

LinkedIn Masterclass

Mike Richards, CEO and Founder
The Treasury Recruitment Company



Top Ten Tips

Tip 1 : Create a Powerful Headline

Tip 2 :

Tip 3 :

Tip 4 :

Tip 5 :

Tip 6 :

Tip 7 :

Tip 8 :

Tip 9 :

Tip 10 :

Powerful Headline



A. N. Other

**Treasury Manager – EMEA – ACT – CIMA –
Strategic Project Management and IT2 Expert**

London, United Kingdom

Message

More...

Helpful Tips

Ask Yourself...

What makes you stand out from the crowd?

What services do you provide?

What particular skill set do you bring to the table?

Have you won any awards?

Are you qualified?

Do you have any particular system skills?

What markets / regions do you cover?

Top Tips...

Make it searchable – Use keywords which people would use if they wanted to find someone like you

Avoid anything whacky like “Treasury Ninja” – use common job titles

Avoid over used words – people are blind to them e.g. dynamic, motivated, passionate

Don't make it too long – 120 characters

Top Ten Tips

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Tip 2 : Make Your Summary Shine

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Tip 10 :

“

YOUR BRAND IS WHAT OTHER
PEOPLE SAY ABOUT YOU WHEN
YOU'RE NOT IN THE ROOM

”

Jeff Bezos, CEO & Founder, Amazon

Make Your Summary Shine

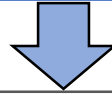
Know Your Audience



Who do you want to read your profile?

What do you want them to know about you?

Raw Content



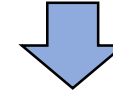
Who am I?

What are my skills?

What are my accomplishments?

What are my values?

Write Summary



1). The Opener

2). Elevator Pitch

3). Call to Action

4). The Evidence

Part I: The Opener

Problem Answer

Present scenarios the reader may face & demonstrate how you could help them

Storytime

Start with an anecdote to demonstrate 1 or 2 personality traits

What's the first thing someone should know about me?

Mission Possible

Opens with a broad description of your role then gets more specific

Victory Dance

Cuts to the chase telling the reader exactly why you're great & what you can do for them

Opener Examples

Problem Answer

- ▶ Your Treasurer has resigned, and you need to recruit a new one but don't know where to start?
- ▶ You are a treasury professional bored of talking to recruiters who can barely spell Treasury, let alone recruit it!

Well start here.

I'm Mike Richards the CEO & Founder of The Treasury Recruitment Company and with over 21 years' experience in the Treasury Recruitment industry, I have become known by many as the Godfather of Treasury Recruitment.

Storytime

When I was 18, myself and a friend decided we wanted to swim to the Isle of Wight. With lots of naive determination, one cold November day we embarked on our mission. Little did we know swimming in freezing cold waters would require at least some level of training and so with cramp almost too much to bear we were forced to cancel our mission.

BUT I was not going to be beaten! In 2012, 25 years on aged 43, I achieved my goal and swam across the Solent. That's me really, once I put my mind to something I will do it, no matter how long it takes!

Mission Possible

I specialise in recruiting corporate Treasury professionals for leading businesses across the globe. I am also an active blogger, vlogger and podcaster and a regular speaker at conferences around the world discussing a variety of topics relating to the world of treasury and treasury recruitment.

I am the conduit between client and candidate and so if you are a Senior Treasury professional seeking a new challenge or a client looking for your next top talent, look no further.

Victory Dance

I've been a Treasury Recruiter for 20 years but until 2012, had only ever given one speech at Eurofinance in Paris in 2004. I sucked.

In 2013, I decided that had to change. Since then I have spoken at the Windy City Summit in Chicago for the past five years, 4 International Treasury Management Conferences and at the AFP US Treasury conference in front of over 300 delegates.

A bit of an improvement from 2004.

Helpful Tips

Ask Yourself...

Does the opener make you want to read more?

Does it differentiate you from your peers or competitors?

Is it relevant, addressing the needs of your audience?

Does it show your personality?

Have you proof read it (multiple times!)?

Top Tips...

Be authentic – important to show the real you

Use keywords – this helps to improve your searchability

Write how you speak, this makes you much more approachable

First person – Unless you're a celebrity, we know you wrote it yourself!

Keep it short – 4-5 paragraphs, 2000 max

Part 2: Elevator Pitch

“ I’m Mike Richards the CEO & Founder of The Treasury Recruitment Company.

With over 21 years’ experience in the Treasury Recruitment industry, I have become known by many as the Godfather of Treasury Recruitment.

Hopefully if there's someone in the world of Corporate Treasury then I know them and I can recruit them for you and your company.

When I'm not meeting the next top Treasurer, or presenting at a global Treasury Conference, I'm playing rugby at my local club, running around like a mad thing with one of my four children (yes four!) or escaping from either ‘mad house’ to the local pub for a beer!

”

Part 3: Call To Action

“

Please contact me to discuss your career steps if you are a Senior Treasury professional seeking a new challenge or are generally looking for market advice and guidance.

Depending upon where you are, call me on any of the following and I or one of my lovely team mates will answer your call!

”

Part 4: The Evidence

[LINK TO MY VIDEOS AND SAMPLES OF WORK](#)

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Customise Your URL

[LINK TO RUN A SEARCH FOR MIKE RICHARDS](#)

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Have a Photo

21 times
more likely
to be
viewed

36 times
more likely
to receive a
message

Why Have a Photo?

1. Profile is up to date and you mean business
2. Present yourself in the way you'd like to be viewed
3. Helps to establish your personal brand

Top Ten Tips

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THE SELFIE



THE JAILBIRD



THE THINKER



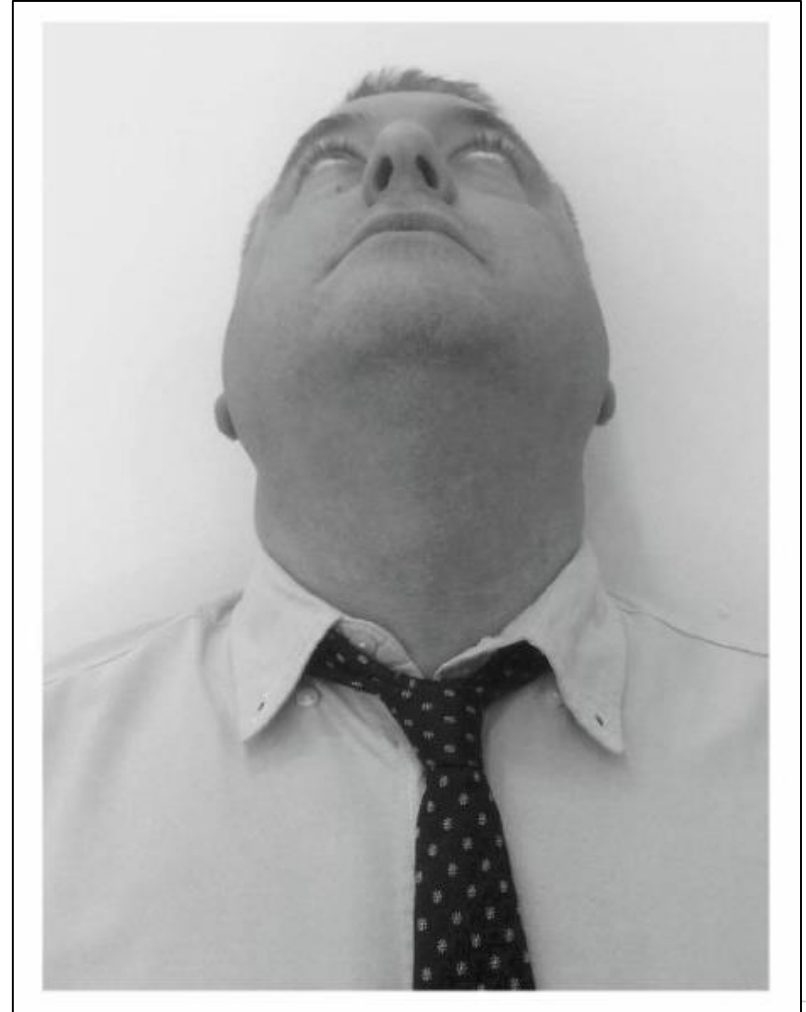
THE JOKER



THE ARTY POSE



CREEPY ARTY POSE



Do you look friendly, approachable and professional?



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Examples of My Work

CLIENT ADVICE

THE TREASURY RECRUITMENT CO.

We've gathered all you need to know to recruit the next hire, or fill a treasury job. Whether you're looking for a description templates or we've...

[READ MORE](#)

CANDIDATE ADVICE

HOW DO YOU PERCEIVE THE ROLE OF WOMEN IN THE TREASURY SECTOR?

Recent events relating to the workplace have dominated the news including #MeToo and the resignation of a woman at the BBC. This has made us think about the role of women and organisations taking steps to support them.

[READ MORE](#)

COMPANY NEWS

THE TREASURY RECRUITMENT CO. COMPANY EXPANDS TO AMERICA

Recent international demand for our services has led to our decision to expand our activities in America. Welcome to the team as the new Director of Recruitment.

[READ MORE](#)

CANDIDATE ADVICE

FROM HERO TO ZERO BY GIVING UP YOUR JOB TITLE

Having worked in treasury recruitment for over a year now, I have noticed that more and more job titles on a CV are being replaced by 'Recruitment Consultant' within a person's CV are being replaced by 'Recruitment Consultant' to make it seem more relevant.

[READ MORE](#)

CANDIDATE ADVICE

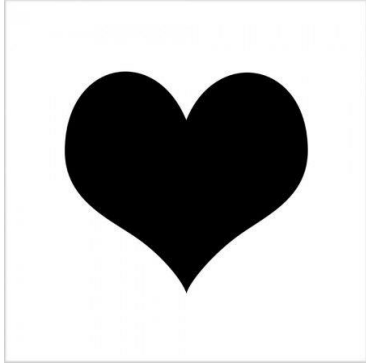
UNDERPAID? UNDERAPPRECIATED? NEED A PAY RISE?

Since joining The Treasury Recruitment Company, the questions I get asked more than any other relate to compensation / salary: What should my salary be? Gabe, do you think my package is...

[READ MORE](#)

Become a Writer

KNOWLEDGE & PASSION



TARGET YOUR AUDIENCE



BE CONCISE



CALL TO ACTION



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What is an Acceptable Number?

The screenshot shows a LinkedIn profile for Mike Richards, who works for The Treasury Recruitment Company. The profile includes contact information for EUR (+44) 203 603 4448 and USA (+1) 312 612 0933. A red circle highlights the text "See connections (500+)" in the profile summary section. The profile also features a post about a treasurer resignation and a dashboard at the bottom.

OR

10 times
your age

500+ Connections



?

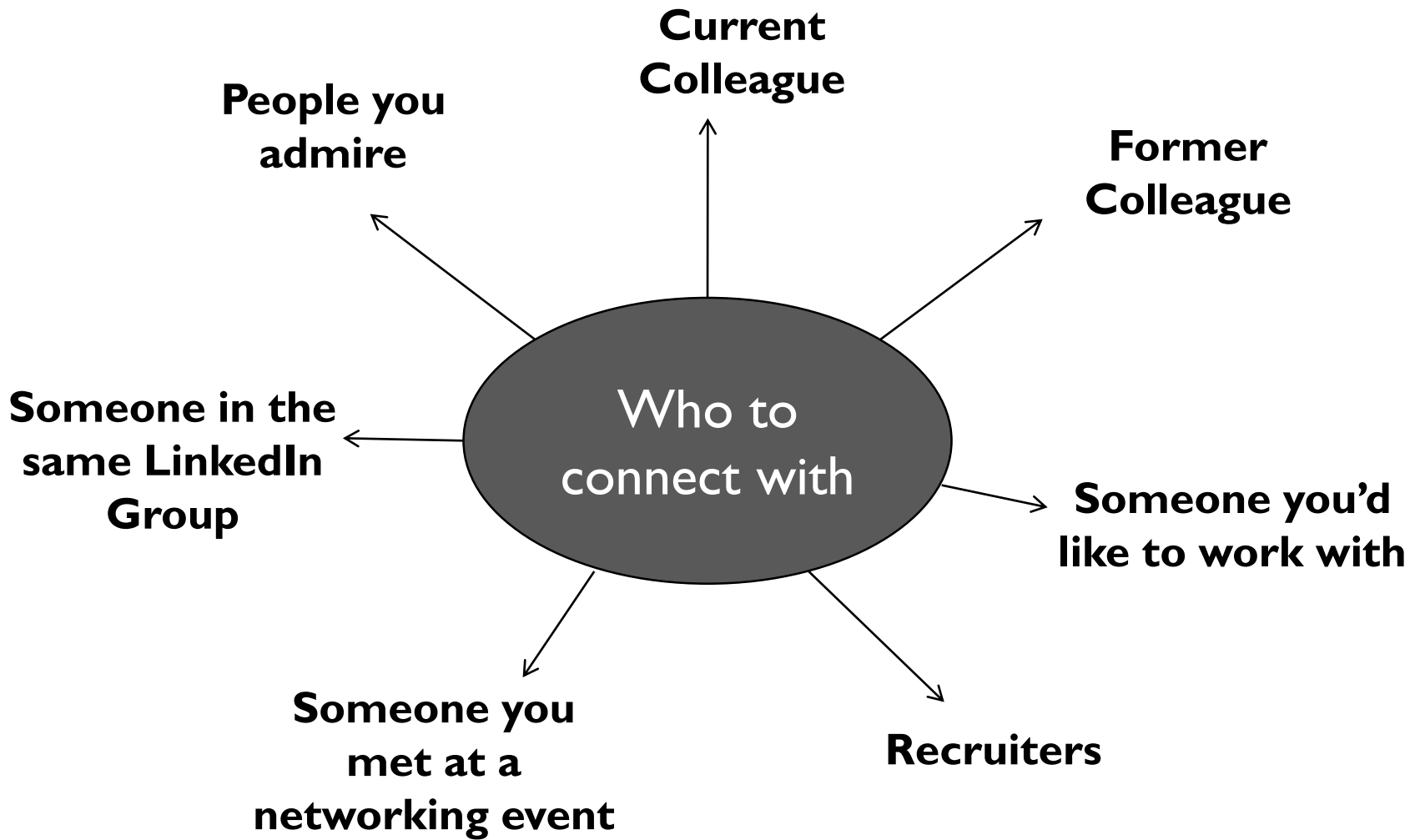
**Will the connection add value
to your work and career?**

Managing Your Connections

Review your connection requests daily

Accept or Ignore

If you choose ignore, invitee does not get alerted



Personalise Your Message

Beginning

Personalise the invitation

Address the message to them directly

Middle

Reason to Connect

Why do you want to connect? Who do you know in common? Where did you meet?

End

Next Steps

Meet for coffee? Schedule a Call?...What next?

FLATTERY!!

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- Tip 8 : Nurture Your Network
- Tip 9 :
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Nurture Your Network

Share content

Likes and comments

Update your profile

Acknowledge change of status

Top Ten Tips

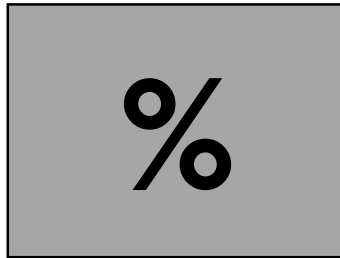
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Be a Groupie

[LINK TO LINKEDIN GROUPS](#)

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- Tip 10 : Ask for Recommendations



**92% of consumers trust peer
recommendations over
advertising**

Who do you ask and how do you ask them?

1. What you'd like to communicate
2. Identify the right person
3. Write the recommendation request

Example

“

Hi *[first name]*,

I really enjoyed working with you on XX project. Would you be willing to write a brief LinkedIn recommendation of my work touching on XX and XX? Three to five sentences is all I'm after. I know a recommendation from you will significantly elevate my profile.

I greatly appreciate your time and hope to hear from you soon.

Thank you,

Mike

”

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