

LinkedIn For Job Seekers



The Complete Guide for Finding Your Ideal Job on LinkedIn

By: Billy Mahon

www.LinkedinTraining.ie

Contents

Your Photo.....	5
Making Sure That People Can Find You.....	6
Adding Skills.....	7
Profile Headline.....	8
Writing Your Profile Summary.....	8
Focus on Results.....	10
Include all of your experience.....	11
Look at Other Peoples Profiles.....	11
LinkedIn Recommendations.....	12
Job Search.....	13
Finding Companies That Hire People like You.....	13
Finding Work At a Specific Company.....	14
Job Seeker Premium.....	14
Advanced Search Features.....	15
Take Note of Who Visited Your Profile.....	18
Join in on Discussions.....	18
Use Your Old Network.....	18
Browse Your Contacts Networks.....	19
Make Sure To Include Your Former Employers.....	19
Making the Most of LinkedIn Groups.....	20

What is LinkedIn?



LinkedIn is the world's largest business network with over 200 million members at the time of writing this guide. While it has some of the features of a traditional business network it has other qualities which make it quite unique. It is also a social networking site, an online job board, and a place to share and find information. Most of all it is a great place to advance your

career and create business opportunities.

So why should you learn to use LinkedIn?

Whether you are looking to find a new job or simply interested in what might be available LinkedIn is the single best place to do it. It is estimated that 80% of the members of LinkedIn are decision makers which means that these are people who can help you to advance your career. Networking with people in your industry on LinkedIn is well worth the time that you invest in it.

There are a number of ways that you can use LinkedIn directly to find a new job. Firstly you can use LinkedIn's own job search which allows you to look for jobs that have been posted by people connected to your network. You can also follow specific companies so that when they post new job openings you will be one of the first to know.

However this does not even begin to tap the surface of LinkedIn's possibilities when it comes to advancing your career. One of the best things about LinkedIn is that it provides the opportunity for enhanced visibility. As we have already seen people on LinkedIn are decision makers and the chance to get in front of these people and demonstrate your expertise will open up doors for you.

One of the best ways to gain visibility on LinkedIn is to simply start participating. Make sure that your voice is heard and contribute valuable insight and content to the site. Whether it is posting on your news feed, providing content to groups or answering questions in the answer section there are plenty of opportunities to show that you know what you are talking about.

In this guide you will learn how to make the most of LinkedIn's features. You will discover how to optimize your profile so that you are highly visible to potential recruiters and employers. You will also discover how you can stand out in the groups and answer section so that you are recognized as a thought leader in your industry. If you have a dream company that you would love to work for you will find out how LinkedIn can make it happen.

It does take time and effort in order to make the most of LinkedIn's many features but the rewards for your career both financially and creatively make it well worth doing. The good thing is that most people do not have a system in place to make the most of LinkedIn and thus it is not too hard to stand out from the crowd.

Setting Up Your Profile

The first thing you will need to do when you join LinkedIn is to setup a profile. Your profile will be how potential employers and recruiters view you so it is important that you take the time to set it up correctly. A good profile will make you appear professional but will also stand out from the crowd.

Your Photo

Your photo is going to represent you on LinkedIn so you want to make sure that it presents you at your best. People do judge a book by its cover so we want to make sure that we give an instant good impression.

The first thing you need to do is to make sure that you use a head shot for your photo. This is both the preferred format by LinkedIn and also the one that looks the best in thumbnail format. The thumbnails are relatively small and if you take a full body shot you will not be clear when you are making comments in groups or appearing in other search results.

It is important that you use a photo in which you are smiling. Think of your photo as being the face that you would make when you were meeting a potential employer for the first time. You would not scowl at them or provide a blank expression. Even though you are not dealing with people face to face if you are smiling you will tend to give a good impression. We are subconsciously programmed to feel favourably to those who are smiling at us so take advantage of this fact and remember to grin.

You should also make sure that the background of the photo is distinct from the foreground. A good example of this is the photos that you would take for your passport. A blue background works well as this will provide a distinct image of your face even when you are in thumbnail. If there is background imagery you will tend to mix in with it and you will not appear as clearly. You want there to be clear lines between you and your background.

In terms of your dress you always want to appear well groomed and professional. What is professional will be different for each industry. If you were applying for positions in wealth management then wearing a suit and tie might be important however if you were looking for a creative position at an advertising firm then you may wish to dress in a more modern way. Essentially you want to represent the best of whatever industry it is that you work in.

Making Sure That People Can Find You



The first thing you need to do make sure that potential employers and recruiters can find you is to set your profile to public. You can do this in your account settings. Some people restrict who can view their profile because of privacy concerns. If you already have any presence on the internet people can probably already find out as much as they want to about you. Having your profile public on LinkedIn is unlikely to harm your privacy any further than this. But if you restrict viewing of your profile you are going to seriously limit your chances of being hired by employers. When they see that your profile is not visible they will in most cases

simply move on to one that is.

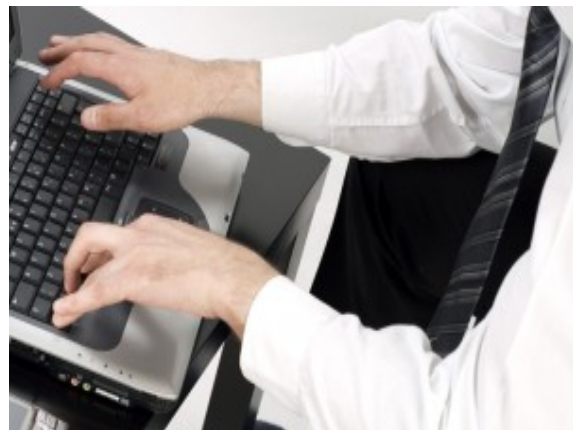
Next you need to optimize your profile for the search engines. LinkedIn has its own search engines with an algorithm that is secret but one of the main ways it presents results is according to the keywords in the persons profiles. For example if I am a recruiter and I am looking for an Chartered Professional Accountant I might type into the LinkedIn search engine “CPA” this will then present back to me everyone who has these initials in the profile.

Therefore in order to appear on search engine radar you must make sure that you have the appropriate keywords in your profile. If we look at the above example we can see that the recruiter might have typed in either “Chartered Professional Accountant” or “CPA”. It is important that you include all of the possible variations in your profile. In one part of your profile you might use the

abbreviation when you are referring to your qualifications and in another you might spell it out in full.

The first step to optimizing your profile is to make a list of the words that a recruiter would use when they were searching for someone in your industry. Once you have this list you need to make sure that these words are scattered throughout your profile. It is a good idea to write your profile first so that it appears as natural as possible and then include in these abbreviations afterwards. While you want to be visible in the search engines you also want you profile to read well when potential employers and recruiters look at it.

You should also include both the abbreviations and the full name of any educational institute that you attended. For example if you are alumni of NYU you would include both this abbreviation as well as New York University. Again this will make sure that when people use either of these variations you will be one of the search results.



Adding Skills

In the same way that having your keywords in your profile will help you to be found by potential employers adding as many relevant skills as possible to your profile will also help you to be found. The skills section can be found just below work history inside your profile. You are able to list up to 50 Skills and you want to take advantage of all of these spaces.

Of course thinking of 50 relevant skills is not easy but there is a way to fill this section out easily. At the top navigation bar click on “skills” from the drop down menu type in one of your main skills and then click search; This will bring up a another page which will have a list of skills that relate to the one that you just entered. From this list choose ones you believe to be relevant and then click “add skill”. The great thing about this process is that not only will you find loads

of skills you would never have thought of by yourself you will also be getting a list of skills that recruiters often use when they are searching.

Profile Headline

Your profile headline appears just below your name. Along with your photo and name this is the only information that is always visible to other people. When you post for example in a group only these three things will appear next to your comment. As your name is fixed and if you have already taken the steps above to provide an excellent photo your only way to grab attention is through this headline.

If you do not fill in a headline then LinkedIn will by default put in your job title and company. This means that there tends to be a lot of fairly bland headlines. The good thing is that if you get a little creative with this headline it will not be difficult to stand out. Overall LinkedIn has a very corporate and risk adverse feel. This gives an advantage to the person who is willing to think creatively. If you have an interesting headline people are far more likely to click on your profile to learn more about you. Some of these people will be potential employers or recruiters or they may simply be people who know of an opportunity that you might be interested in.

Writing Your Profile Summary

One of the ways that LinkedIn search engine evaluates which results to return is based on whether or not you have a complete profile. LinkedIn tells you as a percentage how much of your profile you have to complete. Also a complete profile will include more potential keywords and so again you are more likely to appear in the search results. Finally a full profile will give you the best opportunity to tell your story and win over potential employers. For these reasons it is important that you take the time to fill in the profile completely.



When you are writing up your profile it is important that you write in the first person. This means using “I worked at IBM” rather than “David worked at IBM” the second of these sounds awkward when read and should be avoided.

A great way to make an impression with your profile is to use what are known as power words. These are words which Marketers and Advertisers use to sell product. They can equally help to sell you to potential employers.

Some examples of power words include:

- ⌚ Impacted
- ⌚ Delivered
- ⌚ Creativity
- ⌚ Developed
- ⌚ Challenged
- ⌚ Drove
- ⌚ Closed

For example if you write “I drove the business to over a quarter of a million dollars in sales.” This sounds a lot better than “I helped to make over a quarter of a million dollars in sales.” Even though the meaning might be the same the impact is different.

You don’t want to use too many power words in your profile as after a while they will lose their impact but by making careful use of these words you can make your profile look significantly more appealing.

In the first paragraph of your profile you want to state why it is that you are on LinkedIn. One of the mistakes that people make is that they forget that there are many reasons why a person might join LinkedIn. The site is a place to find employees as well as to find employers. It is also a place to find potential business partners and vendors. A person who is approaching your profile for the first time doesn’t know why it is that you are there.

If you are looking for a job you want to make this clear in your first paragraph then when employers and recruiters look at your profile they will know that you are worth taking the time to approach about potential employment.

Once you have stated why it is you are on LinkedIn you should include your accomplishments both past and present. This can include your academic achievements as well as your career achievements. When you are listing your career achievements make sure to include how these impacted and benefited the organizations that you worked for. You should also be careful to include the keywords that recruiters will use as mentioned earlier on.

In the last paragraph you will really sell yourself. When we read information we tend to remember the first thing that we remember and the last thing that we remember much better than the rest of the content. People also have a tendency to scan down the page and skip over content that is in the middle. You need to make sure that the end paragraph demonstrates your unique value. Ask yourself the question “Why should someone choose me over other applicants?” The answer to this question should be placed in the last paragraph.

Focus on Results

When you are writing up your work history you need to be careful to focus on the results that you achieved rather than the duties that you performed. If you say for example that you worked in sales that don't tell anybody anything about how well you performed that job. If instead you say that you lifted regional sales by 15% then this is a result. Focus your attention on what it is that you achieved in your role rather than what that role was.

Include all of your experience

You should include all of your work experience in your profile provided that it is relevant. You do not need to simply include your full time work experience; you can also include part time work, internships, and contract work that you might have performed. The work that you list does not have to be paid work so if you have done volunteer work in the past then you should include this as well.

In particular if you are just starting out you might not have a lot of full time work experience. If this is the case then you will then to look a little deeper at your own work experience. In particular look for work experiences that highlight results that you have achieved or developed valuable skills.

Look at Other Peoples Profiles

If you are having trouble trying to fill out your own profile or you want to make sure that you are writing it up in a way which will be attractive to future employers then take a look at profiles of people who do the same sort of work as you do.

For example if you were looking for a position at Apple you might take a look at people who are already working at Apple in that capacity or who have worked there in the past. See what skills they listed on their profile and how they have composed their summary.

You shouldn't assume that just because they already have gotten the job that there profile is perfect. After all they may not have even gotten the job through LinkedIn but if you are looking at multiple profiles and you are seeing

commonalities then you will want to make sure that your profile includes these too.

LinkedIn Recommendations

LinkedIn recommendations are a way of endorsing people that you have had a business relationship with. They are a powerful way to strengthen your network and gain recommendations of your own. Recommendations have a fairly high degree of credibility because while you can choose whether or not to show the recommendation on your profile you cannot make any changes to what the person has written about you.

To recommend someone visit the profile page of the person that you want to recommend and then click on “Recommend this person”. You will then be asked whether you are a business partner, a service provider or a colleague. On the next screen you will be asked to clarify the nature of your relationship with the person including what your job title was at the time, what their title was at the time and what the basis for your recommendation is. This can be a little difficult to find an appropriate choice but just choose whatever seems closest. In the next box you write your recommendation. Usually about one short paragraph will suffice. Try and include the value that this person added to your business or career as this will give the recommendation more impact.

Once you have finished writing your recommendation click send and the person that you have recommended will receive an email detailing your recommendation. They can then choose to accept it or not.

Searching For Jobs

In this section we will look at what options LinkedIn provides when you are looking for a job.

Job Search

The job search function is the first place that most people go when they are looking for a job on LinkedIn. However in order for jobs to be visible they must be connected to someone in your network. The wider your network the more LinkedIn jobs that will be available for you to look at. Again this demonstrates why it is vital that you have a consistent and tactical approach to networking.

A good way to quickly open up the jobs that are available on LinkedIn is to form a connection with what are known as super connectors. These are people who have their own massive networks. If you can gain a handful of these super connectors you will find that you have many more jobs that you can look at. A few good super connectors can open up to 70 -80 % of LinkedIn's total network to you. So it is well worth taking the time to find these super connectors.

Finding Companies That Hire People like You

There are a lot of companies out there and it can be difficult knowing which ones might be interested in hiring someone like you. In order to find out which companies hire people with your particular skill sets in the advanced search using your own skills as the keywords making sure that it is filtered by the area which you live. This will give you back results of people who have the same skills as you in your area and where they are working. You can then follow up with these companies about hiring you.



Finding Work At a Specific Company

You may find that you want to work for one company in particular. LinkedIn makes it possible for you to become instantly updated when openings come up at your dream companies. To get started make a top ten list of the companies that you would like to work for.

Then using the **company search** function entering the names of these companies one by one. From the search results select the company that you are interested in working for. Then choose to follow that company. You will then receive news and information relating to that company as well as when jobs at the company become available.

Another way to find a job at a particular company is to search through your own network. You can perform an advanced search and enter the name of the company. People that are connected to you that have worked now or in the past at the company will then appear. You can then either contact these people directly if they are a first level connection or ask for a recommendation from the person that links you two. Even if the person is no longer working at that company chances are they will be able to refer you to someone who is. Having a personal recommendation is invaluable when it comes to being hired. Most jobs are in fact never advertised because companies either hire internally or they ask people in their own networks whether they know of someone. By being proactive you can take advantage of these “hidden job opportunities.”

Job Seeker Premium

LinkedIn offers a number of premium features that you can pay for if you wish to enhance your chances of being hired for a position. One of these is job seeker premium. If you purchase the job seeker premium upgrade you will be able to view salary information for the jobs that are posted on LinkedIn. As well as this when you apply for a job you will be placed at the top of the list of applicants and you are able to apply for more than five jobs a month.

Advanced Search Features

The advanced search feature is useful when you wish to filter the results that you are getting back. There is a lot of information out there so applying good filters can save you a lot of time.

Keywords Keywords are things such as the academic institution the person attended, the name of a company or a particular skill set. As noted in this book keywords are an important means for finding people on LinkedIn and so should be included in your profile.

Name This is the last name of the person that you are looking for. If you try and search by first name you will not get any kind of meaningful result.

Title This is a very powerful filter when you are looking for a job. You can set this filter either by people who have this position at any point in their career or if they currently hold the position. This is very useful for example if you were trying to find the hiring manager at a particular company.

Company This is where you enter the name of a particular company. You can search by existing and past companies. Companies might be listed slightly differently to how you know them so make sure that you include variations of the company's name.

School This is the academic institution that they attended. This can be useful when you are looking to find a connection that might be able to introduce you to someone at the company that you want to work for.

Location You can also set a location for your results. Again this is convenient when you are searching for jobs in your area. You can also choose to set the zip code for the area that you are interested in as well as set how large a radius around that are you would like to see results for.

Interest In This is a very useful section of the form and allows you to select choices such as potential employees, entrepreneurs, hiring managers, deal making contacts. You can use this to make sure that you are only getting results for people that will help you to move your job search forward.

Industries You may want to select the specific industry as well that you are interested in. The drop down menu includes a wide array of different options for you to choose from.



Networking on LinkedIn

One of the key principles you need to remember when networking is that the best networkers do not think in terms of “What can this person do for me” but rather “What can I do for this person.” If you want to influence people and have them help you then the best way to do it is to help them first.

LinkedIn provides plenty of opportunities to help people and become an effective networker even if you don't have a lot of resources of your own. For example you can make recommendations for people. This recommendation will then be visible to people in your network and may help that person to achieve their own goals such as landing new clients. This person will likely return the favour with a recommend for you and if you need to ask them for help in the future they are much more likely to be receptive. Anybody on LinkedIn has the power to recommend and so you should take advantage of this fact.

Secondly one of the main problems that people in powerful positions face is that they are time poor and overloaded with information. If you can contribute succinct information that is relevant to your industry and which helps them with their career goals then they will think favourably towards you. When you join groups in your industry try and contribute valuable content to that group. When you are starting out in your career you may find that you have more time than money. A good way to take advantage of this fact is to educate yourself about your industry and to keep up to date with developments in your industry. You can then make these developments more concise such as producing an info graphic or video that makes it more easily understood. If you then post this to the group with perhaps a link back to your person blog you will start to attract attention as someone who is worth knowing.

Take Note of Who Visited Your Profile

If you are using the techniques mentioned in this book chances are that you are going to be getting quite a few visitors to your profile. You want to pay attention to who has visited and check these people out. If the person looks like someone who might be valuable to have in your network add them as a connection.

Join in on Discussions

When you first join LinkedIn you might not yet feel comfortable posting your own content to the groups but you can still participate. Comment on what other people have posted and show that you are engaged and interested in what is going on in your industry. The person's post who you have commented on will in particular likely want to know more about you.

Use Your Old Network

You would be surprised at how big your existing network actually is and by adding these connections to LinkedIn you will find that you already have a large network. To add your existing network to LinkedIn first you should use the steps mentioned to add everyone who is in your existing email address book. Once you have added these people you need to start thinking a little more broadly. Take a piece of paper or open up a text editor and start to write down a list of everyone you know.

Think first about your immediate friends and family. Then list your work colleagues both past and present. Think about the people that you have been to school with or were in social or sports clubs with. If you belong to a church think of the members that you know.

You can also use the advanced search function of LinkedIn to look through schools or companies that you have worked for or attended in the past. This may help to jog your memory. When you see a potential contact adds them to your list.

Keep going with this process until you have listed at least 100 names. If you cannot get to 100 you need to start thinking more broadly. Every adult has interacted with at least 100 adults in their life so you should be able to find this many. Once you have compiled your list go through the search function to find out if these people are using LinkedIn and if so make a connection.



Browse Your Contacts Networks

Browsing your contacts networks can be a good way to develop your own network. To do this take a look through your first level connections network and see if there is anybody that you recognize or that you would like to get to know better.

This can be effective because firstly the people in your first contacts network are likely to move in some of the same circles as you do or to be in the same industry as you are. You might also find someone whom you have met briefly in the past but you could not recall their full name.

You may also find that they have a mutual colleague or friend that you didn't know had joined LinkedIn. When you performed your original search for this person they may not yet have been on LinkedIn but joined later and made a connection with your own contact. This can be a good way to make sure that people do not fall through the cracks.

Make Sure To Include Your Former Employers

Unless you had a negative relationship with last employer or left on bad terms you will want to include your previous managers and employers in your list of connections. These should be some of the first people that you reach out to when you are building your network.

The reason for this is that your previous employer will hold a lot of weight when recommending you for a new position. If you worked for them in the past and they think highly of you then a future employer is going to give this recommendation lot credibility. If it is your former employer or manager that actually refers you to your new position then this is even better.

Making the Most of LinkedIn Groups

LinkedIn Groups are an excellent way for you to meet new people and expand your network. There are LinkedIn groups covering almost every professional related topic you can imagine. There are groups that focus on specific areas and larger groups which represent entire industries. Some groups welcome anyone who joins and with other groups you have to request to be approved to join.

To begin looking for an appropriate group first click on the **groups** tab at the top of the screen. From the drop down menu select **group's directory**. This will present you with a list of different groups. The fastest way to find a group is to use the group search function which is at the top right hand corner of the screen. Simply type in a word or phrase appropriate to the topic of the group that you are looking for. If you were looking for groups for accountants then you would type "accountants" into the search box.

This will present you with a list of groups. You can select one of the groups from the list that you are interested in by clicking on the headline. When the group opens up take a look at the discussion and see if the topics they are discussing are the sort of things that you are interested in. If you wish to join the group click on the blue **Join Group** tab. If you need to be approved you will need to wait until the moderators do this otherwise you will join straight away.

The key to maximizing groups is to be an active contributor. Every time you post on the group you will appear in the discussion. If you are adding valuable content people will want to check you out and learn more about you. This is particularly true if you have created a good headline and profile for yourself.

You want to be adding value to the group. You do not need to create this content yourself however. Find content on the internet such as videos, blog

post and slideshows that would be useful for members of your group. Then when you include a link to this content some of the credit will rub off on you. Even though you did not create the content yourself people will associate you with providing value to their lives. You will become seen as a thought leader and a source of information in your industry which is a very valuable position to be in.

You can also contribute by replying to other people's comments. When you start interacting in this way the person that you have replied to will definitely notice you. The more you interact the more you will be noticed and your networking opportunities will increase.

Conclusion

LinkedIn offers a large array of resources that you can tap into in order to further your career. Whether you are looking for your first job or you want to move into a more senior position LinkedIn can help you achieve it.

The key to maximizing your success on LinkedIn when searching for a job is to not think of it as a job search board but as a networking site. If you adopt a networking mindset and aim to meet and interact with as many decision makers in your industry as possible you will find that you are much more