



**How to use LinkedIn  
for your jobsearch**

## Before you get started on LinkedIn:

- *Understand the value and fundamentals of networking before diving into what LinkedIn can do for us and how to use it.*
- *Be clear about what you want*

There are 2 problems people experience when online networking. Often when people have already given some thought to networking, many times they start going to events, make a profile on a website and start connecting with people.

Then there comes a moment most of them say something like: "I have put some time and effort in it, but I don't have the feeling I get much out of it."

The reason is that they have never thought about:

1. What their goal is.
2. Who the people are who are in the best position to help them to reach that goal.

These are the 2 biggest reasons why networking seems to not "pay off" for many people.

But when you reverse it and set your goals and ask yourself the question who might the people who are in the best position to help you reach them, it becomes so much easier. It becomes clear which organizations, online networks and which Groups on those online networks to join.

It becomes clear who to reach out to and whom to ask for help and support. How you approach them and how you will be perceived will make or break your networking efforts.

(Online) networking is a powerful and free resource everybody has. To really get results, starting from a goal is key. Understanding and applying the fundamental principles of networking will make you succeed in both networking online, on the phone and in all your face-to-face contacts.

## The single most important benefit of LinkedIn

The most powerful concept behind LinkedIn is that it **finds the right people AND the connections you have with them**. It makes the networks of the people we know visible. LinkedIn shows us our second and third degree networks and the paths towards them. This has tremendous value.

Why? Many people already have difficulty keeping track of their own (first degree) network. It is impossible to know who our network knows. **LinkedIn makes this visible**. This is extremely powerful especially if you start with the end or goal in mind. Many people make the “mistake” to only look in their own network when they are looking for someone to help them. In this way they are limiting themselves tremendously.

**What if we start with defining the best person, find them and then find out via whom we can get introduced to them?**

For example let's suppose you are looking for a job at Coca Cola in Australia

What most people then do is think of who they might know at Coca Cola. Then they can't think of anyone and give up. Or they call the front desk, ask for the HR Manager and are stalled by the receptionist. Or the HR Manager says she is going to call back, but never does. Frustration!

Let's now start with the goal in mind. You define the HR Manager as the person who can help you best reaching your goal. Then you use LinkedIn and do a search with “HR Manager, Coca Cola, and your Australia”. The result is that you don't only find the exact name of the person, but also the connections you share with this person.

When you then look at the mutual connections you have, you might discover that this person is connected with your neighbour. You didn't know this because Coca Cola never has come up in your conversations. He has never mentioned anything about it and you never told him that you were interested in working for or with Coca Cola. After discovering the connection on LinkedIn and talking to your neighbour about it, you find out that he has worked together with the HR Manager in the past.

When he hears about your goal he agrees on writing an email to introduce you to the HR Manager. Five days later you are invited to have a talk with the HR Manager and land the job or contract.

You get the drift.

<b>Benefit / Task</b>	<b>Find a Job</b>	<b>How does LinkedIn help with this.</b>
Identifying the right people	Executives / Line Managers / HR / Recruiters	Find their profile via search or browse
Discovering Information about ...		Reading their profile before a meeting
Maintaining relationship with ...		Personal messages, sharing ideas in discussions and answering questions in Answers
Getting recommendations which are visible to everybody but especially to ...		Recommendations
Receiving introductions or referrals to ...		Via the introductions toll or outside LinkedIn (email)
Discovering the relationships between ...	Executives / Line Managers / HR / Recruiters & or job seekers and potential employers	Via the connections in their profile
Visibility, Personal Branding and Online Reputation of ...	YOU	Your profile not only on LinkedIn, but also in the Search Engines like Google, contributions in Answers and in Discussions.
Word of mouth publicity	People writing about you so your new employer might hear about you	Receiving recommendations and people telling about you in the Discussions, mention you as the expert in Answers or talking about you outside of LinkedIn
Getting notifications when someone changes jobs, this is a trigger to contact them to see if ...	Their new job could be in an organisation you want to work for.	Via Network updates
Picking up trends in the marketplace via Discussion in Groups of	Sector where you want to work in	Discussions
Make yourself perceived as an expert	YOU	Contributions in Discussions & Answers (can lead to expert points)
Finding the Groups and organisations to be member of, both online and offline which are right for ...		Via Group Search and via the Profiles of people from your network

## How To Use LinkedIn: Basic Strategy

### 1. Craft a Good Profile

What you need to realize is that savvy employers are checking you out on the Internet – whether you like it or not!

What are they finding in their search? If it's nothing, that's not good if you're a professional. If it's pictures of you drinking a Mai Tai on vacation in Los Cabos, that's not too impressive either.

How about a sketchy LinkedIn profile? Now that makes a great impression.

So, you have a choice to make. You can either let whatever is out there in cyberspace pop up for your potential employer to see. Or, you can control and manage your online presence so that it works for you.

A professional LinkedIn profile can do wonders for your Search Engine Ranking -after a while your LinkedIn profile will be pretty much number 1 or 2 on Google – and YOU control it.

So a good LinkedIn profile will make a difference if someone:

**Googles your name.** This way you'll pop up right away with a really professional looking personal overview.

**Searches LinkedIn for you.** Again, you'll look like a real pro! Done correctly, your profile can jump right off the page at them.

**Clicks on your LinkedIn link** that you've included in your signature file at the bottom of your email. That's right! It's a good idea to do that because it entices potential employers to check you out in more depth.

Here are the profiles for several LinkedIn & branding experts. They're using just about every capability that LinkedIn has to offer. Check them out for what's possible on your profile.

Patrick O'Malley <http://www.linkedin.com/in/patrickomalley>

Scott Allen <http://www.linkedin.com/in/scottallen>

Wendy Terwelp <http://www.linkedin.com/in/wendyterwelp>

Jason Alba <http://www.linkedin.com/in/jasonalba>

## **2. Increase your visibility**

I am not one for adding connections for the sake of it but there are some people who are virtually connected to EVERYONE. Connecting to them will ensure you increase your 2<sup>nd</sup> and 3<sup>rd</sup> degree network exponentially.

Simple way to do this is to connect to all the 'super connectors' or LIONS (LinkedIn Open Networkers – they accept all invites) List can be found on <http://www.toplinked.com/>

Also join all LinkedIn groups that your 'targets' are members of – this ensures you can send them direct messages – even if they are not a first degree connection yet.

## **3. Activate your profile**

Activate your network through questions – start posting questions which revolve around your speciality.

You can become known as an expert in your field by answering questions in LinkedIn's Q & A section. To see the questions that are "open":

- Click Answers at the top of the page
- Click Answer Questions
- On the right hand side, where it says Browse, pick a category
- Click on Date in the upper right so that you see the most recent questions

If you give insightful answers, others will see the value of your opinion. Also, the person asking the question can "rate" your answer, and LinkedIn keeps track of that, so you can become known as an expert by having a lot of "Best answers" in that category.

## **EXTRA TIP - Develop a cool professional headline**

Who would you rather interview?

1. Jeff Ogden - Sales/Marketing Consultant
2. Jeff Ogden - Fearless Competitor

Wouldn't you be more intrigued by the second one? Your "Professional Headline" is the first thing people see when they look at your profile, and it's the major thing that they see (besides your name) in some of LinkedIn's screens.

For example, in the Q&A section, if you give an answer, your name and professional headline are shown along with your answer. If you give a great answer, and your "Professional Headline" says "Web Developer seeking employment in Sydney", the people reading the answer may want to contact you that day! After all, it's clear that they had a problem and you can solve it.

Don't think of your Professional Headline as the job title that your last company gave you. Instead, think of it as a 10-15 word marketing phrase that you would use to describe yourself to someone else if you wanted a hiring manager to be more interested in you.

## How LinkedIn can help you find a job

### 1. Get the word out.

Tell your network that you're looking for a new position because a job search these days requires the "law of big numbers" There is no stigma that you're looking right now, so the more people who know you're looking, the more likely you'll find a job.

LinkedIn added "status updates" which you can use to let your network know about your newly emancipated status.

### 2. Get LinkedIn recommendations from your colleagues.

A strong recommendation from a client or manager highlights your strengths and shows that you were a valued employee. If you were a manager yourself, recommendations from your employees can also highlight leadership qualities.

### 3. Find out where people with your backgrounds are working.

Find companies that employ people like you by doing an advanced search for people in your area who have your skills. For example, if you're a web developer in Sydney, search profiles in post code 2000 using keywords with your skills (for example, JavaScript, XHTML, etc) to see which companies employ people like you.

### 4. Find out where people at a company came from.

LinkedIn "Company Profiles" show the career path of people before they began work there. This is very useful data to figure out what a company is looking for in new hires. For example, [Microsoft employees worked at IBM, Intel and Google](#)

### 5. Find out where people from a company go next.

LinkedIn's "Company Profiles" also tell you where people go after leaving the company. You can use this to track where people go after leaving your company as well as employees of other companies in your sector. (You could make the case that this feature also enables to figure out which companies to avoid, but I digress.)

### 6. Check if a company is still hiring.

Company pages on LinkedIn include a section called "New Hires" that lists people who have recently joined the company. If you have real chutzpah, you can ask these new hires how they got their new job. At the very least you can examine their backgrounds to surmise what made them attractive to the new employer.

### 7. Get to the hiring manager.

LinkedIn's job search engine allows you to search for any kind of job you want. However, when you view the results, pay close attention to the ones that you're no more than two degrees away from. This means that you know someone who knows the person that posted the job—it can't get much better than that. Another way to find companies that you have ties to is by looking at the "Companies in Your Network" section on LinkedIn's Job Search page.

**8. Get to the right HR person.**

The best case is getting to the hiring manager via someone who knows him, but if that isn't possible you can still use LinkedIn to find someone inside the company to walk your resume to the hiring manager or HR department. When someone receives a resume from a coworker even if she doesn't know the coworker, she almost always pays attention to it.

**9. Find out the secret job requirements.**

Job listings rarely spell out entirely or exactly what a hiring manager is seeking. Find a connection at the company who can get the inside scoop on what really matters for the job. You can do this by searching for the company name; the results will show you who in your network connects you to the company. If you don't have an inside connection, look at profiles of the people who work at the company to get an idea of their backgrounds and important skills.

**10. Build your network before you need it.**

As a last tip, no matter how the economy or your career is doing, having a strong network is a good form of job security. Don't wait until times are tough to nurture your network. The key to networking however, is filled with counter-intuitiveness. First, it's not who you know—it's who knows of you. Second, Great networkers are not thinking "What can this person do for me?" To the contrary, they are thinking, "What can I do for this person?"

Make a 'Value Connection'. Come bearing gifts – you could for example:

Fax/email over a sales lead to the attention of the CEO on Monday. Ask him to get it to one of his salespeople. Do the same thing on Tuesday. Do the same thing on Wednesday. Do the same thing on Thursday. On Friday, instead of faxing the anticipated sales lead, call the CEO's assistant and tell them you are the sales lead guy and that you wanted to give this next lead personally.

There could be 100 hundred variations of this but the key is that you have now positioned yourself the right way!

**Last but not least...**

**Feel free to connect to me**

[www.linkedin.com/in/christophniebel](http://www.linkedin.com/in/christophniebel)

**and join the**

**Australian LHH Alumni Group**

<http://www.linkedin.com/groupRegistration?qid=1959498>

As someone who has experienced the difference LHH can make in one's life we wanted to invite you to join the Lee Hecht Harrison Alumni Network Group on LinkedIn.

### **MEMBER BENEFITS**

- Engage in Rich and Professional Discussions with other Members
- News & Discussions around what works in job search, career management and networking for life tips
- Jobs - Great Place to Post or Look for Job Openings
- Ability to connect with former members of your Job Search Work Team or other Alumni you wish to contact
- NETWORKING - even after finding a job, networking is critical to build your professional contacts

The Australian LHH Alumni is looking forward to networking with you.