
Career Mentor Series: Job Search Skills Training

How to Get More from LinkedIn: 3 Steps to Better Results

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Welcome to our training today. This class is one of a complimentary Career Mentor Series. These sessions are designed to help you update the skills you need to manage your career and find your next job opportunity more easily.

In today's 30-minute virtual session you will learn practical tips and tools that you can apply to your own career goals, whether you are a newer user of LinkedIn or a more experienced user looking for tips in how to be more effective.

Learning Guide

Use this guide to get the most from the training.
You can follow along and make your own notes in the space provided.

Assess Your Starting Point

1. Rate your current level of experience with LinkedIn

Completely
New User

Very
experienced
user

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

2. How Satisfied Are You with the Results you Get from Your Current Use of LinkedIn?

Extremely
Dissatisfied

Extremely
Satisfied

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

What Would You Most Like to Learn to Make this Training Worthwhile for you Personally? Write your Answer Below.

**Below are Some of the Challenges that LinkedIn Users Report.
Which 1 or 2 resonate most with your experience?**

- I'm not sure what to include in my profile
- I hear that LinkedIn is important, but don't know how this applies to me
- I am thinking about a new direction for my career. How might I use LinkedIn?
- I spend a lot of time on the site, but don't see any real benefits
- It gets confusing with all the different sections and applications
- I'd like to participate in groups but not sure where to start
- I posted a question but nobody responded
- I see a lot of what seems like spam. How do I avoid that?
- I am concerned about my privacy

Are there Other Challenges or Questions that you Have? Write them below.

**What Do you Want to Get from Using LinkedIn?
What is most relevant to your Personal Career Goals.**

Individuals use LinkedIn for many different reasons.
Here are a few examples that are relevant to careers and job search.

Active Job Search	Professional Networking	Research for Future Career
<ul style="list-style-type: none"><input type="radio"/> Connect with Recruiters<input type="radio"/> Prepare for an Interview<input type="radio"/> Search posted positions	<ul style="list-style-type: none"><input type="radio"/> Identify potential mentors/mentees<input type="radio"/> Set up a group to share and build expertise<input type="radio"/> Prepare for a conference	<ul style="list-style-type: none"><input type="radio"/> Give/get expert input on new developments in my field<input type="radio"/> Identify companies that I might like to work for<input type="radio"/> Learn more about a new field I am considering

**List Your
Reasons**

It's not uncommon to have several possible reasons to use LinkedIn.
For now, **choose 1 or 2 to focus on first.**

A

B

STEP 1 of 3: You have now completed the 1st essential step towards better results from LinkedIn.
Write your priorities below.

STEP 2 of 3: Complete the Profile Basics

Have you Completed the Basics? 4 Things Everyone Should Do

1. Complete your profile

A fully completed profile helps with Google searches

2. Add your photograph

Your profile will not be 100% complete without it. A photograph is essential for connecting with others.

3. Customize your professional headline

Get the benefit from the time you invested today. LinkedIn.

Based on what I have learned today, what will I do first? When? Write it below.

STEP 1: Purpose Decide on my primary purpose for using LinkedIn **Done**

To Do: _____ by Date _____

STEP 2: Complete the Profile Basics	1. Photograph	Done <input type="checkbox"/>
	2. Vanity url	Done <input type="checkbox"/>
	3. Profile complete	Done <input type="checkbox"/>
	4. Customize professional headline	Done <input type="checkbox"/>

To Do: _____ by Date _____
_____ by Date _____
_____ by Date _____

STEP 3: Strategy Decide what I will do and when **Done**

Action: _____ How frequently _____
Action: _____ How frequently _____
Action: _____ How frequently _____

Action: _____ How frequently _____ □
Review: _____ Date _____ □

Thank you for attending today's virtual training event.
Let me know how you use this information. I welcome your
questions and comments.

Jennifer

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	THE INFORMATION YOU NEED TO PARTICIPATE IN THE TRAINING	
	<p>To Join the Conference</p> <p>Dial: (712) 432-0075 Access Code: 481927#</p> <p>At the scheduled date and time, dial into the conference line, and when prompted enter the access code followed by the pound/hash key.</p>	
	<p>To View the Slides</p> <p>If you can be at your computer with internet access, you can use the screen share tool below to view the slides.</p> <p>Copy the url below into your browser:</p> <p>http://www.yuuguu.com/share</p> <p>Enter your name, and the PIN that I give you at the start of the call.</p>	