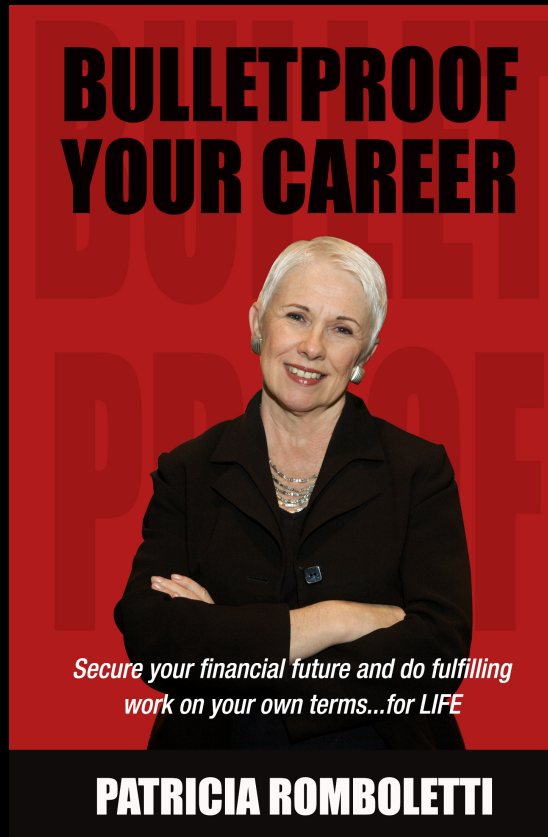


# **BULLETPROOF YOUR CAREER**

## **RECRUITER OUTREACH STEP-BY-STEP PROCESS**

**AVAILABLE ON AMAZON**



**Patricia Romboletti**  
**Author, Recruiter, LinkedIn Expert, Career Coach**  
**[pat@bulletproofyourcareer.com](mailto:pat@bulletproofyourcareer.com)**

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# TESTIMONIALS

## THE STRATEGY WORKS

*"I just wanted to tell you a little story. You suggested a way to find recruiters. The suggestion was to search staffing and recruiting along with your discipline (mine being manufacturing). I did that and received 52 recruiters names. I invited all, and 47 became connections. Of the 47, 32 looked at my profile, 12 shared information, and 5 asked for my resume and we had a meaningful conversation."* Miles R.

**"All I can say is WOW, you know what you are talking about. I have a list in my office to give you the percentages. It started Friday night with the West coast and has been non stop. Recruiters accepting my LinkedIn request then sending me a note for my resume and executive summary. Thank you so much for sharing the incredible insight you have and paying it forward. Looking for a new position at a higher level takes time, you have made it a lot easier."** Frank P. –

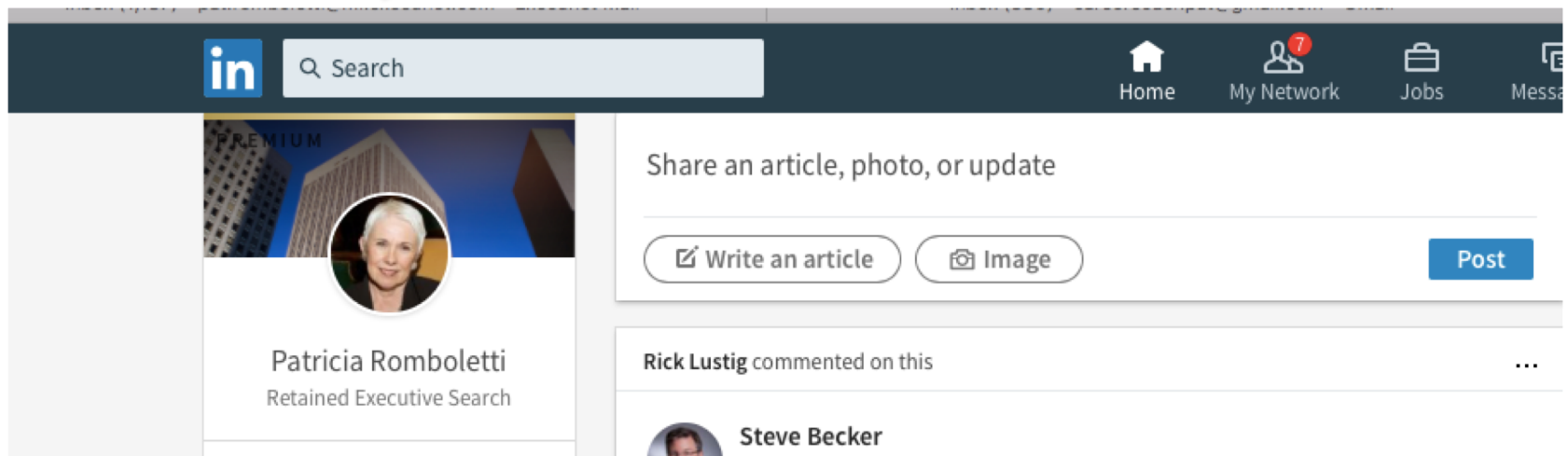
**"My only regret about working with Pat is that I hadn't met her earlier in my career. Her practical advice is spot on and provides immediate results. Given Pat's extensive professional experience in the search industry, her strategy for engaging with recruiters via LinkedIn will deliver a strong, focused and productive extension of your network. Employing her approach detailed in the workshop, I reached out to over 20 recruiters in my industry verticals with her carefully constructed note of invitation. Not only did 19 accept my invitation (including recruiters of the prestigious "Big 5"), I also received four requests for phone interviews regarding my career interest. Additionally, a recruiter asked for a recommendation regarding a position he was placing which I was able to forward to a former colleague. Thanks Pat for helping me organize my search approach in a professional and productive manner by sharing your "inside" secrets.** Roslyn S.

# OVERVIEW

- The goal of this strategy is to become a first level connection to key recruiters in your specific industry or area of expertise.
- Because LinkedIn is the most current “database” it is the first place recruiters search for candidates when they are conducting a search.
- As a first level connection, when they conduct a search for a current assignment, you will be on the first or second page of those search results. If you are a second or thirds connection, there is a good possibility that they will find enough viable candidates before they even get to your profile.
- And, the vast majority will at least look at your profile when they get your invitation, and that alone is a win.
- You will have a very high rate of acceptance of your invitation if you use the specific language provided in this guide. This message will resonate with recruiters and it indicates that you are willing to help them.
- If they do reach out to you for a referral, it will give you an opportunity to begin to establish a more personal relationship.

# STEP 1

**ON THE LINKEDIN HOME SCREEN:** Enter a keyword associated with your industry or area of expertise in the top search bar. For this example, the candidate is in the Consumer Products industry, so he/she would enter “Consumer Products” in this search box.



# HOME SCREEN KEY WORD TIPS

- If you have multiple areas that you believe are a good fit for you, for example, if you also believe that a recruiter who specializes in “food and beverage” would be a good fit in addition to those specializing in package goods because of your prior experience, I recommend that you conduct a separate search using just that key word phrase.

# THE FOLLOWING SCREEN WILL APPEAR

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'consumer products'. The navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation bar, there are filters for People, Jobs, Content, and More. The search results are displayed in a grid. The first two results are for individuals: David Wasilewski and Duane Still. The third result is for a job: Key Partner Representative, Consum... at BenQ America Corp. The fourth result is for a job: Manufacturing HR Business Partner - Consumer... at Talent Solution Partners. The fifth result is for a job: \$1200 - \$1500/day. Retail Management Consultin... at Consulting Point. On the right side, there is an advertisement for PayPal Business account.

Showing 2,297,989 results

**David Wasilewski** • 2nd  
Consumer Products Executive  
Greater Atlanta Area  
6 shared connections

**Duane Still** • 2nd  
Experienced Consumer Products CFO  
Greater Atlanta Area  
Summary: Experienced Consumer Products CFO seeking new...  
21 shared connections

Job results for consumer products 82,665 results [See all](#)

**NEIA**  
Key Partner Representative, Consum...  
BenQ America Corp.  
Greater New York City Area

**Manufacturing HR Business Partner - Consumer...**  
Talent Solution Partners  
Greater Memphis Area

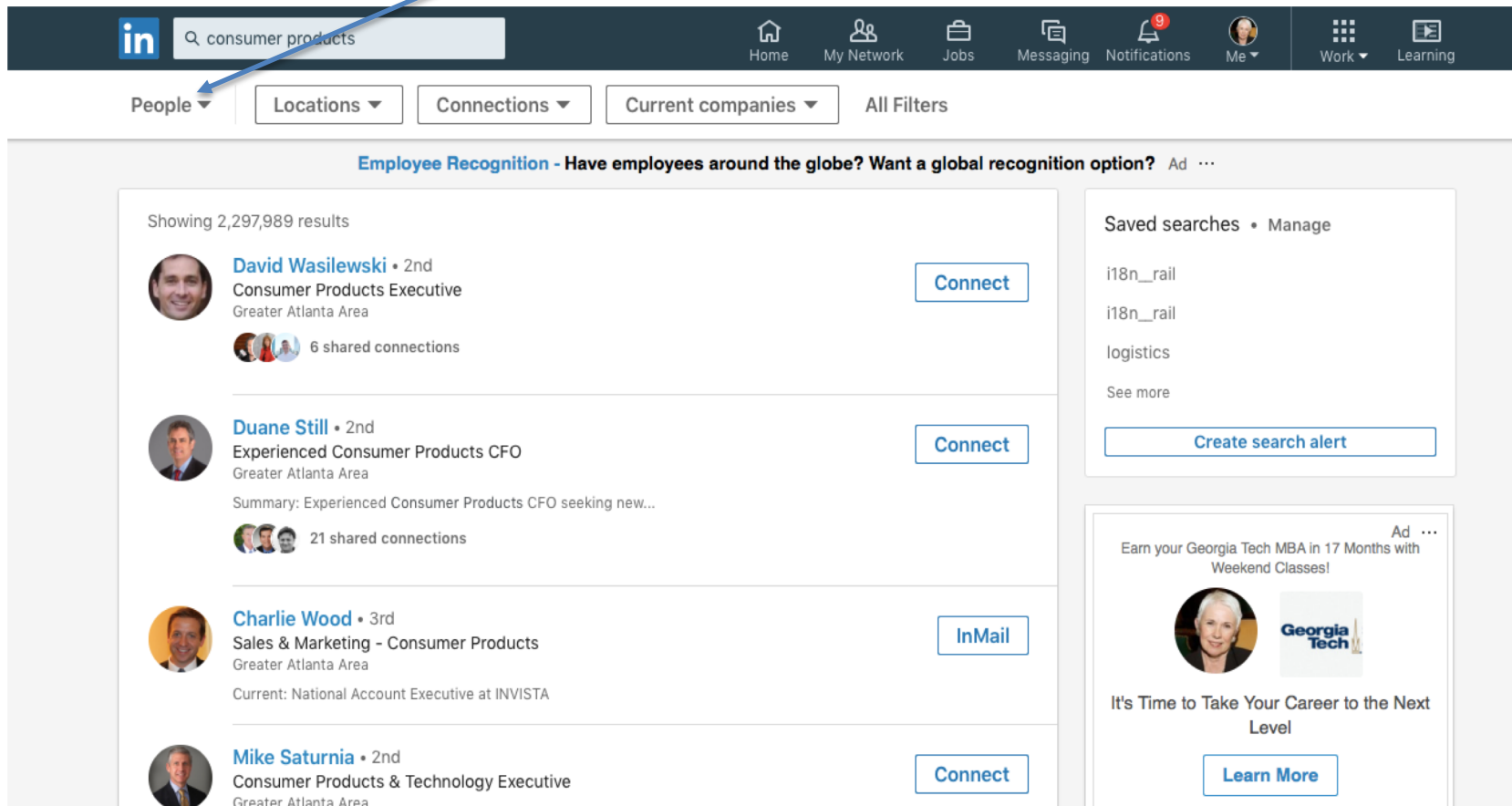
**\$1200 - \$1500/day. Retail Management Consultin...**  
Consulting Point  
Greater New York City Area

Ad ...  
Explore how a PayPal Business account can work for you.  
Help grow your business  
[Learn more](#)

Messaging

# SELECT THE FOLLOWING

Select the second option, “People.” The new results will look like this.



The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'consumer products'. Below the search bar, the 'People' filter is selected, indicated by a blue arrow from the text above. The search results show four profiles: David Wasilewski, Duane Still, Charlie Wood, and Mike Saturnia. Each profile includes a profile picture, name, title, location, and a 'Connect' or 'InMail' button. The right sidebar shows 'Saved searches' and an advertisement for Georgia Tech MBA classes.

Showing 2,297,989 results

**David Wasilewski** • 2nd  
Consumer Products Executive  
Greater Atlanta Area  
6 shared connections  
[Connect](#)


**Duane Still** • 2nd  
Experienced Consumer Products CFO  
Greater Atlanta Area  
Summary: Experienced Consumer Products CFO seeking new...  
21 shared connections  
[Connect](#)

**Charlie Wood** • 3rd  
Sales & Marketing - Consumer Products  
Greater Atlanta Area  
Current: National Account Executive at INVISTA  
[InMail](#)

**Mike Saturnia** • 2nd  
Consumer Products & Technology Executive  
Greater Atlanta Area  
[Connect](#)

Saved searches • [Manage](#)

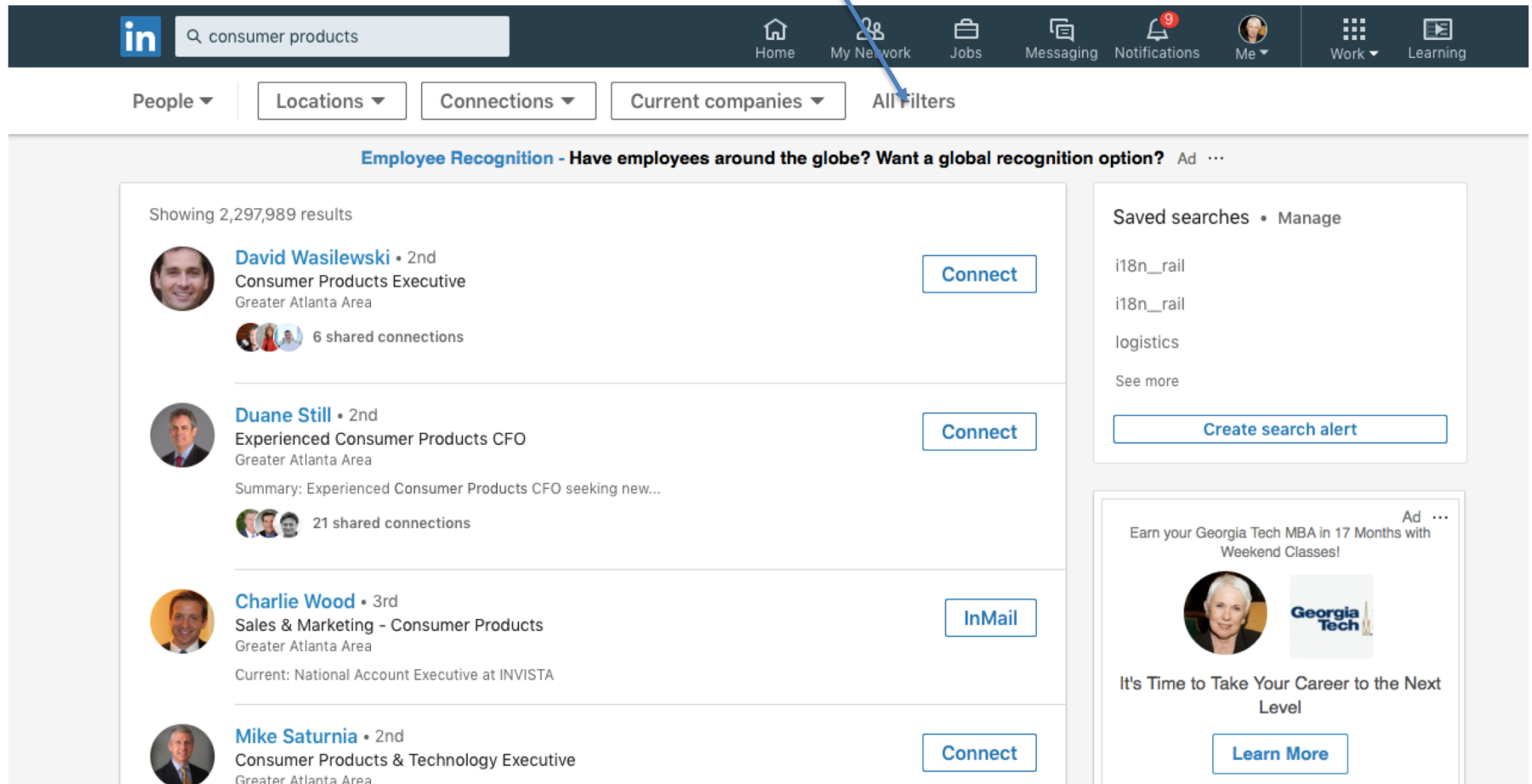
i18n\_rail  
i18n\_rail  
logistics  
[See more](#)  
[Create search alert](#)

Ad ...  
Earn your Georgia Tech MBA in 17 Months with Weekend Classes!  
  
It's Time to Take Your Career to the Next Level  
[Learn More](#)



# SELECT ALL FILTERS

After selecting “People,” select ‘ALL FILTERS’ shown on the right side of the screen.



The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'consumer products'. Below the search bar, the navigation bar includes 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', 'Me', 'Work', and 'Learning'. The filter bar shows 'People' selected, with other filters like 'Locations', 'Connections', 'Current companies', and 'All Filters' available. A blue arrow points from the text 'select 'ALL FILTERS'' to the 'All Filters' button. The main content area displays search results for 'consumer products' in the 'Greater Atlanta Area'. The results list four profiles: David Wasilewski (Consumer Products Executive), Duane Still (Experienced Consumer Products CFO), Charlie Wood (Sales & Marketing - Consumer Products), and Mike Saturnia (Consumer Products & Technology Executive). Each profile includes a 'Connect' or 'InMail' button. On the right side, there is a 'Saved searches' section with a 'Create search alert' button and an advertisement for Georgia Tech MBA classes with a 'Learn More' button.

Showing 2,297,989 results

**David Wasilewski** • 2nd  
Consumer Products Executive  
Greater Atlanta Area  
6 shared connections  
[Connect](#)


**Duane Still** • 2nd  
Experienced Consumer Products CFO  
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Current: National Account Executive at INVISTA  
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Consumer Products & Technology Executive  
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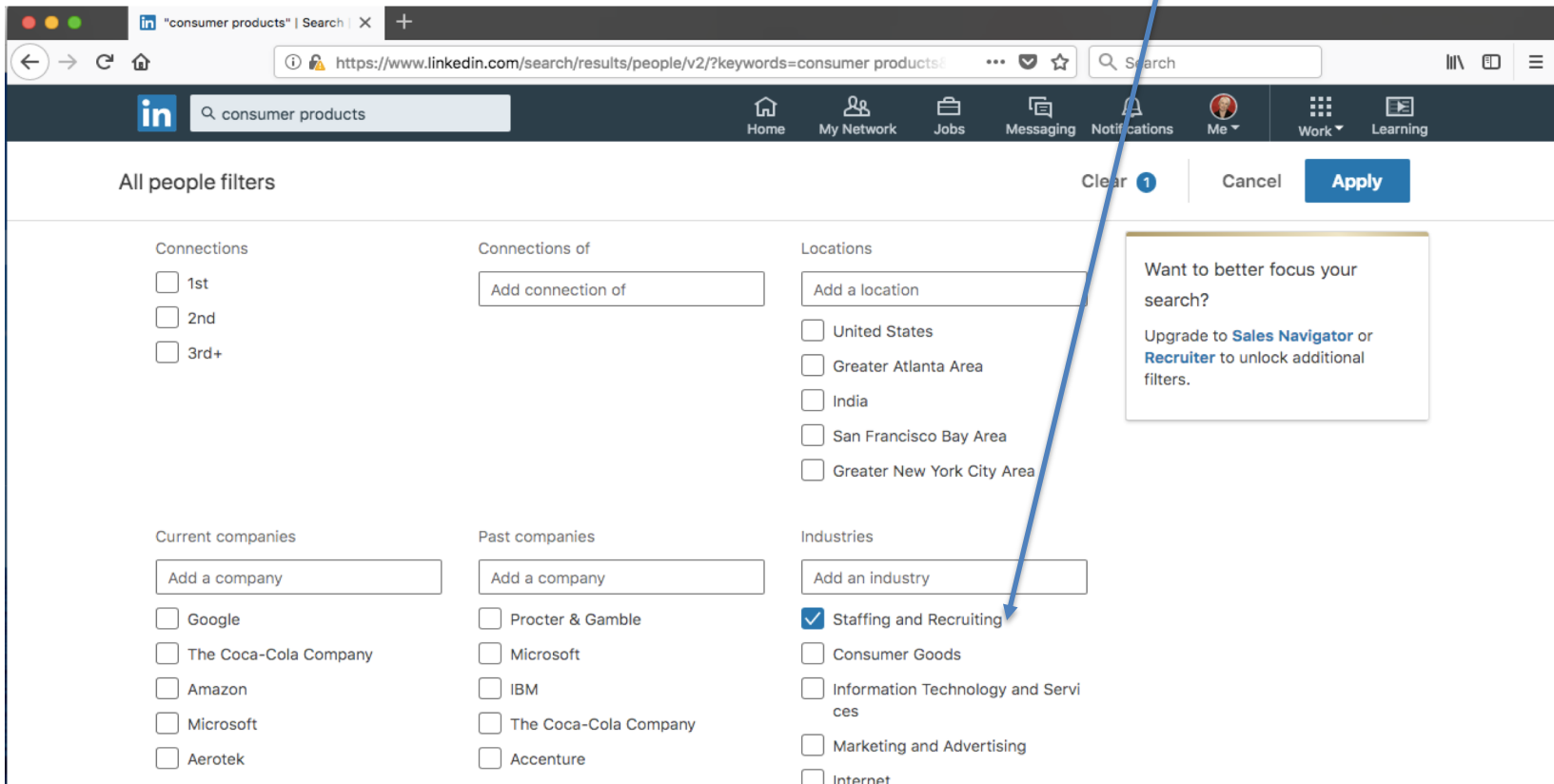
Saved searches • [Manage](#)

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[See more](#)  
[Create search alert](#)

Ad ...  
Earn your Georgia Tech MBA in 17 Months with Weekend Classes!  
  
It's Time to Take Your Career to the Next Level  
[Learn More](#)

# SELECT THE INDUSTRY

SCROLL DOWN TO THE “INDUSTRY” OPTION AND SELECT “STAFFING AND RECRUITING” AND HIT THE “APPLY” BUTTON. IF STAFFING AND RECRUITING DOESN’T SHOW AS AN OPTION, JUST BEGIN TYPING IN “STA” IN THE “ADD INDUSTRY” BOX AND IT WILL POPULATE THE INDUSTRY FOR YOU.



The screenshot shows the LinkedIn search interface with the following elements:

- Search Bar:** "consumer products" | Search
- Navigation Bar:** Home, My Network, Jobs, Messaging, Notifications, Me, Work, Learning
- Filters Section:**
  - Connections:** 1st, 2nd, 3rd+ (all unchecked)
  - Connections of:** Add connection of
  - Locations:** United States, Greater Atlanta Area, India, San Francisco Bay Area, Greater New York City Area (all unchecked)
  - Current companies:** Add a company; Google, The Coca-Cola Company, Amazon, Microsoft, Aerotek (all unchecked)
  - Past companies:** Add a company; Procter & Gamble, Microsoft, IBM, The Coca-Cola Company, Accenture (all unchecked)
  - Industries:** Add an industry; ☒ Staffing and Recruiting, Consumer Goods, Information Technology and Services, Marketing and Advertising, Internet (all other checkboxes are unchecked)
- Buttons:** Clear 1, Cancel, Apply
- Notification Box:** "Want to better focus your search? Upgrade to Sales Navigator or Recruiter to unlock additional filters."

# THE SEARCH RESULTS

You will then see a list of recruiters who have indicated somewhere in their profile that they recruit for the “Consumer Products” industry.

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'consumer products'. Below the search bar, there are navigation tabs: 'People', 'Locations', 'Connections', 'Current companies', 'All Filters', and 'Clear'. The search results are displayed in a list format. The first result is for Casey Neese, a 2nd-degree connection, who is a Consumer Products - Executive Recruiter in the Phoenix, Arizona Area. He is currently a Managing Partner at Lucas Group and has 88 shared connections. The second result is for Andy Miller, also a 2nd-degree connection, who is a Brainworks President & CEO, Consumer Products Practice Leader in the Greater New York City Area. He has 76 shared connections. The third result is for Ronald Torch, MBA, a 2nd-degree connection, who is a Marketing and Sales, Food and Beverage, Foodservice, Consumer Products Executive in the Cleveland/Akron, Ohio Area. He has 34 shared connections. On the right side of the search results, there is a 'Saved searches' section with a 'Manage' link. It lists two saved searches: 'i18n\_\_rail' and 'logistics'. Below the saved searches is a 'Create search alert' button. At the bottom right, there is an advertisement for PayPal with the text 'Doing your taxes doesn't have to be taxing for your small business.' and a 'Learn more' button.

Showing 10,815 results

**Casey Neese** • 2nd  
Consumer Products - Executive Recruiter  
Phoenix, Arizona Area  
Current: Managing Partner at Lucas Group  
88 shared connections

**Andy Miller** • 2nd  
Brainworks President & CEO, Consumer Products Practice Leader  
Greater New York City Area  
Summary: ...and continues to lead the Consumer Products practice...  
76 shared connections

**Ronald Torch, MBA** • 2nd  
Marketing and Sales, Food and Beverage, Foodservice, Consumer Products Executi...  
Cleveland/Akron, Ohio Area  
Past: Marketing Manager at Heublein Grocery Products Group  
34 shared connections

Saved searches • Manage

i18n\_\_rail  
i18n\_\_rail  
logistics  
See more

Create search alert

Doing your taxes doesn't have to be taxing for your small business.

Get Organized with PayPal

Learn more

# THE SEARCH RESULTS

- The search will bring up all recruiters (mostly external recruiters, but any internal recruiters who choose to classify themselves in the “Staffing & Recruiting” category will also come up in the search results) who have the key words “Consumer Products” in their profile.
- While this is not a perfect science, LinkedIn’s search engines are typically relatively accurate. You will usually only find a few that are not a good match. You should go through each profile (if you have a free subscription, you will only be able to see 50 profiles—but that is plenty) to see if they indicate that they describe their practice area and if so, note if they mention that they specialize in your area of expertise.
- Your next step is to click through to the full profile of those recruiters that seem like a potentially good fit based on what you can see of the brief snippet of description that is available under each entry on the search results list.

# SAMPLE PROFILE OF A GOOD MATCH

The image is a screenshot of a LinkedIn profile page. At the top, there is a dark blue navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, and a profile icon. Below this is a large blue header image with a network diagram pattern. The profile itself is centered on a white background. It features a circular profile picture of a man with short blonde hair, smiling. To the right of the picture is the text '2nd'. Below the picture is the name 'Alex Parkes' and his title 'Senior Manager - Consumer Products at Michael Page'. Underneath the title is 'Michael Page • The Nottingham Trent University' and 'New York, New York • 500+ &'. There are two buttons: 'InMail' and 'Connect'. Below these buttons, it says 'AVAILABLE OPPORTUNITIES (Updated 03/15/2017)'. To the left of the main profile area, there is a list of roles with bullet points. To the right, there is a sidebar with sections for 'Contact and Personal Info', 'Learn the skills Alex has', and three video thumbnails with titles and viewer counts.

in Search

Home My Network Jobs Messaging Notifications Me

in

2nd

Alex Parkes

Senior Manager - Consumer Products at Michael Page

Michael Page • The Nottingham Trent University

New York, New York • 500+ &

InMail Connect

AVAILABLE OPPORTUNITIES (Updated 03/15/2017)

E: aparkes@michaelpage.us.com  
T: 212.672.6972

- Director of Finance - Wholesale Apparel Organization (RETAINED)
- Financial Controller - Start-up Food & Beverage Organization (RETAINED)
- Chief Financial Officer - Apparel Wholesale (RETAINED)
- Procurement Director - Wholesale Distribution Organization (EXCLUSIVE)
- Director of Supply Chain - Luxury Apparel and Fashion Organization (EXCLUSIVE)
- Chief Financial Officer - National Food & Beverage Organization
- Chief Financial Officer - Privately held Luxury Fashion Organization
- Chief Financial Officer - Fashion Fashion Organization

Contact and Personal Info

Alex's Profile

Show more

Learn the skills Alex has

Technical Re  
Viewers: 34,211

Interviewing  
for Recruiter  
Viewers: 37,151

Excel 2016: M  
Viewers: 26,291

# YOUR CONNECTION REQUEST

- Your objective is to become a 1<sup>st</sup> level connection to recruiters who specialize in your industry/position so that you will be on their radar when they have an appropriate search.
- One of the newer features of LinkedIn is that you do not need the email address to send an invitation. So your next step is to send a connection request to appropriate recruiters.
  - 1. **Your invitation needs to make several key points:**
    - 1. That they conduct searches in your industry/specialty.
    - 2. That you are willing to be a source for candidates on any searches that they are conducting.
    - 3. That you would like them to keep you on their radar for future projects that may be a good fit for you.
    - 4. That you will be sending your resume to them via email

**BE SURE TO USE THIS EXACT LANGUAGE. IT WAS CAREFULLY CREATED TO PROVIDE THE HIGHEST PROBABILITY OF A POSITIVE RESPONSE**

- **Invitation Template: “I noticed that you conduct searches in my industry. I would like to connect with you, and I invite you to consider me as a resource for candidates for any of your searches. I will also send you my resume via email. Please keep me in mind if I am a match for any of your future projects.”**

# NEXT STEPS

- After sending the LinkedIn invitation, send an email directly to the recruiter and include your resume. I recommend that the subject line be: “LinkedIn Follow Up.” Note: If the recruiter does not have their email address in their profile or on their Website, you will have to wait until they accept your invitation to send the follow-up email (you will be able to see the email of any 1<sup>st</sup> level connection ).
- I suggest that your email repeat much of what you stated in your LinkedIn invitation. Repetition is good in this instance. **For example: “*I am following up on my LinkedIn invitation. I reached out to you because you conduct searches in my industry. Please do not hesitate to contact me if you would like a connection to anyone in my network who might be a fit for one of your search assignments. I am also sending along my resume in case I am a fit for any future assignments.*”**

# THEY WILL FIND YOU

THIS SIMPLE APPROACH WILL ENSURE THAT YOU ARE ON THE RADAR OF THE RIGHT RECRUITERS WHEN THEY HAVE A SEARCH THAT IS A GOOD MATCH FOR YOUR BACKGROUND. AS LONG AS YOU ARE A FIRST LEVEL CONNECTION, THEY WILL FIND YOU.

REACHING OUT TO A RECRUITER WHO DOES NOT KNOW YOU AND ASKING FOR A BRIEF CALL OR A MEETING SETS UP A REQUEST THAT IS ALMOST IMPOSSIBLE FOR THEM TO FULFILL AND MORE IMPORTANT, WILL NOT ENSURE THAT THEY WILL FIND YOU WHEN THEY NEED TO.

SO AS WITH MOST THINGS IN LIFE—SIMPLE IS BETTER. AND THIS APPROACH HAS BEEN PROVEN MANY TIMES OVER BY MY CLIENTS.



# YOUR EXPERT COACH: PATRICIA ROMBOLETTI

There are two things that you will discover the minute you start working with Patricia. One, she has an unwavering commitment to coaching you into not just any job---but the right NEXT job for you. And second, her background in corporate leadership and retained executive search, and her style, which is best described as a “real straight shooter,” will give you the exact roadmap that you need—no guessing—no missteps—no more sending your resume into a big black hole—just a clear path forward to your next, right job.

Patricia has served as a career strategist and coach for senior executives for Execunet, the leading career resource site. She is also a Master Class webinar creator and presenter for Execunet. In this role, she has provided insightful coaching for senior executives from Fortune 100 to family-owned/closely held companies in every industry and discipline.

In Patricia’s private career coaching practice for senior executives, she has coached hundreds of executives. She leverages her prior corporate career in both middle market and large corporations, and her 18-years of experience in retained executive search to bring real-world, practical advice and direction that enables senior-level executives to take control of their career and accelerate their move to not just any job---but the right job. Her coaching gets rid of the frustration, gives her clients a “behind the curtain” view of the hiring process and provides practical, step-by-step guidance to fast-track her clients to the job they want.

Patricia’s early career included over 15 years of sales and marketing leadership in family-owned businesses. Then, during her corporate career, Patricia held a number of executive sales leadership positions and she created and led the Pharmaceutical Services Division for Western Union Corporation, a startup division within this 150-year-old company.

Patricia is a graduate of the 2007 class of **Leadership California**, a network of accomplished women, dedicated to advancing the leadership role women play in impacting business, social and public policy. Patricia was nominated for the Orange County Business Journal Outstanding Woman of the Year award and has served as a speaker, board member, and seminar instructor for numerous corporate, professional and community organizations.