



## Using LinkedIn to Find Your Next Job

### What is LinkedIn?

- LinkedIn has over 50 million members in over 200 countries. One of the largest Professional Network
- Executives from all Fortune 500 companies are LinkedIn members.
- LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

### How to Join LinkedIn?

- Goto <http://LinkedIn.com> > Complete the form

### How to sell yourself On LinkedIn?

- **A resume is a visual advertisement of you** – be unique, have a USP, Unique Selling Proposition

### #1 What Are They Looking For?

Find out what people are searching for <https://adwords.google.com/select/KeywordToolExternal>

### #2 – Be found With Keywords

Use those same keywords in your LinkedIn Profile several times, in your title, description, etc.

### #3 – Find Influencers & Connect

- Connect first with your colleagues, friends, classmates, circle of influence, prospective employer
- Find out what groups Influencers belong to, who recommended them, what books they have read, etc.
- See if one of your connections can introduce you, if you have no connection to that influencer, go out on the limb and send an invitation with some similar traits ...

Hi Steve, I noticed that we're both members of the LION 500 Group and that you are located in Toronto. I would like to add you to my Professional Network.

Look forward to connecting with you,  
Jim Nevins  
President

#### #4 – Ask n Answers Questions

- To help you in your job search, consider using LinkedIn to ask questions. Asking the right questions and leveraging the knowledge of your network/group will certainly get you closer to your goal
- Asking & Answering questions puts you on the map with your group and other members. Seeing your name time and time again will certainly get you noticed.

#### #5 – Become a Thought Leader

- Put yourself out there and help others, add to your group, answer questions, ask questions, comment on other people's posts and soon you will find that you are a thought leader and others will seek you out

#### #6 – Recommend Someone

- Reciprocity works. Recommend someone and watch what happens...
- You should get at least 3-5 Recommendations and then grow from there. If you really want a recommendation from someone, send your recommendation first. Wait a few days and see if they reciprocate. If you don't get a recommendation, then you will just have to ASK! Yes, it's that simple!

Hi Steve, I've enjoyed working with you at XYZ Inc. and would like to ask if you can kindly write a recommendation for me.

Thanking you in advance,  
Jim Nevins

#### #7 – Groups: Follow 'n Participate

- Using keywords, locate groups that will interest you. Locate influencers and find out what group they belong to and join
- Become active, get known, ask/answer questions, comment

#### #8 – Advanced Search

- You can do a regular search for people, jobs, companies, groups or your inbox
- Advanced search allow you to enter conditions to narrow your results

#### #9 – Make Your Profile Alive

- If you are new to LinkedIn, review your influencer's profile to learn what works
- Use the Applications available in LI to enhance the appearance of your profile.
- You can connect your blog, add a video, add an event and even list files to share with others

#### #10 – Your Daily Discipline

- Decide what your goals / objectives are for using LI? If it's to get a job :
- Which industry, which position?
- Find people in those positions, find the groups they belong to ... join, participate, become active by asking/answering questions
- Commit 15 or more to work at your goal – the more you invest, the quicker the rewards.

**If you have any questions, please call or send us an [email](#) and we will be pleased to respond.**