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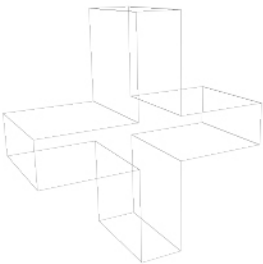
**HQ**

*jobs* +

by ★asae®

# 4 Steps to Building and Leveraging Your LinkedIn Network to Accelerate Your Job Search

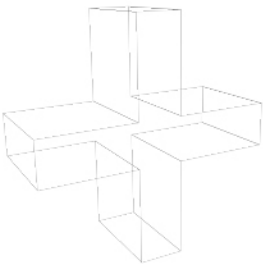
**Phaedra Brotherton, JCTC, CPRW, CDF**  
Principal, Resumes and Career Strategies  
[www.resumesandcareerstrategies.com](http://www.resumesandcareerstrategies.com)



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# Why LinkedIn?

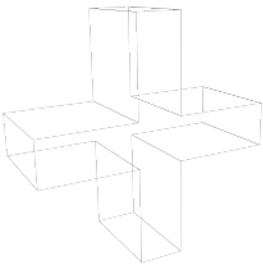
- LinkedIn is the top social networking website for jobseekers.
- LinkedIn has 332 million registered users.
- Recruiters from every discipline and industry are on LinkedIn.
- More than 4 million companies have profile pages on LinkedIn.



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# LinkedIn and the Job Search

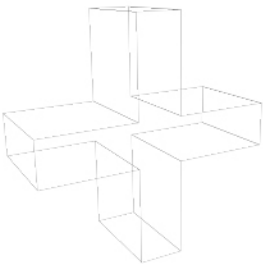
- Networking activities have moved online
- LinkedIn allows you to connect directly with individuals who can add value to your job search
- Employers and recruiters use LinkedIn to locate jobseekers and to vet candidates



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# Get Clear on Job Target

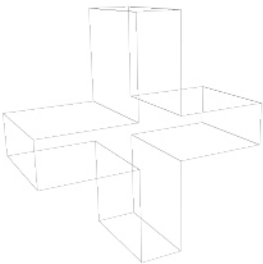
- Determine where you want to focus your career to have the fastest job search
- Know what you want to do next
  - occupation
  - industry or type of company
  - geography



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# Get Clear on Job Target

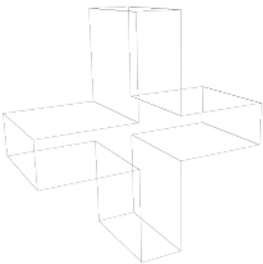
- What do you want to do?
- Who do you want to do it for?
- Where would you like to do it?
- Clear goal sets the foundation for your networking efforts.



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# Get Clear on Job Target

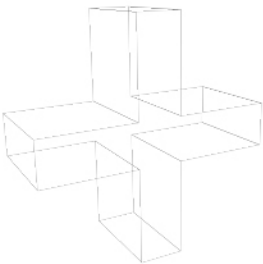
- Develop a list of dream companies to work for or at least to learn about
- This list of dream companies will come in handy when you begin your networking efforts



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# Optimize Your LinkedIn Profile

- Branded resume -- strong foundation for optimized LinkedIn profile
  - clear focus
  - strong, branded summary
  - focus on accomplishments
  - appropriate keywords
  - Skimable format that draws attention to important items

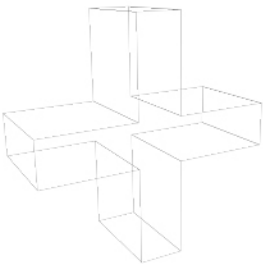


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# Optimize Your LinkedIn Profile

- 4 Keys to an Optimized Profile
  - Complete your profile
  - Rewrite your headline to support objective
  - The right keywords
  - Get the branding benefits from your summary

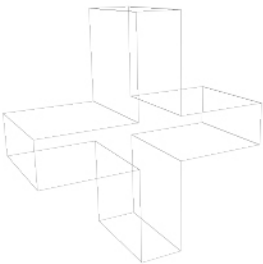




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# Get Ready to Network

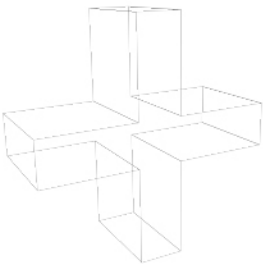
With a clear goal and an optimized LinkedIn profile, you are ready to start making strategic connections.



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# Your Networking Strategy

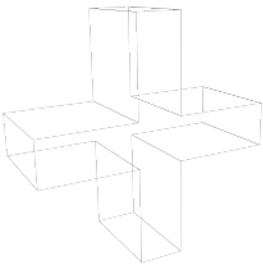
- Develop your networking strategy to tap hidden job market
- LinkedIn is best as a networking and a branding tool
- Competition on job boards is steep



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# Your Networking Strategy

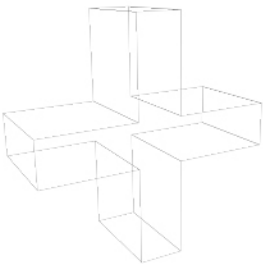
- Managers want to fill the position to keep the work going and rather get referrals from those they trust
- Goal of networking strategically is to get known inside companies of interest so that when a position opens up, they think of you.



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# Your Networking Strategy

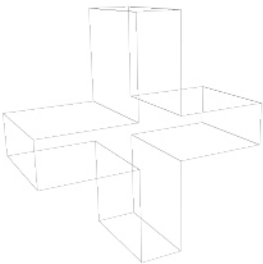
- Career research or informational meetings ( informational interviews).
- LinkedIn is a great tool to help connect with people in your target companies



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# Your Network Foundation

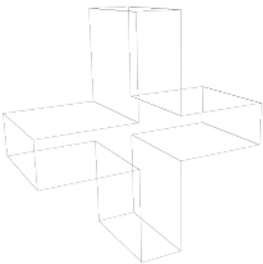
- Start with your fans/professional colleagues
  - Former colleagues, current colleagues
  - Those who wouldn't hesitate to give you a reference and those who you wouldn't hesitate to give a reference for.



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# Your Network Foundation

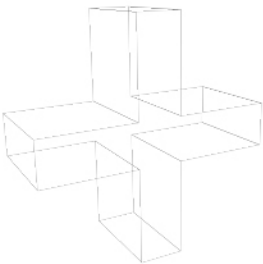
- Join relevant LinkedIn groups
  - professional groups of interest
  - industry
  - geographic area
  - alumni groups
- Caution: Watch job-seeker groups when in a confidential search



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# Your Target Companies

- Start with your target company list
- Goal: Connect with people inside those companies so that you can get known and learn about these organizations.
  - Titles to connect with
  - New employees and former employees

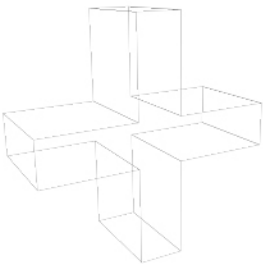


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## Find Connections: Advanced Search

- Above the navigation toolbar is a search box. Click on the “Advanced” hyperlink.
- You will be taken to Advanced People Search, where you can do a keyword search for titles, companies, location, industry, and names.

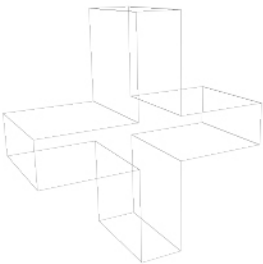




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# Find Connections: Company Search

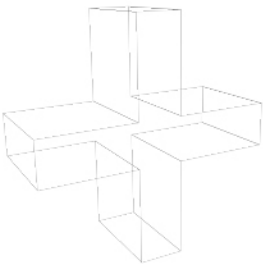
- Click on “Companies” in the drop down box above the main navigation toolbar.
- Company’s “Home” page will give you an overview of the company’s profile, including
  - How you’re connected to employees at the company



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# Find Connections: Group Search

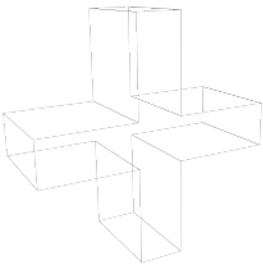
- To search the Group Directory, select “Groups” from the “Interests” menu on the LinkedIn navigation bar.
- Being a member of the same group also allows you to connect with someone without using an Introduction.



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# Expanding Your Network

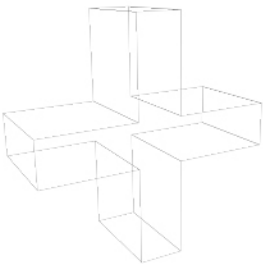
- Approaching your network for informational meetings
- Contact your warm contacts who may already work for company
- Contact warm contacts to see if they would be comfortable introducing you to someone in the company



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# What to Say: Reaching Out

Sample emails requests for  
informational meetings with a fellow  
LinkedIn group member



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# Sample Email to LI group member

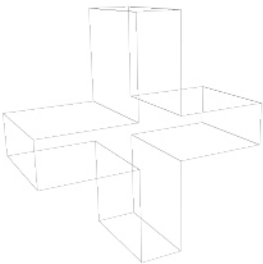
Hi Bill,

Hope things are going well for you. As a fellow member of the LinkedIn Higher Education PR Group I noticed that we both are connected to X or have attended X.

I am doing some career research and I am collecting information about companies that I've always been interested in. And XX association is one of those companies.

I see that you've worked there a while and was wondering if you'd be willing to answer a few questions about what your experience has been like. Don't worry—I am not looking for a job—just information at this point as I'm exploring several organizations and want to make sure my next position is a good fit. In general, I'm looking for \_\_\_\_\_ and my background is in \_\_\_\_\_.

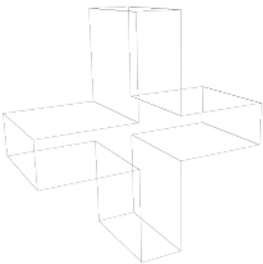
Please let me know what would be most convenient for you—I could meet you for coffee or after work or I'm happy to speak by phone or send questions via email-- whatever is most convenient for you. Thanks in advance for considering this request.



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# During the Meeting

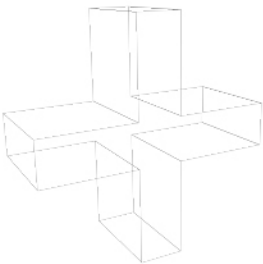
- Ask for information and advice
- Share your personal marketing plan and ask for referrals
- Keep your promise and stick to the time allotted.



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# After the Meeting

- Follow-up with a thank you.
- Ask if OK to connect on LinkedIn
- Stay top of mind and share resources



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# Summary

- **Step 1:** Get Clear on Job Target, Including types of organizations
- **Step 2:** Develop a Strong Resume and Optimized LinkedIn Profile
- **Step 3:** Build & Leverage Linked In Network to Make Connections in Organizations of Interest
- **Step 4:** Conduct Informational Meeting & Stay on Radar



# Free Resources

- Free Tip Sheet for Download:  
**Fast-Track Your Job Search: Using LinkedIn to Network into Your Target Companies through Informational Meetings**

URL to Download:

- For ASAE Members: **10 Complimentary Job Search Strategy Sessions/LinkedIn Profile Reviews. Apply by October 29.**
- URL to Apply:



# Questions?



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# Thank You Very Much!!

Please visit us at

[www.resumesandcareerstrategies.com](http://www.resumesandcareerstrategies.com)

