description. I can do all the stuff that I normally do, I can read about the job, understand if I'm a good fit, all those things are nice. But if I really want to get the job, I can't just apply blindly and hope for the best. Instead, I want someone on the inside singing my praises. Here's why. Imagine you're the recruiter for this job. And 1000 recent grads all across the country have applied for it. How are you going to choose who to pick? Maybe it's just based on their resumes or their LinkedIn profiles or any number of other things? Well, it's still really sort of mind numbing challenged. Whereas if there were a couple of hand selected candidates, you could actually talk to someone who could vouch for the candidate and say, This person is awesome. Wouldn't you pick that person for an interview every single time. And that's the power of referral. The fact that if someone on the inside talks about how good you are to the recruiter, you're no longer a stranger, you're no longer a cold outside candidate, you're now an insider, you're a friend of a friend, that referral can make or break the start of your career. So to get that referral, we're going to go ahead and check out this connection who works here, we scroll down a little bit read about the job. By the way, you're gonna see all this premium stuff here because I have that as a LinkedIn alum. I wouldn't necessarily recommend that you guys buy that everything I've shown you today is absolutely free. And so you should basically be taking advantage of LinkedIn without spending a cent. It can be really powerful for you, as you've already seen. Now, that being said, I found out the Shernoff. My former colleague, Hannah Stein, works in the recruiting division at Niantic. How cool is that? She is actually choosing the candidates for the very job that I want badly. Well, I'm going to do I'm going to go ahead and message Hannah, and say hi, Hannah. Great to reconnect. was so nice to work with you last summer. Again, somebody reached out to Shawn, we want to sort of re establish that connection. What do we have in common? What's the bridge? I just saw an amazing opportunity at Niantic. Any chance he'd be willing to put in a good word. It's as simple as that. Most big companies, including

Niantic, which is part of Google, by the way, will let you as an employee, go into a special piece of software, where you put in your friend's name and resume and refer it for a specific job. And that's it. And the really cool thing about this is not only is Hannah's referral, going to help you get an interview for all the reasons we already talked about, but if you end up getting the job, Hannah will likely be paid anywhere from 500 to \$5,000 as a finder's fee for bringing great people into the company. So it's a total Win win. So again, three steps that will take you from being totally on the sidelines, feeling hopeless about your career journey to becoming an insider knowing exactly where your North Star is. The first one is understanding what's out there. So again, linkedin.com slash alumni will give you a taste of all the alumni paths, what people did with your major, where they went to, and how you can learn from them. The jobs feature will let you specifically focus on the jobs that are perfect for that a new Northstar that you've developed in consultation with alumni, you can say, hey, show me the entry level jobs, show me the jobs that are in my network, and use that to find the perfect roles versus going down the wrong road. And then once you find those roads, those roles, find that person on the inside, who will go to bat for you, who can give you the referral, and launches an amazing career. So I hope that you take advantage of these amazing tools as you get out there into your search. And if you ever need any help, come check out my website. Again, it's break into tech. And right here, I have lots of free tools, including a complete guide to mastering LinkedIn, to breaking into tech careers, writing cover letters, resumes, all this stuff is free, all available for you anytime and break into that deck. So with that being said, I wish you guys tremendous success out there. Excited to turn it over to Don to talk through some of these LinkedIn questions.



17:10

Oh, Jeremy, what great practical advice. I've never seen a demonstration where you literally took us from soup to nuts in a very short period of time. And boom, we're ready to apply for a job. You know, what really struck me was if you go back to that night, nyah tech page, what I really get excited about is the kind of information that is available for a first time job seeker. And one can determine the kind of companies they want to go work for. And I noticed that this company had like a 200% employee growth in a short period of time. And so many times students who are graduating Don't think about the fact that do I want to work for a company that's been flatlined in terms of number of employees? Because there's probably not a great path for advancement? Or do I want to work for a company like this that you're showing us that literally shows that, hey, in a year, I might be the Junior Assistant office manager or something. Because there's no people coming in behind me. I think that's an amazing opportunity for some one to begin to, again, isolate, who do I want to work for? Absolutely. And this is really sort of fascinating experience, especially in Silicon Valley, although probably in all industries as well,



18:34

which is the idea that like, you can start at a really big mature company with a famous brand, or a small startup or something in between. But the number one driver of career success is sort of catching on to a rocket ship as it's taking off. Because then so many new opportunities unfold in front of you new jobs, new chances to level up. And so if you want to figure out how do I find that rocket ship, for my own career, you could definitely pay LinkedIn to have this premium access. Or what you can even do for free, is check out a site like crunchbase. And crunchbase is basically a never ending list of all the companies that have just raised money. And so typically, when a company raises money from venture capitalists, it's pouring that money right back into hiring. We need to hire more marketers, more programmers, more sales people. And so if you want to figure out what's that big rocket ship for you check out crunchbase to see who's raised money who's ready to hire.



19:29

Well, that makes a lot of sense. Is there any tool within the LinkedIn environment where I can find Give me the companies that have the most employee growth in the last two years? Yeah. Is there an easier way to get to that information? Or is it Hunton pack?



19:46

Yeah, so LinkedIn actually has its own company rankings every year both for big companies in startups. And one of the things to take into consideration is how fast they're hiring, using that as a proxy for your chances of getting a good role there. So if you're ever curious, looking at that list, You can just say, LinkedIn top companies. And sure enough, you'll have access to both the top companies list and the startups list. That's sort of a good place to begin.



20:14

Oh, great advice. question coming in related to send in notes to alumni, to get to know them? And is asking if it's appropriate to include links, perhaps to their, their own profile page, or links to maybe their portfolio of work that they've accomplished and things like that? What can we include, in that note, that would be appropriate for that individual to get to know us much more quicker?



20:46

Yeah, great question. So the first thing I would say is, you should know that there are very two different kinds of messages on LinkedIn, the first message that your call that we sent was to a brand new sort of potential connection, that alum who worked at Google, now we're reaching out to someone we're not connected with yet, we actually have a relatively limited ability to include links. So for example, let's say that I wanted to get in touch with someone at Google a, and I said, Okay, I'm looking at the people this year. And maybe I'll say these are second degree connections. And what that means basically is a friend of a friend, someone I don't know yet, but it might be able to connect with me. So Tommy, who works recruiting would be a good one to connect with, of course. Now, if I want to connect with Tommy, I want to add a note, as we discussed, you're actually forbidden from putting links in here. It doesn't want you to spam people or to annoy people. So it actually blocks the inclusion of links. So you can't do that. And, in addition, I would also say, you probably don't want to be including links in that very first message. Because again, you really want to keep the spotlight on that person, I want to learn about you and your career, your decisions, versus I want to pitch you on something, no one likes a salesperson who calls in the middle of dinner. In the same way, no one likes a LinkedIn new connection, who immediately start spamming you with requests. So I would hold off on that portfolio. That being said, there are two places that you can place that portfolio that are perhaps even more powerful, the first place that you can place it is on your own profile. LinkedIn, when I worked there, created this brand new ability to embed media right into your profile in a way that no resume could ever have. So for example, if you were profiled in the student newspaper, go ahead and include that. If you did really amazing project or portfolio to your point, Don, you could immediately include that right there on the site embedded for everyone to check out. That's a really powerful place. Because every day, there are about 100 million recruiters around the world who are using LinkedIn to look for great talent. And if they come across your profile, they're going to want to see all the amazing things you've done. So that's a good place to include it. The last place to include your portfolio is at the referral stage. So again, if you're having a friend put in a good word for you, you obviously want to share your resume with them so they can upload that. But you can also give them the access to your portfolio in a private message, which then lets them include that with their referral. If you're applying for a design job, or an architecture job, obviously the aesthetics of your portfolio are going to be really important to making your case. Great question.



23:22

Excellent. Can we go to your comm your your homepage, where you're seeing comments coming to and the posts of individuals? And a question from Bob related to how, how a

student who is just about who is just graduating, shouldn't participate in posting in terms of comments, and things is a simple like an indication or something that will show that person that they're paying attention and interested in them. What comments do you have for us to engage with this kind of posting?



23:56

Yeah, great question. So I'm going to say something a little controversial here. I know there are people out there who are strong believers, and you're spending lots of time every day, going into LinkedIn posting stuff, sharing stuff, liking stuff. To me, I'm a little too nerdy and focused on ROI, return on investment, to just want to spend my time sort of all over the place and hope for the best kind of spray and pray if you will. Instead, I always want to focus my limited time, where I'm going to get the biggest bang for my buck, those classic 20% of things that get me 80% of results. And to my mind, that is knowing someone inside a company, knowing about a job that's really good for me, and then having that person inside the company refer me for that job. If you look at the statistics, about 40% of jobs in this country are filled based on referrals, which means that if you just apply online, your chances of getting that job are less than 1/10 of the people who got the insider to go to bat for them. And so if you're going to spend even just 10 minutes or 20 minutes a day on LinkedIn, make those precious minutes count. Find those people on the inside, were connected to a job that you're excited about, and get them going for bat for you. Because that's gonna make the biggest difference. Now, if you have time leftover to come over here and you know, check out what's happening in your field, make some comments that can start to build up your reputation over time and build your personal brand. When recruiters check out your profile, well, that's a little bit of a long term play over the course of your entire career. If you need a job now, the steps that I just outlined are the fastest path to glory.



25:32

Jeremy, that's really good advice. I, I remember it from the past I there's stats out there that show only about 12% of the jobs that are posted on job boards are ever offered. That doesn't even mean accepted. So you have a very minimal chance of posting a job, your resume on a job board and hope that you're going to get a job. And frankly, that's the way most college grads spend their time, right? That's right.



26:00

And you I totally understand that, like I was absolutely there as an education and policy

major, kind of figure out how to even make my way in this world, playing online, never hearing back occasion getting those things, but no thanks, emails. And I think the trick is just like, you know, as a student, you always tried to be the best either in the classroom or in the club you were leading, or the team that you're participating in, you want to really stand out in your career as well. So instead of just doing what everyone else is doing, which is sort of minimum, sort of lowest common denominator strategy, you want to step away from the herd, and do what it takes to stand out. Again, talk to alumni directly, find someone on the inside who can sing your praises. And now you're not just one of 1000 generic resumes, you're one of a handful of select candidates who've been vouched for by an insider, that's a winning strategy.



26:54

Makes a lot of sense. Could you give us some tips and ideas on how to leverage the group functionality? Let's say we've find someone in the internet, it's an alum. And we find that they're a member of a work group on LinkedIn, what's the value of groups and building my relationship within that group, and maybe approaching additional individuals, maybe not even alumni, to let them know who I am? And what I'm interested in doing? Or what I can do for them?



27:27

Yeah, so there are really two good reasons to join groups on LinkedIn. One is very strategic, and one is very tactical. So let's start with the strategy piece. Let's say that going back to our example, you would just spoken to Shawn at Google is doing marketing, you're like, you know what, marketing seems like a good path for me. But I have to learn more, how sort of about, one easy way to do that is to hang out with marketers. Even if you don't know any other marketers in the world, except for Sean, you can find 1000s of them on LinkedIn, the way you're going to get there is by doing a marketing search, I just typed in marketing into this bar, when instead of looking for marketing people or marketing jobs, I'm going to specifically look for marketing groups. Again, I went to the more tab, and I chose groups. Voila, an entire group of 300,000 marketers, where I can start out as a fly on the wall and just observe what they're talking about. What are the techniques they're using? What are the hottest technologies? What's the terminology? So I can speak like a marker? And then, once I've confirmed this is a good fit for me? Can I start joining that conversation, asking questions about, Hey, I'm a brand new marketer, you know, how should I focus my LinkedIn profile to really stand out? Or what new technology should I master to really advance my candidacy in competitive marketing searches. And now, you're not just learning from these folks, you're actively participating

and engaging with them, you're joining this new tribe of marketers, and becoming a marketer in the process. So that's a strategic level for joining a marketing group or any group for that matter. But specifically, if you want to get in touch with really great people on LinkedIn, you can try that connection approach that we just talked about, where you say, Hey, I'm going to connect with Peter. And I hope he accepts my request. And we'll see what happens. Or, when you can actually do it's sort of a little loophole on LinkedIn isn't the tactical piece is if you are a member of the same group of someone, you can actually send them a direct message, even if you're not connections, even if you've never met in your entire life. And LinkedIn lets you do that. Because it wants to form those bonds with inside groups. So if you can figure out, hey, these are the top 10 groups where I can learn a lot. And I see people on the inside who I really want to learn from directly, send them a direct message on LinkedIn. So you can learn take that sort of relationship to the next level, and really build that expertise one on one.



29:54

great ideas. This is really great. So question coming in from Sal related to how rapidly or how hard she should be working to build her network. Is it important to have 500 people that I'm connected to 1000? Should those people be willy nilly? Like meeting them on Facebook? Or should I have a strategy behind building those relationships?



30:20

I love that question. Sally, I'm so I'm so glad you brought that up. Because ultimately, what you've seen on my screen here is the fact that I've been building my network over time. And so I now have a lot of connectivity into all sorts of different companies. And that's a really powerful for me in my own career, because I can use those connections to learn about companies get referrals, get jobs, if you're just starting out, you might say, oh, Jeremy, I can't possibly compete with that. Because you know, I don't have any connections, right, you have fewer than 100? Well, the reason that LinkedIn constantly pushes this idea of 500 plus, is that all of our internal research shows, you just have a better experience on the site. You know, more people on the inside, you're more likely to get referrals, you're more likely to get opportunities. And so the way that you can rapidly advance your network, in addition to just meeting people in the real world, and connecting with them, is by going to the mind Network tab. And then take a little bit of a shortcut. If you want to add these people one by one by one that could take all the way until grad school, and I want you to wait that long, I want you to find a great job now. So the sort of shortcut you're going to take is go over to the more options tab on the left hand sidebar, you're going to import your address books. Because what you're doing here

is you're saying, I've already worked hard for 20 plus years in my life to meet people, whether it was friends at school, professors, managers at internships, places that I volunteered classmates, all those people are already part of my tribe. But if they're not connected to me on LinkedIn, I don't have any access to who they know. And the companies that they know about. I'm totally blind, I want to have that visibility. All I have to do is say, Hey, I personal Gmail up it goes my school's email account, it goes in there to my email account for my internship last summer, it goes in there. And then my phone's address book, download LinkedIn app, import that. And what you're doing is LinkedIn is looking up the emails of all these people and say, Hey, that person's already on LinkedIn, you already know them, do, you want to go ahead and connect in the span of a couple of minutes or a couple of hours, you can go from 10, or 100, connections to 500 or 1000 connections in such a really good advantage of all the things that we've just talked about. And I know that a lot of folks out there probably thinking, oh my god, this is exactly what my mom, my teacher told me never to do. My social media has to be locked down totally private from the world. That's totally true for things like Facebook or snap. But for LinkedIn, which is all about work and professions, not a place where you see pictures of red cups or party aftermath, or even people's babies. Instead, it's all about working together to get access to opportunities. And so you want to connect broadly, because there's theory in the sociological world. So any sociologists out there will heard of this, the power of weak ties, we're more likely to be helped out by people who don't know is that well, we have a diverse sort of access to opportunities in companies you've never heard of, versus our own friends and family who all know the same people all know, the same organizations. And so I want you to reach out very broadly, have a large network based on the one that you've already built in your own life, and take advantage of that power, to basically launch your own search, and began an amazing career.



33:40

That is a great suggestion. Work smarter, not harder, and leverage the information that you have. I love it. Jeremy, we're kind of wrapping down on time here. And there are so many more questions to get to. But I definitely want to make sure we cover the don'ts. You've been in this business long enough that you've seen graduates and the problems that they create for themselves on this tool. Can you share with us the two or three things that we should not do on this medium?



34:13

Yeah, absolutely. So basically the don'ts of LinkedIn, or the dark side, or the reverse images, if you will, of everything we just talked about. So the number one don't, is just

applying blindly going over here to the jobs board. And again, saying apply, apply, apply, apply, and not really have any clue what the job is or whether you're a good fit. That's just a recipe for frustration. Instead, find your Northstar, find your truenorth talk to alumni about what they do. And then make a smart and focused decision versus just spray and pray and hoping for the best. That's the first thing. Number two, once you have focus, make sure that focus is clear to the world. So on your profile, what I often see students do is they say new grads are looking for a job, maybe even like unemployed for six months, I need help. Well, that may sort of elicit a little bit of sympathy from people. It doesn't impress them, it doesn't say, Hey, I'm the perfect person for your job. So don't focus on a weakness on your profile, or what you haven't done. Instead, lead with strength. If you want to be a marketer, your headline should be aspiring marketer. If you want to get into accounting, your summary should talk about all the math classes that you've taken and all the good analytical work that you did in school. Again, even if you're not an accountant, yet, you want to talk about where you're headed, and what you're going to be able to do. Now all the things that you haven't done. And then lastly, when you do start to reach out, whether it's to alumni to learn about their experiences, where people to learn about their companies, never be transactional about it. You know, life is long, we carry these relationships and these networks with us throughout the entire course of it. And if the very first interaction that I have with you is, Hey, can you get me a job? Or can you please do this thing for me, that feels like you're using me, no matter how dedicated and an alumni. And that kind of transactional mindset won't take you very far. Whereas if you take the time to build a relationship, to get to know me to learn about me and my experience, and then ask me for advice about your own, now invested in you, not just for this job search, or for your job search 10 years from now. And if you want to go far in this world, no matter what path you want to go down, having people behind you rooting for you advocating for you, is the greatest rocket fuel of all. So take advantage of those relationships and build them from day one.