##### [00:00:02.560]

Hey, everyone is Ken,
so I hope you're enjoying the course so

##### [00:00:05.120]

far, hopefully finding a lot
of valuable information.

##### [00:00:08.240]

I want to throw this bonus video
in and just actually go through some real

##### [00:00:11.520]

profiles on LinkedIn
instead of just a fake one.

##### [00:00:14.240]

And these are people that have recently
connected with me on LinkedIn.

##### [00:00:17.840]

So they all look like legitimate profiles.

##### [00:00:21.600]

If you're if you're a bot,
just let me know.

##### [00:00:23.360]

But these look like legitimate profiles
and I'm going to go through them.

##### [00:00:26.720]

So if this is you,
I'm going through a profile.

##### [00:00:29.160]

I'm going to give you basically a one

##### [00:00:30.800]

on one type of consultation
on your profiles.

##### [00:00:33.720]

But I want wanted everyone to kind

##### [00:00:34.680]

of visualize what this really
looks like going through your actual

##### [00:00:38.640]

profile, because, you know,
going through a fake profile that I've

##### [00:00:41.880]

made up, that's it just doesn't
really help you visualize it.

##### [00:00:44.960]

Like, this is real life and so real life.

##### [00:00:46.680]

A lot of times it's easier to
visualize because it's real life.

##### [00:00:50.720]

Right.
So let's start here.

##### [00:00:52.520]

I believe I'm going to pronounce
everyone's names correctly.

##### [00:00:54.880]

But if I don't just shoot me a message
on LinkedIn and let me know.

##### [00:00:58.520]

This looks like Keenon Sungkar.

##### [00:01:00.320]

So we've talked about in the course
the background cover photo.

##### [00:01:05.120]

Again, not a critical thing,
but something that you want to have

##### [00:01:08.920]

because that will capture
somebody's attention.

##### [00:01:10.720]

Right.

##### [00:01:12.000]

Kenan, I also don't know

##### [00:01:14.360]

what what your options are as
far as finances or ability.

##### [00:01:19.320]

But if you have a smartphone, I'd I'd
suggest updating your cover photo.

##### [00:01:23.720]

This looks like you're at an airport.

##### [00:01:25.440]

That might be
a cool thing if you were like a blogger

##### [00:01:28.560]

vlogger or you had, you know,
your own airline or your own

##### [00:01:33.680]

parachute company where you
jump out of planes or whatever.

##### [00:01:35.920]

Right.
Skydiving company, that's type of stuff.

##### [00:01:38.800]

Might that might be a cool photo to have
for something like that,

##### [00:01:41.360]

but not if you're, you know,
looking for like an I.T. Security I job.

##### [00:01:45.480]

And again, I want to preface this

##### [00:01:46.560]

by saying, if you're an employer watching
this and you see one of your employees,

##### [00:01:50.440]

it doesn't mean they're
looking for a new job.

##### [00:01:52.120]

Right.

##### [00:01:52.440]

I'm just literally going through
profiles and pretending as if they were.

##### [00:01:56.680]

So I would recommend updating your
your profile pic here, Keenan.

##### [00:02:00.440]

Definitely think that's
something beneficial for you.

##### [00:02:03.800]

But otherwise, you know, like, again,
those aren't deal breakers usually.

##### [00:02:07.440]

But I really think that would convey you

##### [00:02:08.960]

in a better light and you can just be
in front of a wall or something you hear

##### [00:02:11.800]

at your house or apartment
and take the photo.

##### [00:02:14.120]

I just think that when I see this, I,

##### [00:02:17.520]

I'm like, okay, you know,
I see I.T. security administrator,

##### [00:02:20.520]

but I see this photo and I
just I kind of look at that.

##### [00:02:22.640]

I'm like, okay, well, yeah.
He likes to have fun, but can I.

##### [00:02:25.720]

Is he serious enough where I can
put him in front of a customer.

##### [00:02:28.160]

Right.
So that's what I'm looking for there.

##### [00:02:30.800]

And I'm seeing that in the photos.

##### [00:02:32.240]

So you'd probably want to update
that as soon as you can.

##### [00:02:36.800]

Let's take a look at your
boss section here.

##### [00:02:38.240]

The other thing you need to do, Kenan,
is you can put here if you were looking

##### [00:02:41.080]

for work, you can put here,
just add it's a button right in this area

##### [00:02:45.200]

here when you look at your
actual profile on your end.

##### [00:02:47.760]

But you can add in there that looking for,

##### [00:02:51.400]

you know, are open to these
types of roles, rights.

##### [00:02:53.960]

If you are looking for a new job at some
point, you can do that in your profile

##### [00:02:57.440]

to show people exactly
what you're looking for.

##### [00:02:59.960]

Now, the other thing up here real quick,

##### [00:03:02.480]

this is okay.
Right.

##### [00:03:04.160]

But I would also,

##### [00:03:06.000]

instead of putting the company there,
because unless they're paying, you

##### [00:03:10.560]

just take a step back here.

##### [00:03:12.000]

I'm a business owner.

##### [00:03:13.200]

And basically, if someone's not paying me

##### [00:03:15.120]

to endorse them, I'm not
going to do it right.

##### [00:03:17.120]

So just keep that in mind.

##### [00:03:19.240]

That's my philosophy.

##### [00:03:20.360]

Does it have to be your philosophy?

##### [00:03:21.920]

But for me, if I was in your situation,
I wouldn't put this.

##### [00:03:26.920]

I'd put icey security administrator

##### [00:03:28.640]

and put the little pipe symbol, which is
most keyboards, is above the enter key.

##### [00:03:32.480]

And then I would put some
of the skills right.

##### [00:03:34.840]

That you have and we'll see what some
of those are down your profile here.

##### [00:03:38.600]

And honestly, I'm sure this is probably

##### [00:03:39.960]

going to be let me just preface this
by probably a couple of videos,

##### [00:03:42.160]

because I'm seeing that I'm already
probably talking a little too much.

##### [00:03:45.280]

So I'm gonna split this
out into three videos.

##### [00:03:47.440]

So we'll keenon we'll go through your

##### [00:03:48.680]

profile, then we'll go through Jason's
in Lavinia's in just a little bit.

##### [00:03:52.160]

So you'll see three separate videos

##### [00:03:54.040]

in this little bonus scenario there,
three little bonuses in the course.

##### [00:03:57.560]

So be sure to look through those.

##### [00:04:00.400]

So let's go to your boss section now.

##### [00:04:03.200]

Bubbly person, good sense of humor.

##### [00:04:05.080]

Let you know all this stuff.

##### [00:04:07.360]

This doesn't tell me anything about you.
Really, right.

##### [00:04:09.640]

This is all like if I was meeting
you at a networking event.

##### [00:04:12.440]

Sure.
Tell me.

##### [00:04:13.040]

Or, you know, I could try.
Tell your bubbly person.

##### [00:04:14.840]

Right.

##### [00:04:16.960]

You know this.

##### [00:04:19.160]

This doesn't tell me too much,
I see you're actually taken.

##### [00:04:21.880]

You might be taking
my new course on fun, fun

##### [00:04:24.880]

fundamentals of vulnerability management
had a little tongue tied there.

##### [00:04:28.760]

So this you need some work here.

##### [00:04:31.520]

Let's go down a little further.
Your profile.

##### [00:04:33.280]

We'll talk about what we can put in there.

##### [00:04:34.600]

So

##### [00:04:36.120]

your security admen,
so sysadmin, basically, your sysadmin

##### [00:04:40.720]

got some skills and kids your skills

##### [00:04:42.160]

and that we're gonna go back
up to your about section.

##### [00:04:44.120]

So, yeah, Windows Server

##### [00:04:46.520]

virtualization,
which I'm assuming VM where.

##### [00:04:48.280]

Yup.
You got that.

##### [00:04:49.360]

I'm sure you got virtual box as well.

##### [00:04:52.600]

I wouldn't worry about Microsoft Office.
You know, you got it on there.

##### [00:04:54.880]

People have endorsed you said leave it be.

##### [00:04:56.800]

But I wouldn't I wouldn't
focus on that too much.

##### [00:04:59.600]

If you're out there listening to this or
watching this,

##### [00:05:02.800]

if you haven't put Microsoft Office
on their profile, I wouldn't do it.

##### [00:05:05.720]

I guess unless you're going for an office
type of job where you're an executive

##### [00:05:08.640]

assistant or an administrative
assistant or a receptionist.

##### [00:05:11.880]

Otherwise, nobody cares about it.
Kelly Linnik, stuff like that.

##### [00:05:15.280]

Okay, cool.
So you got some skills there.

##### [00:05:16.680]

Let's go back up to your boss section.

##### [00:05:18.360]

So here what I would do is
I would focus on impact.

##### [00:05:21.720]

I would say impact.

##### [00:05:23.280]

I don't see any of that
in your experience, but.

##### [00:05:26.960]

Just off what I know of sysadmin

##### [00:05:29.720]

and some of your skills
you have listed there.

##### [00:05:31.360]

I would put, you know.

##### [00:05:34.520]

Successfully configured company
servers to reduce security threats.

##### [00:05:40.240]

Right.
Just something right.

##### [00:05:41.480]

Sometimes you have to be very
creative on these things.

##### [00:05:44.400]

You've got Kelly Linux listed there.

##### [00:05:45.880]

So I would say, you know, familiar with

##### [00:05:48.760]

ethical hacking.

##### [00:05:49.880]

I don't know your experience in that,

##### [00:05:50.920]

but just familiar with ethical hacking
concepts or, you know,

##### [00:05:56.240]

familiar with penetration testing concepts
or hacker concepts, you know, whatever.

##### [00:06:00.320]

However you want to kind of put it there
to better defend the company network.

##### [00:06:05.240]

Right.

##### [00:06:05.600]

Better defend the company's systems
to better defend the company's servers.

##### [00:06:08.720]

Like

##### [00:06:10.400]

it again, if you have impacted you know,
you've done Keenon put that there instead.

##### [00:06:14.440]

Right.

##### [00:06:14.600]

But I'm just going off what you
have in your profile right now.

##### [00:06:16.760]

So you just kind of spin those different

##### [00:06:19.160]

skills that you have into how it
would actually impact a company.

##### [00:06:23.120]

And that's what I want to see when I'm
coming through looking at your profile.

##### [00:06:26.640]

If you don't get if, again,

##### [00:06:27.840]

you're looking for a new job at some point
and I'm the recruiter or hiring manager

##### [00:06:31.960]

looking at your profile,
I want to see the impact.

##### [00:06:33.680]

Right.

##### [00:06:33.920]

So just show me right
away what the impact is.

##### [00:06:36.080]

So couple of things there.
Right.

##### [00:06:37.400]

So, again, take like the fact that,

##### [00:06:39.680]

you know, servers and say,
you know, that you successfully configure

##### [00:06:43.440]

company servers to better
protect them against attacks.

##### [00:06:46.840]

Right.

##### [00:06:47.200]

And then spin it also on
the Kelly Linux experience you have.

##### [00:06:51.400]

And to say familiar with, you know,

##### [00:06:53.200]

unless you're an expert in hacking,
which is probably not as.

##### [00:06:57.440]

As your average sysadmin out there,
you're probably not an expert in hacking.

##### [00:07:01.640]

And nobody is an expert,
like let's just say like that.

##### [00:07:03.760]

I know people in 20 years
and they still learn stuff.

##### [00:07:05.720]

So just keep that in mind.

##### [00:07:07.400]

But if you're not doing a full time is
kind of what I mean there,

##### [00:07:11.000]

then you probably just want to pitch it as
you're familiar with the concepts of it.

##### [00:07:16.280]

Right.
Because that allows you to become a better

##### [00:07:18.200]

defender, which, you know,
kind of how people are attacking things.

##### [00:07:21.600]

You can better defend them.

##### [00:07:22.520]

So that's how I would spin it,
especially for if you're going for,

##### [00:07:25.360]

like kind of a sysadmin security
mean type of role in the future.

##### [00:07:29.440]

That's what that's how you would
kind of convey that messaging.

##### [00:07:33.560]

Looks like you got some good activity.

##### [00:07:34.760]

You get some followers and stuff
like that is pretty good.

##### [00:07:36.560]

Let's go back up.

##### [00:07:38.760]

You want to kick up your
connections as well.

##### [00:07:40.920]

So what I would do, Keenan

##### [00:07:42.480]

and I notice that offers followers
cause that's kind of a low amount.

##### [00:07:46.160]

I figured you probably
had right around 270.

##### [00:07:48.120]

So connections and.
That's right.

##### [00:07:50.480]

Right.

##### [00:07:50.680]

With one person's not following you,
so forget them.

##### [00:07:52.920]

Right.
You're not gonna be friends with them,

##### [00:07:55.360]

but you want to try to get
over five hundred connections.

##### [00:07:58.240]

That doesn't mean you spam everybody.

##### [00:08:00.320]

But as you know,
kind of like you did with me.

##### [00:08:02.480]

Right.

##### [00:08:02.840]

As I mentioned before, the start
of the video, this a new connection.

##### [00:08:05.240]

Right.

##### [00:08:05.480]

So as you did with me,
I would send connection requests.

##### [00:08:09.080]

What I would suggest, though,
Keenan, is personalize those.

##### [00:08:12.400]

So when you send the request,
even on mobile,

##### [00:08:14.480]

you should be able to personalize
the invite and just send a quick message.

##### [00:08:18.000]

Hey, I, for example, like me, right?

##### [00:08:19.880]

It looks like he maybe took
some my courses on Siberry.

##### [00:08:22.440]

So, hey, I took your course and Siberry.

##### [00:08:25.360]

I liked it.
Let's connect.

##### [00:08:27.360]

Right.
Or maybe you're following somebody

##### [00:08:29.960]

on LinkedIn and you like
the post and stuff like that.

##### [00:08:32.880]

Hey, I liked your last post on whatever.
Be great to connect.

##### [00:08:36.640]

Like just send a message because
me in particular.

##### [00:08:39.880]

And that's why Keenan I basically I'll

##### [00:08:42.640]

just tell everybody like one day a week I
dedicate to actually going through

##### [00:08:45.640]

an accepting request
unless you send a message with your

##### [00:08:49.640]

request, because that allows me
to quickly see the requests.

##### [00:08:53.280]

And I can verify that, you know,

##### [00:08:54.840]

depending on the message,
because there are some bots out there.

##### [00:08:57.640]

But usually, depending on the message,

##### [00:08:59.040]

I can verify you're real person and I'll
accept your requests a lot faster.

##### [00:09:02.600]

So f y I if you want to send me

##### [00:09:04.680]

a connection request
and get a faster response.

##### [00:09:08.960]

Put a message to it.
Same thinking.

##### [00:09:10.640]

And many people will not accept your

##### [00:09:12.520]

request without a private method,
without a personalized message.

##### [00:09:15.480]

So just always do that for everybody.

##### [00:09:17.720]

When you send a connection requests,

##### [00:09:18.840]

put a personalized message on it
and you're gonna you're gonna see you're

##### [00:09:21.600]

going to get accepted a lot more
than than you don't normally.

##### [00:09:26.480]

So let's go down your profile
here for time's sake experience.

##### [00:09:30.960]

I'm not bad badass.
You're in the same role.

##### [00:09:32.360]

Like, that's actually good.
You've been there for five years.

##### [00:09:34.640]

Like, okay, cool.

##### [00:09:35.960]

I would just list out, like,
what do you actually do.

##### [00:09:38.600]

I see you do that.

##### [00:09:39.400]

I see you kind of do that a little bit
with the desktop support engineer.

##### [00:09:42.560]

But tell me the impact.
Right.

##### [00:09:43.760]

So kind of going back to that about me

##### [00:09:44.920]

section where we talked about using,
you know, talking about the servers

##### [00:09:48.040]

and saying I've configured servers
to better secure them against attack.

##### [00:09:52.640]

Do that type of stuff here
and your work experience as well.

##### [00:09:55.040]

So when I look at this, I can see, okay,
as an I.T. security administrator,

##### [00:09:59.040]

here's the impact he had for the company
right here as a desktop support engineer

##### [00:10:03.920]

here, the impactful things he's did
at the he's done at the company.

##### [00:10:07.600]

So that's that's what I wanted to do
with the experience section there,

##### [00:10:11.840]

education that says fine.

##### [00:10:13.160]

And you might just.

##### [00:10:16.400]

Business sciences, etc.
.

##### [00:10:17.760]

If you did any type of computer classes

##### [00:10:20.080]

in your education,
then it looks like maybe high school,

##### [00:10:24.120]

maybe some college,
I I'm not familiar with the South African

##### [00:10:27.560]

education system, so I'm not sure this
looks like kind of high school to me.

##### [00:10:31.640]

But if that's wrong.
Feel free to correct me.

##### [00:10:34.160]

But I think you need to list out if you've
had any type of computer training in that.

##### [00:10:37.400]

I think that's going to be helpful,
at least initially here.

##### [00:10:39.800]

Right.
Your first.

##### [00:10:40.520]

I know you've been working for five years,

##### [00:10:41.800]

but just kind of this initial push
of your of your experience.

##### [00:10:45.760]

It's a little helpful to kind of list SFL.

##### [00:10:50.400]

This is good.
And so you're actually.

##### [00:10:52.480]

Oh, good job in passing
the penthouse plus.

##### [00:10:56.440]

And so with that,
you might list some skills out that you

##### [00:10:58.600]

learned in that as well
in your About Me section.

##### [00:11:00.920]

But then you also might list out,
you know, past a hold.

##### [00:11:06.520]

I hold a pen test plus or something like
that just up top there to kind of show

##### [00:11:09.720]

people what you have along
with the security plus.

##### [00:11:12.800]

This is good.
You know, it's good that you.

##### [00:11:16.440]

OK.

##### [00:11:16.960]

So it looks like you actually took
I recently did an update on that.

##### [00:11:20.520]

Courcey, it looks like you took

##### [00:11:21.840]

Cory Charles course on that based
off the date on that.

##### [00:11:24.760]

But that's fine to do.
So I want to stress that's fine to put

##### [00:11:26.920]

that stuff in your certifications,
especially if you only have a few certs.

##### [00:11:30.760]

It's fine to put the other
continuing education stuff in there.

##### [00:11:34.480]

I just wouldn't list.

##### [00:11:35.320]

So I wouldn't list like
this credential either.

##### [00:11:37.760]

I wouldn't worry about that.

##### [00:11:38.760]

I would I would just maybe make a note
that this is a certificate of completion.

##### [00:11:43.880]

But again, it's good to list this stuff

##### [00:11:45.400]

because this actually helps
you in the algorithm.

##### [00:11:46.960]

Right.
You put Siberry in there.

##### [00:11:48.680]

You know, you got Microsoft,
stuff like that.

##### [00:11:50.200]

Like when somebody when a recruiter
searching, you're gonna pull up because

##### [00:11:53.360]

you've got these big
names in your profile.

##### [00:11:56.040]

So that's a really good job there.

##### [00:11:58.160]

You know, you got a decent
amount of endorsements here.

##### [00:12:01.120]

What I would do, Keenan,

##### [00:12:02.320]

is I would actually start endorsing
other people on your friends list.

##### [00:12:05.920]

And then what you're going to find is

##### [00:12:07.440]

a lot of them will come
endorsee for skills.

##### [00:12:09.000]

So go ahead.
Do that.

##### [00:12:10.280]

That should be one of the first steps

##### [00:12:11.440]

you're doing
after you see this viewer or after

##### [00:12:14.080]

somebody, you know, sees a video
and tells you to go ahead and watch it.

##### [00:12:19.280]

You've got a good listening skills here.

##### [00:12:20.600]

I think that's fine.

##### [00:12:22.520]

This stuff's good as well.

##### [00:12:23.600]

One thing missing here is endorsement.

##### [00:12:25.800]

Scuse me, a recommendation.

##### [00:12:28.320]

So I would reach out
to people that know you

##### [00:12:32.160]

and have them write a recommendation
for you on LinkedIn.

##### [00:12:35.080]

The other thing I would say is if you're
if you still have your Siberry membership,

##### [00:12:39.360]

watch my new course of fundamental
fundamental vulnerability management.

##### [00:12:42.640]

Just go back through it again.

##### [00:12:44.360]

And then let me know what
you've once you've done it.

##### [00:12:47.120]

And if you go if you don't have
access anymore, just let me know.

##### [00:12:49.120]

But if you have access,
go back through that course that I just

##### [00:12:52.800]

literally just want launched like
a week ago from when I'm filming this.

##### [00:12:56.800]

So go back through,
watch that and then shoot me a message.

##### [00:12:59.000]

And then I can basically I can write

##### [00:13:00.240]

a recommendation for you
based off that course.

##### [00:13:02.280]

And I talked about that earlier in this

##### [00:13:03.760]

this linked in training that if you like,
if you've watched instructors course like

##### [00:13:10.320]

reach out to them, say,
hey, I like your course.

##### [00:13:12.600]

Do you my writing me a recommendation
as a student in your course.

##### [00:13:15.360]

Right.
I can do that.

##### [00:13:16.160]

Right.
I can't write you a recommendation

##### [00:13:18.240]

for your job because I
haven't worked with you.

##### [00:13:20.240]

Right.

##### [00:13:20.520]

But I can do it based off
the content you've watched.

##### [00:13:23.040]

So, again,

##### [00:13:24.240]

if you still have Siberry access, go look
at the new course it's launched there.

##### [00:13:27.760]

That's a replacement course for that when
you watched a couple years ago.

##### [00:13:30.960]

And then once you go through that,
let me know and I'm happy to.

##### [00:13:34.360]

And Shemya.
Recommendation request.

##### [00:13:36.000]

I'm happy to write one for you.
So that wraps up this video.

##### [00:13:38.960]

I want to keep it actually
hundred, ten minutes.

##### [00:13:40.560]

I went over on this one.

##### [00:13:42.440]

We're going to go through a couple
of more profiles in the next few videos.

##### [00:13:45.360]

We'll go through Jason's and the Varney's
in the next couple of videos.