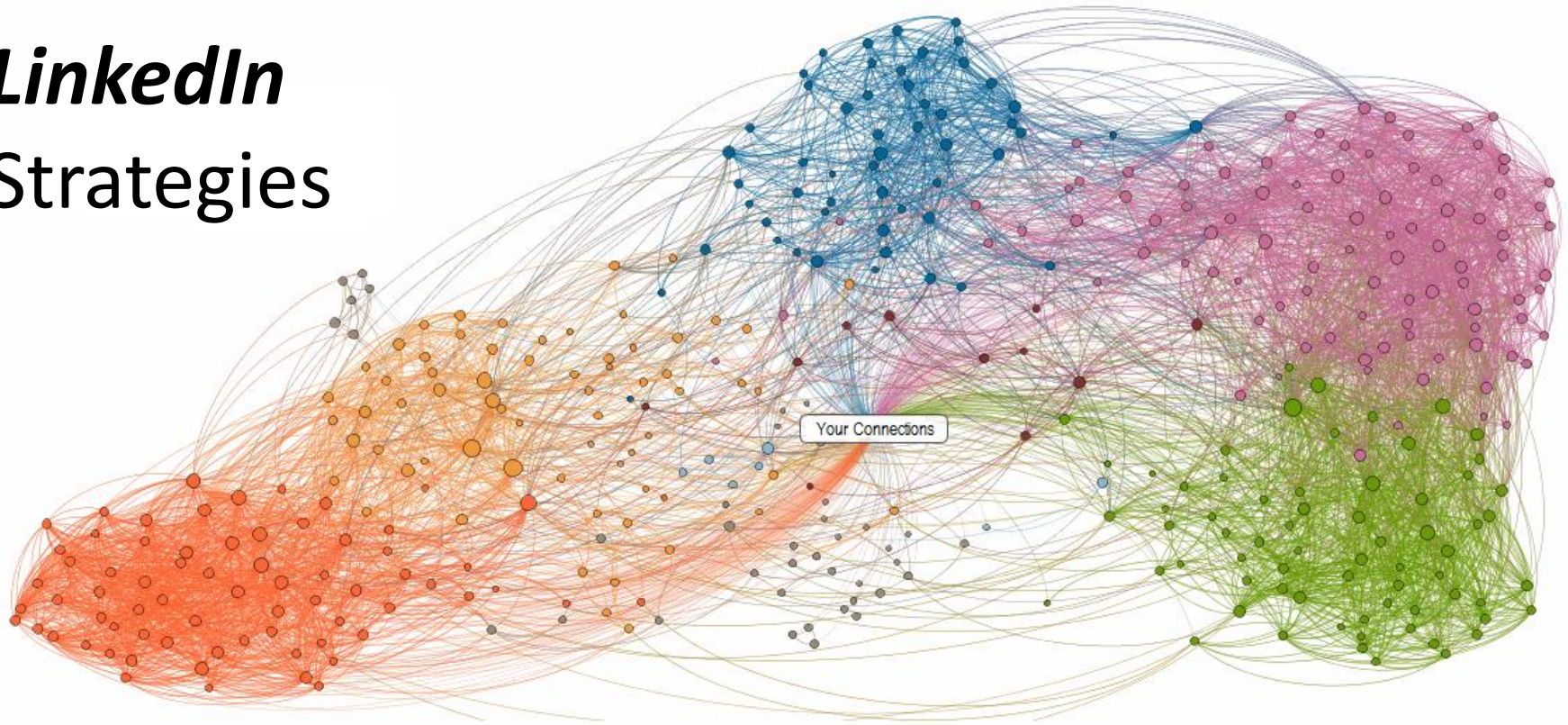


LinkedIn Strategies



Career Actions Ministry

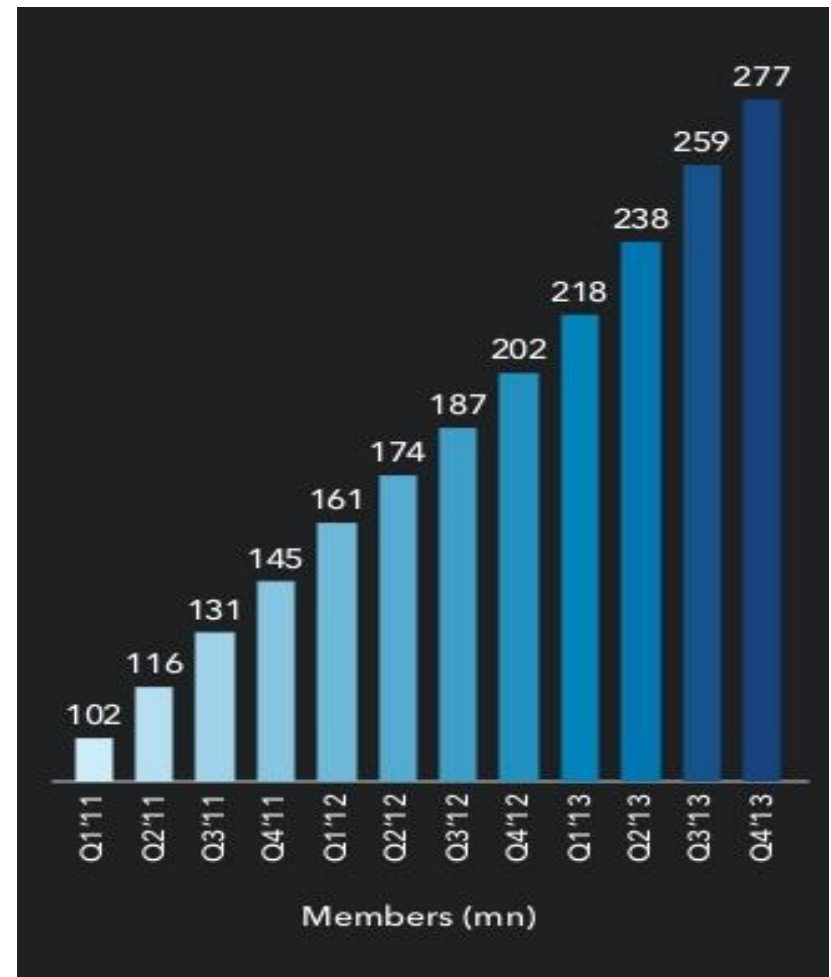
Doug McKenzie

doug@aspirationalcoaching.com

[linkedin.com/in/renewabledoug](https://www.linkedin.com/in/renewabledoug)

March 15, 2014

- Quick Survey of LinkedIn Services
- Driving LinkedIn
- Q&A

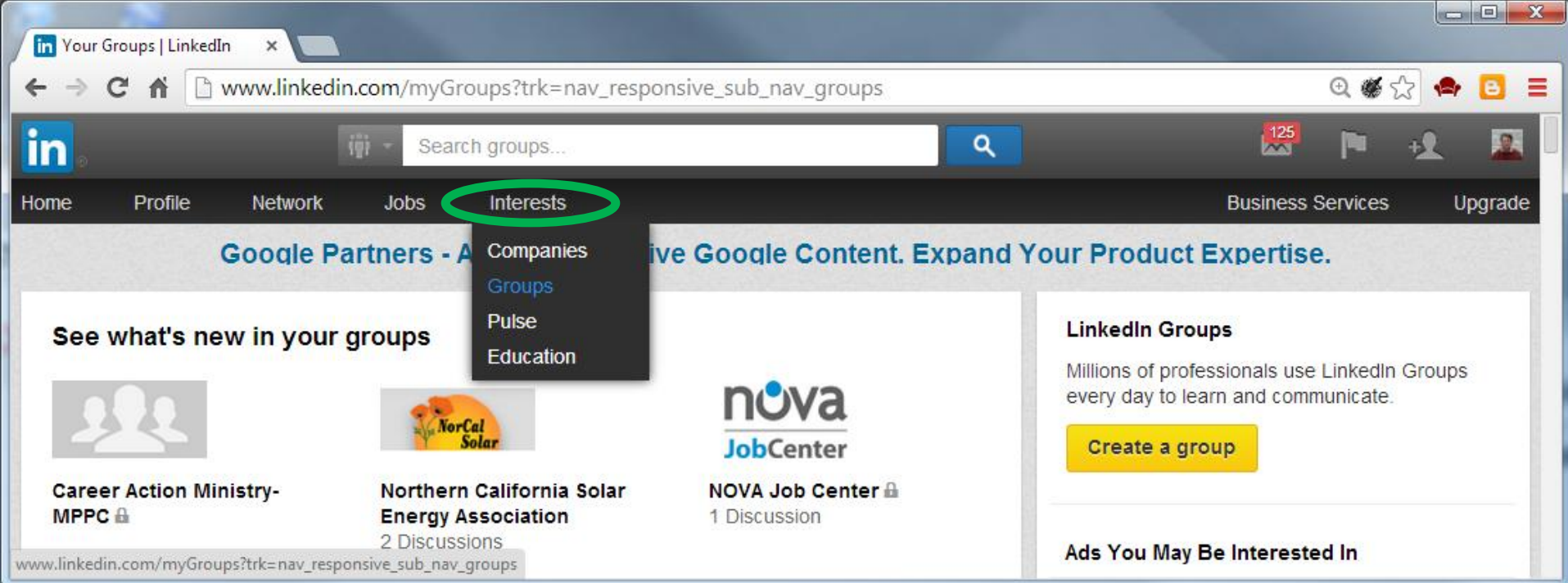


The screenshot displays the LinkedIn homepage. At the top, the navigation bar includes 'Home', 'Profile', 'Network', 'Jobs', and 'Interests'. The 'Home' tab is highlighted with a green circle. Below the navigation bar, there's a search bar and a notification bell with '127' alerts. The main content area features a post creation box with the text 'Fascinating update', a 'Count: 18' indicator, and a share dropdown menu set to 'Public + Twitter (@RenewableDoug)'. Below this, there are recommended updates, including one from Pulse about 'Who Are You Comparing Yourself To?' and others from Bloomberg and Entrepreneur. A dropdown menu is open over the 'All Updates' link, showing options like 'Top', 'Recent', 'Connections', 'Shares', 'Groups', 'Profiles', 'Companies', 'Your Updates', and 'Customize'. On the right sidebar, there are sections for 'People You May Know' and 'Ads You May Be Interested In'.

- **Home:** Read/Share updates (auto-forward through Twitter)
- **Profile:** View/Edit your profile

The screenshot shows the LinkedIn Jobs interface. The top navigation bar includes 'Home', 'Profile', 'Network' (circled in green), 'Jobs', 'Interests', 'Business Services', and 'Upgrade'. Below the navigation bar is a search bar with the text 'Search jobs...' and a 'Search' button. A 'Post a job' button is also visible. The main content area is titled 'Discover jobs in your network' and features three job categories: 'VMware Careers' (969 jobs), 'OfficeMax Careers' (4 jobs), and 'Alameda County Careers' (1 job). The right sidebar contains sections for 'Saved jobs (0)', 'Saved searches (0)', and 'Applied jobs'.

- **Network**
 - Search/Sort/Tag/Filter/Import your connections/contacts
 - Find where alumni from your schools work (helpful tool!)
- **Jobs:** Search LinkedIn-network-related job postings; post a job



- **Interests**

- **Companies:** Updates from followed companies; create a company page
- **Groups:** Participate in your groups or create a group
- **Pulse:** “The news and insights you need to know”
 - Your News, Influencers, Channels, Publishers
- **Education:** School-focused portal into LinkedIn’s services
 - For students, alumni, schools, employers

Search | LinkedIn

www.linkedin.com/vsearch/p?type=people&keywords=author+entrepreneur&orig=GLHD&rsid=439326213945

author entrepreneur

Advanced

27,651 results for **author entrepreneur**

SEARCH

Advanced >

All

People

Jobs

Companies

Groups

Universities

Articles

Inbox

Fewer

Location

All

United States (18570)

Greater New York Cit... (1898)

United Kingdom (1646)

Canada (1624)

San Francisco Bay A... (1563)

+ Add

Relationship

All

1st Connections (5)

2nd Connections (2520)

Group Members (906)

3rd + Everyone Else (24494)

Tony Seba 1st

Lecturer in entrepreneurship and clean energy, Stanford University
San Francisco Bay Area • Renewables & Environment

▶ 16 shared connections • Similar

Current: **Entrepreneur**, executive, keynote speaker, strategy consultant at ...

Current: **Author** at Solar Trillions - 7 Market and Investment Opportunities in...

Message

Becky Carroll 1st

Director at PwC Consulting
Greater San Diego Area • Management Consulting

▶ 2 shared connections • Similar • 500+

Summary: ...Becky is the **author** of The Hidden Power of Your... the **author** of the blog Customers Rock!, listed #2...

Message

Seth Meinzen 2nd

Serial **Entrepreneur**, **Author**, Community Builder, and **Entrepreneur & Jobs Advocate**
Kansas City, Missouri Area • Civic & Social Organization

▶ 1 shared connection • Similar

Connect

Glenna Wiseman 1st

Founder, Identity3 & Co-Founder at Women4Solar
Greater Los Angeles Area • Renewables & Environment

▶ 59 shared connections • Similar

Current: Founder at Identity3
Identity3 is a marketing services company... **entrepreneur**.

Message

FAQ ME James Altucher 1st

Entrepreneur, Started and sold several cos, **Author** of 11 books,
Angel Investor, Blog: JamesAltucher.com
Greater New York City Area • Investment Management

▶ 1 shared connection • Similar • 500+

Message

Premium Search

Find the right people in half the time.

Premium Search Tools

- Premium filters
- Automatic search alerts
- Full profile access

Upgrade

Ads

Carpentry Jobs

The best way to find carpentry work. Register to get clients quickly.

Are You A Director?

Apply Now to the Worldwide Who's Who

LinkedIn Premium | LinkedIn

www.linkedin.com/mnyfe/subscriptionv2?displayProducts=&family=jss&c=&sourceUrl=&authType=&authTok

Search for people, jobs, companies, and more... Advanced

125

Home Profile Network Jobs Interests **Business Services** Upgrade

LinkedIn Premium For Recruiters **For Job Seekers**

Doug, accelerate your career
Upgrade to Job Seeker Premium

- Rise to the top as a Featured Applicant
- See how you stack up to other applicants
- Contact anyone with InMail
- See the full list of who's viewed your profile

Annual: **US\$24.95/MO**
 Monthly: **US\$29.95/MO**

Upgrade

Compare Plans	Free <i>Your Current Plan</i>	Job Seeker Basic	Job Seeker	Job Seeker Plus
Pricing: Annual Monthly		US\$19.95/MO ¹	US\$29.95/MO ¹	US\$49.95/MO ¹

www.linkedin.com/mnyfe/subscriptionv2?displayProducts=&family=talent&trk=li-nav

- **Business Services:** Post jobs, “talent solutions” (for recruiters), buy ads

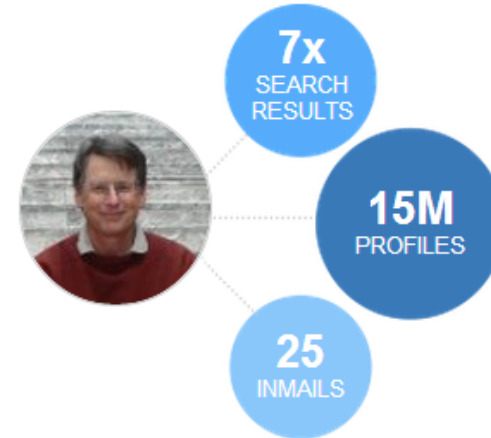
LinkedIn Premium For Recruiters For Job Seekers For Sales Professionals

Doug, reach top talent on LinkedIn

With LinkedIn Premium - Recruiter Lite

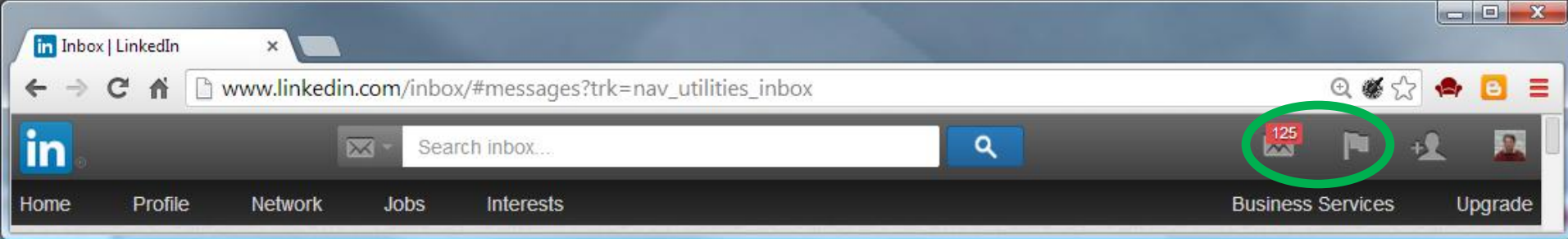
- See the full list of who's viewed your profile
- Contact anyone with InMail
- See expanded profiles
- More search filters and results

- Annual: **US\$99.95/MO** Save up to 25% per year
- Monthly: **US\$119.95/MO**

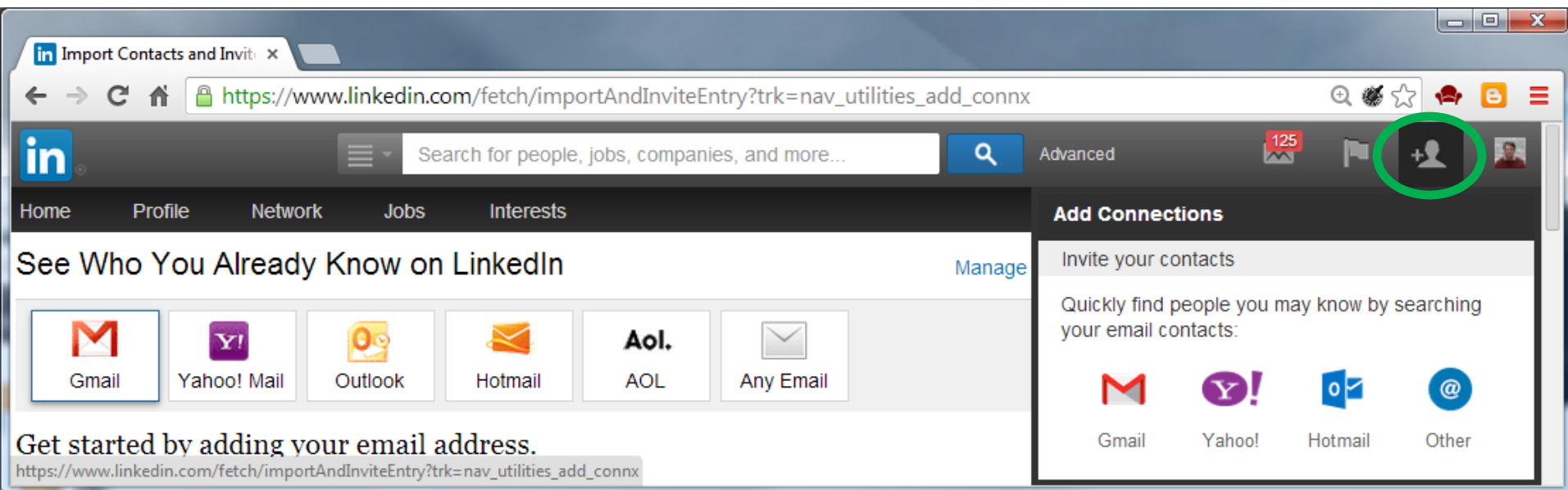


Upgrade Learn more about our full suite of Talent Solutions

Compare Plans	Free <i>Your Current Plan</i>	Talent Basic	Recruiter Lite	Recruiter Corporate
Pricing: Annual Monthly		US\$39.95/MO¹ <i>Billed annually</i>	US\$99.95/MO¹ <i>Billed annually</i>	US\$719.95/MO¹ <i>Billed annually</i>



- **Invitations:** LinkedIn email, invitations sent/received
- **Notifications:** Newest-first list of your new connections, endorsements, comments on your postings, ...



- **Add connections:** LinkedIn wants access to your email accounts

The screenshot shows a LinkedIn profile for Doug McKenzie. The profile information includes his name, title as Director at NorCal Solar & SunWork, and current location in the San Francisco Bay Area. The 'Account & Settings' menu is open on the right, with 'Privacy & Settings' highlighted by a green oval. Other menu items include Sign Out, Upgrade, Manage, Change, Review, and Get Help.

- **Account and Settings**
 - Profile
 - Communications
 - Groups, Companies & Applications
 - Account

Set your Privacy Controls!

- ***LinkedIn Help***

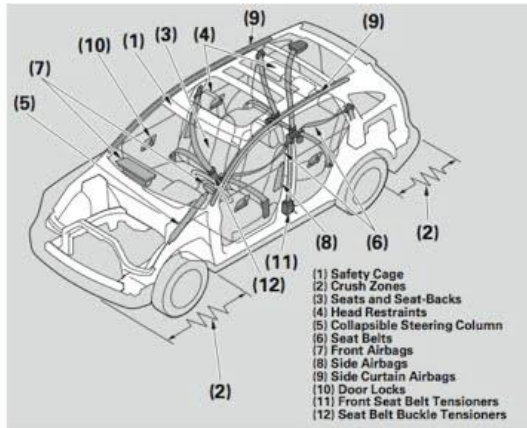
- Quick Survey of LinkedIn Services

➤ Driving LinkedIn

- Q&A

Driving LinkedIn

Your Vehicle's Safety Features



Your vehicle is equipped with many features that work together to protect you and your passengers during a crash.

Some features do not require any action on your part. These include a strong steel framework that forms a safety cage around the passenger compartment, front and rear crush zones, a collapsible steering column, and tensioners that tighten the front seat belts in a crash.

However, you and your passengers can't take full advantage of these features unless you remain sitting in a proper position and *always wear your seat belts*. In fact, some safety features can contribute to injuries if they are not used properly.

The following pages explain how you can take an active role in protecting yourself and your passengers.

“Survey of Services” is like an owner’s manual (how does it work?)

“Driving LinkedIn” is like driving the car (how do you maneuver it?)



Driving LinkedIn

Attraction / Targeting / Confirming / Actions

Attract the interest of employers

- “All-Star” Profile: Check Profiles of recruiters and do what they do
- Connections: Get many
- Recommendations: Get at least a few
- Endorsements: May not help much, but can’t hurt
- Updates to Home, Groups, Twitter: Get known by sharing fascinating things

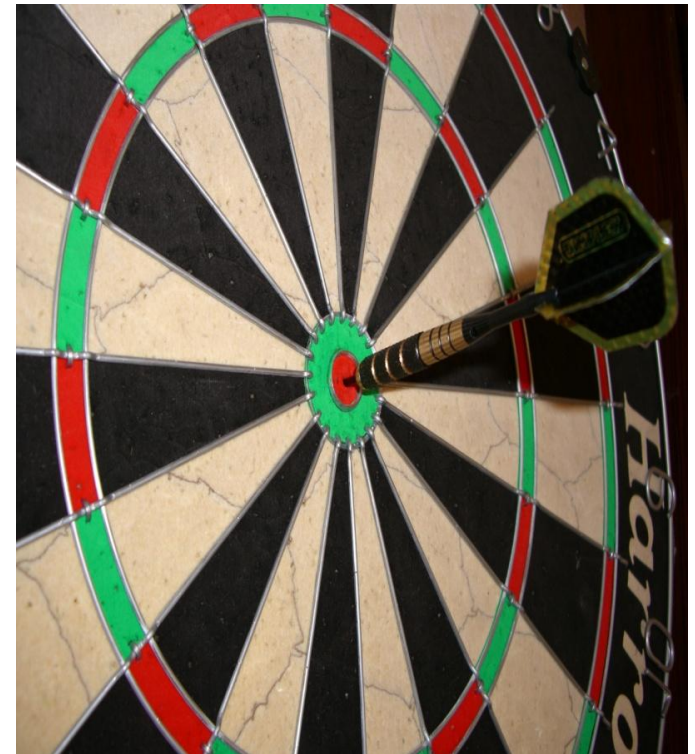


Driving LinkedIn

Attraction / **Targeting** / Confirming / Actions

Target organizations & individuals

- Research and choose organizations and positions where you might love to work
- Find your existing connections and the people surrounding your preferred jobs at these organizations
- Find all their email addresses
- Strategically, email and then meet with them to assess the position, organization and culture



Driving LinkedIn

Attraction / Targeting / **Confirming** / Actions

Will people assessing you confirm your qualifications?

- Does your Profile conflict with your resume?
- Are you who & what & all that you claim to be?
- Are your objectives & qualifications clear?
- Does your Profile lead clearly from your past into your future?
- Will recruiters feel safe when they forward your resume?



Driving LinkedIn

Attraction / Targeting / Confirming / **Actions**

Actions to take

- **Headline:** OK to show multiple positions (120 char. limit)
- **Summary:** Fill in gaps, describe synergy of diverse career paths, assert expertise gained before listed positions, add a link or file
- **Experience:** More job titles/keywords, no ancient history, goldilocks amount of text per job, add volunteer experience
- **Groups:** Join lots of groups, check privacy and digest settings
- **Recommendations:** Should have at least 3
- **Interests:** Add some for being found (keywords)
- **Profile Review:** Ask friends/connections/coach

Driving LinkedIn

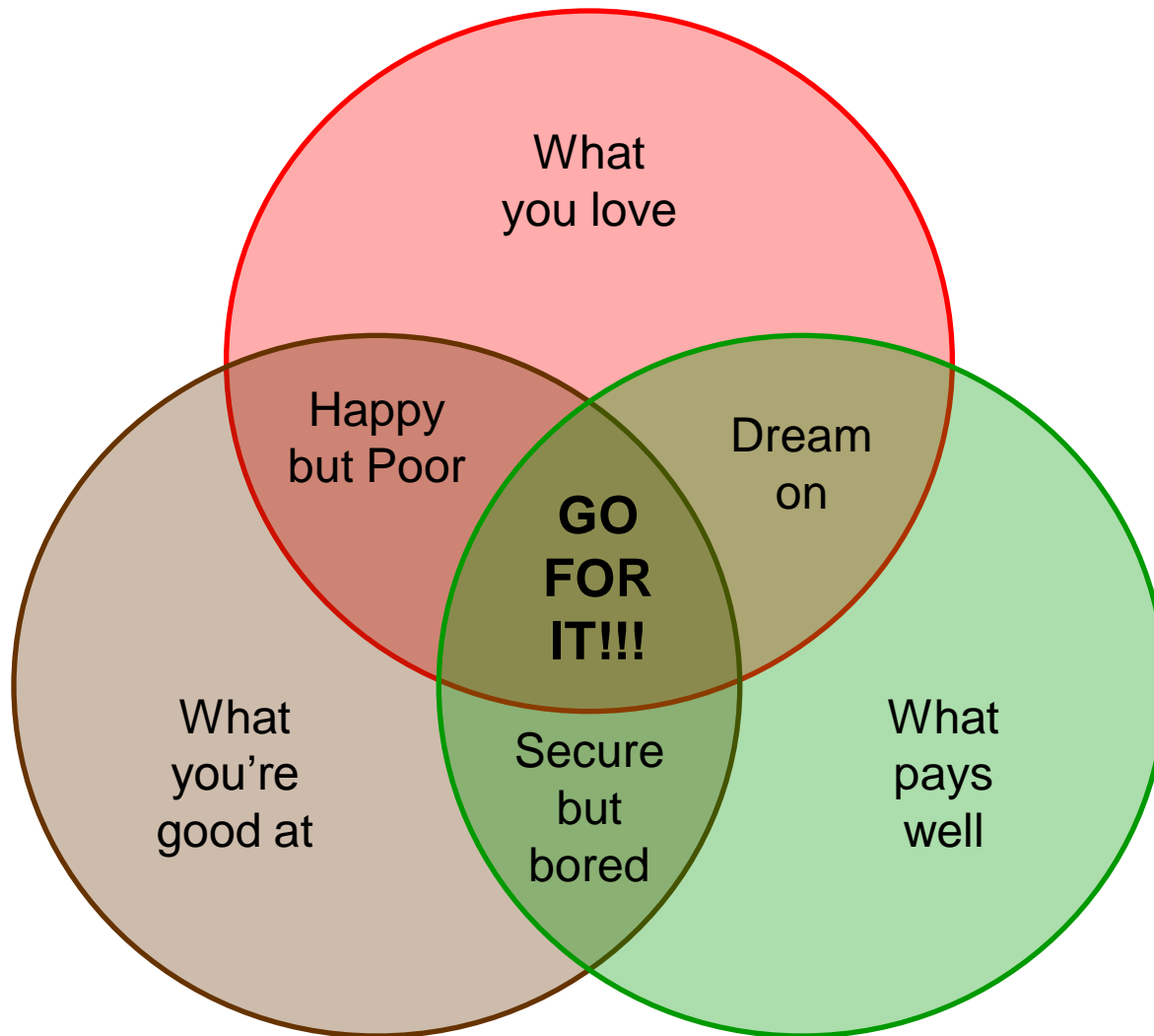
Attraction / Targeting / Confirming / **Actions**

Actions to be careful about taking

- Multiple Profiles: Against LinkedIn's User Agreement (UA)
- Making your email visible to all (outside) your network: Against LinkedIn's UA
- LinkedIn wants to search your email accounts to suggest possible connections
- Accept all invitations to connect?
- Upgrade to Premium? LinkedIn wants you. Prices and features vary widely - see handout for links comparing Premium services



Thank you!



Now... Q&A?