



YOU FOUND THE DOOR, BUT CAN YOU OPEN IT?

**OPEN THE DOOR TO YOUR NEXT JOB
WITH THE POWER OF LINKEDIN**

Guide to Optimizing LinkedIn for Job Search

It is highly likely you are already registered with LinkedIn. And you probably know LinkedIn is a dynamic and effective [tool](#) for job search. This guide will help you get the most from LinkedIn for your job search with examples and advice to tweak your LinkedIn presence.

Success [stories](#) abound from people who landed their job using LinkedIn. [Recruiters](#) consider LinkedIn a “must use” tool to locate both active and passive candidates and especially, those with unusual qualifications. Hiring [authorities](#) world wide consult LinkedIn to locate and vet prospective employees.

[Guy Kawasaki](#), in his [review](#) of LinkedIn states, “*People with more than twenty connections are thirty-four times more likely to be approached with a job opportunity than people with less than five.*” The quality of those connections is of supreme importance and there is far more a candidate can do to increase the possibility they will be contacted about a job.

Why does it work? LinkedIn ‘culture’ assumes people want to connect, not just to keep the Rolodex up to date, but because most people want to facilitate and engage to promote stronger business alliances and be part of a like-minded community.

Stan [Relihan](#), networker extraordinaire, is the embodiment of the LinkedIn culture. Stan prides himself not just on the thousands of connections he has established, but in how much he has helped his contacts with valuable connections to others. Finding and connecting to people you don't know is networking on steroids.

In a modern job search, LinkedIn is the de facto tool. Recruiters and [HR](#) professionals use it to find and vet candidates. But registering and having connections is not enough.

The Internet is overflowing with [advice](#) on the 'why' of it, the 'what' of it, but not the 'how' of it. While it is apparent that compelling employment listings appear on the home page and under the jobs tab and some candidates post their job requirements and resume for the world to view, there is so much more to using [LinkedIn](#) to optimize your job search. For ultimate visibility and job search success, this document offers step by step instructions to use LinkedIn features to your advantage and provides examples for clarification.

Moreover, today, it is absolutely expected that professionals will be listed on LinkedIn. If you are serious about your career, you don't have a choice. You must create a LinkedIn persona that is compelling. It is often true prospective employers check out your LinkedIn profile before they contact you.

Caveat: If you are conducting a [stealth](#) job search, optimizing your LinkedIn presence will almost guarantee your employer will discover your intentions. In an effective search, when you contact your network and even expand it, you increase the probability of discovery. With every phone call, every business function you attend, you increase the odds someone with whom you work will know.

Be prepared. Assume no one will keep your secret; in fact, understand it is unreasonable for you to ask, since, human nature being what it is, no one keeps secrets. Know how to handle the awkward conversation and the consequences once your search is discovered.

To ward off the specter of discovery, make no mention of your interest in new positions on your Profile. The Profile specifically asks what contact you encourage. Just don't check the box under Account/settings/Using your network/ Find a job. An unchecked 'Find a job' box will not deter people from contacting you. If you do check it, you signal to your employer you are open to changing jobs.

ABOUT LINKEDIN: In the early days of LinkedIn, it was used as a basic contact manager to connect with and update information on user's warm market. It has since expanded to become an essential business tool for outreach, communication, new connections, introductions and a means by which people can be found. In LinkedIn's words, *"Our mission is to help you be more effective in your daily work and open doors to opportunities using the professional relationships you already have. Your professional relationships are key to your professional success."*

To become a power user for your job search it is important to use all its features.

GET STARTED:

If you are not already a LinkedIn user, log on to www.Linkedin.com to create an account. Under Settings, click to insure your listing is public and your connections available to all your connections. If you don't [allow](#) others to see your connections, you are less likely to get new connections. I see great utility in using a [free email](#) account address for LinkedIn. Once you know your new connections well, you can communicate through your personal email. In the meanwhile, the free email spam filter will protect you from the occasional offender.

If you are already a LinkedIn user, don't skip this section because it contains advice on creating a compelling profile that will generate interest from hiring authorities.

Make your head shot count. LinkedIn invites users to insert a picture for a reason; we live in a visual world and a picture communicates important data to a would-be employer. Even if you have to pay a professional, use a terrific head shot. Dress in business attire and look as professional as possible. Black and white photography is welcome.

Manage your Profile: Your profile is a marketing piece, not a biography. Use your best grammar and spelling to communicate the most important information a prospective employer would like to know about you. Do it right and your LinkedIn profile will appear when someone Googles your name.

The **Summary** is your elevator pitch or [brand](#) statement. State what you do, why/how you are unique and a metric to prove your statement. Thus, my summary touts my success:

Rita Ashley, Job Search Coach, is passionate about helping professionals and technology leaders get control over their job search and careers. Clients who follow her guidance get the promotions they are after and the jobs they want.

Never include such statements as, "Marketing executive with 20+ year's experience," or other indication of your age. State what you accomplished in those years. In fact, use the summary as an advertisement for your ideal job. Include only those accomplishments and metrics to prove your accomplishments germane to your next job. Your summary might say:

I am a bottom line-focused technology executive with a track record of cost-saving and innovative solutions to complex problems. I was instrumental in saving my former employer over \$600,000 by building a lean and efficient development and QA organization who delivered two major releases in twelve months with no unwanted turnover.

And if you want to be truly effective, you can add:

I Hope to find a new employer where I can repeat that kind of success.

The **Specialties** entry is a snake with an apple. You are tempted to list every aspect of your background in which you excel hoping to snare someone looking for those particular key words. Fight the urge. Select from your background the most remarkable and the most compelling areas of expertise. **Target what you feel a future employer will want and that which is the most difficult to find.**

For example, every sales executive can boast of a career, “...*leading teams to meet or exceed quota.*” But how many can say, “...*a track record building and rebuilding high performing sales teams and who is especially skilled with converting sub-par performers into solid sales contributors*”?

Every section should play up what you do that is remarkable and different from all the other executives who do what you do. If you are a technology executive, it is sometimes more compelling to include how you did what you did rather than the product result. This technology leader’s entry will be found and noticed:

Summary

Technology executive with a track record of getting product delivered on time and under budget by building effective, agile software product teams.

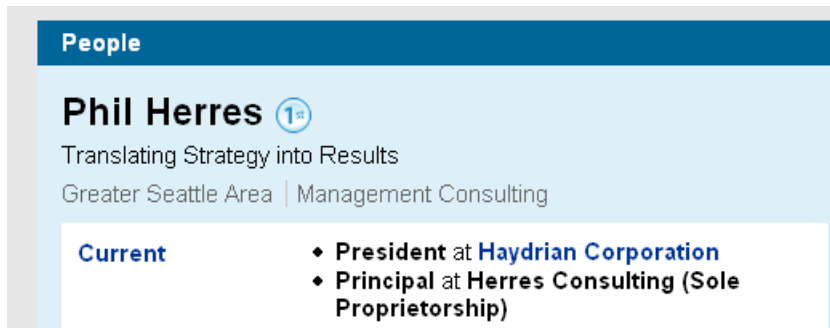
Specialties

Agile methodologies, Software as a Service

Use the **Experience** section to broadcast only those things you want to do again. Use your very best resume here. Include names of companies and your significant accomplishments including metrics for success. Don’t be overly wordy; your objective is to present only enough compelling data so the reader contacts you.

Do include dates, spell employer’s names properly and use generic terms that are searchable but omit buzz words or company-only acronyms. Don’t use a list of key words, ever. Don’t include logos.

Your first opportunity to broadcast what you do is right after your name. Create a compelling tag line that communicates your brand.



The image shows a snippet of a LinkedIn profile for Phil Herres. At the top, there is a blue header with the word "People" in white. Below this, the name "Phil Herres" is displayed in bold black text, followed by a blue circle containing the number "1". Underneath the name, the tagline "Translating Strategy into Results" is written in a smaller font. Below the tagline, the location "Greater Seattle Area" and the industry "Management Consulting" are listed, separated by a vertical line. A section titled "Current" in blue text is followed by a list of two roles: "President at Haydrian Corporation" and "Principal at Herres Consulting (Sole Proprietorship)".

People

Phil Herres 1st

Translating Strategy into Results

Greater Seattle Area | Management Consulting

Current

- ◆ **President** at **Haydrian Corporation**
- ◆ **Principal** at **Herres Consulting (Sole Proprietorship)**

Which ultimately turns up in your connections' screen like this:

The screenshot shows the LinkedIn 'Connections' page. At the top, there are tabs for 'Connections', 'Imported Contacts', and 'Network Statistics'. Below the tabs, the page title 'Connections' is displayed. A checkbox 'Show contacts with new connections' is visible, along with an 'Advanced Options' link. The page indicates 'Showing 99 of 99 connections' and '25 outstanding sent invitations'. A vertical alphabetical index is on the left. The main list of contacts includes:

Initials	Name	Title	Connection Count
H	Hamilton, Andrew	Chair at Angel Association New Zealand	489
	Harley, Walter	Owner, Cafe Walter Audio; Senior transparency engineer at Terracotta Technology	87
	Harwood, Mary	Consult/Coach/Speaker -Ldrship./Teams/Culture/EQ	38
	Hayes, Michael	Seasoned Business Professional Focus on Helping Companies Deliver Compelling Value	500+
	Herres, Jason	First Vice President at Washington Mutual	269
	Herres, Phil	Translating Strategy into Results	88
I	Israel, Elias	Director of Development, ALM Products at Serena Software	252

Your brand will also appear on any questions you ask or answer. Once your profile is complete, your home page will show key information from your profile and in the left column, ask what you are doing. Use this feature to update your network on your job search or some aspect of a recent accomplishment.

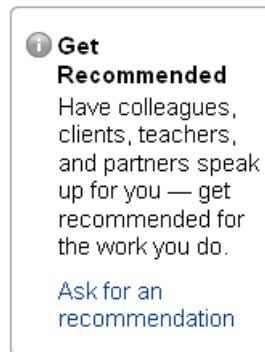
The screenshot shows a sidebar from a LinkedIn profile. It contains the following elements:

- Navigation links: Recommendations, Groups (2), Applications.
- A green button labeled 'Add Connections'.
- A post by Rita Ashley:
 - Profile picture and name: Rita Ashley
 - Text: Job Search Coaching and Job Search Tools for \$100,000+Executives and Technology Leaders: Better control, faster results
 - Text: Rita I am writing a guideline for using linkedin to find a job
 - Timestamp: 2 days ago [Edit]

You have now accomplished an excellent presence and exposed yourself to all recruiters and other hiring authorities who have an interest in your background.

POWER USERS

The **Recommended** option is a ruse. While it puts you in contact with people you want to remind of your job search, it also silently works for you because people looking to hire will read them to get a feeling for you, your background and impact in the workplace. Carpe Diem. If you want significant cross-pollination to increase the places your name occurs, recommend and be recommended to your maximum ability. On the left column click on Recommendations under Profile. You will see this:



When you click on 'Ask for recommendation,' you are offered the opportunity to invite anyone of your connections to recommend you in one easy step. You can find the same page by clicking on the Request Recommendations tab which leads you here:

Request Recommendations

[About recommendations](#)

Ask the people who know you best to endorse you on LinkedIn

1 Choose what you want to be recommended for

Choose... [Add a job or school]

2 Decide who you'll ask

Your connections:

Select Connections

3 Create your message

From: Rita Ashley

rfa@ritaashley.com

Subject: Can you endorse me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

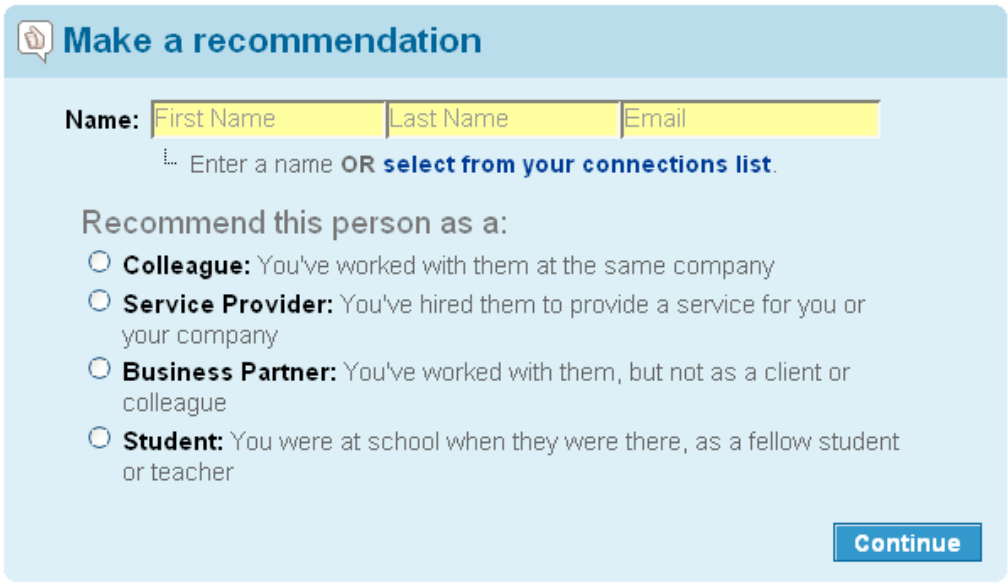
Thanks in advance for helping me out.

-Rita Ashley

Don't be shy about asking for recommendations; it is part of the culture. Take it to the next level and connect with all your previous employers and invite them to add recommendations targeting your best assets; those which future employers will find appealing.

When you use the Make a Recommendation feature, a notice is posted on all your connections' home page. You are on their radar again. If you make a few recommendations weekly your name will make a constant appearance.

At the far bottom of that screen you will find the tool to create your recommendations for your own connections. Again, this is made easy by allowing you to select to from your connections.



The screenshot shows a web form titled "Make a recommendation" with a speech bubble icon. The form has a "Name:" label followed by three input fields: "First Name", "Last Name", and "Email". Below these fields is a hint: "Enter a name OR select from your connections list." Underneath is the section "Recommend this person as a:" with four radio button options: "Colleague: You've worked with them at the same company", "Service Provider: You've hired them to provide a service for you or your company", "Business Partner: You've worked with them, but not as a client or colleague", and "Student: You were at school when they were there, as a fellow student or teacher". A blue "Continue" button is located at the bottom right of the form.

Recommendations should be sincere, include substantive information for the recommendation and be believable. While they are about others, they are also a reflection on you, what you value and how you communicate. Mix it up; don't recommend all the people who recommend you. The randomness of your recommendations gives efficacy to the entries.

Ultimately, your recommendation will appear on the target person's profile. Anyone looking at Joe's [below] profile is alerted to your association with Joe and will see how to contact you.

Employers who read the Recommendations section look for content and continuity: Do many people describe the same characteristics and are those characteristics ones they care about? For instance in this set of Recommendations, it is clear Joe is a technology professional who communicates well with non-technical people, a real asset in anyone

who works with the public or diverse areas of a company. Don't hesitate to invite people to address areas of your background you believe will be especially enticing to employers.

Recommendations For Joe

Senior Software Engineer

WhatCounts, Inc. 

"Joe has worked on my behalf as an independent consultant for two years. His work is above reproach and his ability to communicate makes the process both understandable and effective. When course corrections are needed, he makes clear the options and often works pro-actively to either add finesse or avert problems. He has even caught spelling errors on my site. I feel Joe has my back when we work together and that he is motivated to help me understand why and what we are doing to get the best possible result. I especially like his very practical advice; Joe does not engage in wishful thinking nor does he embrace the popular wisdom just for the sake of something new: he embraces only proven techniques that get results." *November 4, 2008*

 **Rita Ashley**, *President, Job Search Debugged*
worked with Joe at WhatCounts, Inc.

"Joe is a rock star - nothing else to it! He is one of those rare people that exhibits both technical brilliance and the ability to communicate with mere mortals in terms they can understand. From my perspective, I don't think there is a more valuable skill out there. There have been times when I wished I could replicate Joe Clark for every new individual that joined the development team. He's earned the respect and admiration of both technical and business colleagues at WhatCounts. I hope our paths cross again in the future." *October 27, 2008*

 **Justin Foster**, *Vice President, Professional Services, WhatCounts*
worked with Joe at WhatCounts, Inc.

Manager - Application Development

Free & Clear, Inc. 

"Joe is smart, quick, and a great communicator. He's not afraid to ask tough questions or to try things that are "hard" just because he's never done them before. He's also one of the nicest guys you'll meet."
December 11, 2007

The Profile section asks you to enter **Websites**. Many of my clients have personal or family websites or blogs. Unless these are highly professional, such as my [hobby blog](#) which is a legitimate blog that I update frequently, it is best to omit the link. Prospective employers don't need to see pictures of your vacation or your thoughts on yak hunting. Do include your employer's web site as a point of reference, and if you have a professional blog like [pushing string](#) that asserts your brand or expertise, definitely include mention. Remember to keep it current for return visitors.

And while we are on the topic of Internet presence, I feel compelled to leap atop my soap box. Be careful of your [Digital Dirt](#); while it is published that [One in five](#) employers use social networking sites to research prospective employees, the number is actually much higher and continues to grow.

In smaller companies, the percentages are significantly higher, and in technology companies, you have to assume someone with whom you interview has researched you on-line. It is too simple to Google the name of a prospective employee or someone on the radar that it is almost a given. Facebook and Twitter (and other) users can locate your name and comments at a click of a mouse. And even if you think you deleted an incriminating entry, there is no proof someone hasn't copied it, shared it or archived it.

The more senior your position, the more likely you will be thoroughly [researched](#) on-line. Any blogs or blog comments you made are likely to appear. In fact there are many [tools](#) available to HR that aggregate your digital presence and deliver anything you have written on-line to their desk top. Hiring professionals in search of candidates via the internet also know about the comprehensive web search tools to find even the most obscure entry made by a prospective candidate.

And if someone is using LinkedIn to find you, they are savvy enough to look for your [digital dirt](#) before they contact you. Digital dirt is information about you including hobbies, photos, rants and raves; anything available on the Internet through personal Web sites, social-networking sites and comments on blogs. Employers are reading what's out there and in some cases your candidacy will be thwarted.

There are no laws to protect you from people losing interest in interviewing you because they don't agree with your political choices. There is no way for you to detect when you are not invited to meet with someone because they did a quick search and [discovered](#) you engage in drunken orgies, or you are an avid moose hunter or support drilling in Alaska when the reader doesn't.

Not sure your dirt is out there? You can research using a variety of [tools](#) yourself online. Work hard to [clean up](#) what is there and be careful not to make more. Remember, the popular vote for President was won by only 52%; that means you run the risk of offending 48% of the population with your avid pro-Obama comments and vice versa for McCain supporters.

According to employment blog [Government Technology](#): Of those hiring managers who have screened job candidates via social networking profiles, one-third reported they found content that caused them to dismiss the candidate from consideration. Top areas for concern among these hiring managers included:

- 41 percent -- candidate posted information about them drinking or using drugs
- 40 percent -- candidate posted provocative or inappropriate photographs or information
- 29 percent -- candidate had poor communication skills
- 28 percent -- candidate bad-mouthed their previous company or fellow employee
- 27 percent -- candidate lied about qualifications
- 22 percent -- candidate used discriminatory remarks related to race, gender, religion, etc.
- 22 percent -- candidate's screen name was unprofessional
- 21 percent -- candidate was linked to criminal behavior
- 19 percent -- candidate shared confidential information from previous employers

If you take your career seriously, avoid all on-line mention of strong opinions with which any prospective employer or their employees may disagree. Keep them off the internet. Pervasive on-line vetting of candidates will become [De rigueur](#) in only months.

EXPAND YOUR REACH

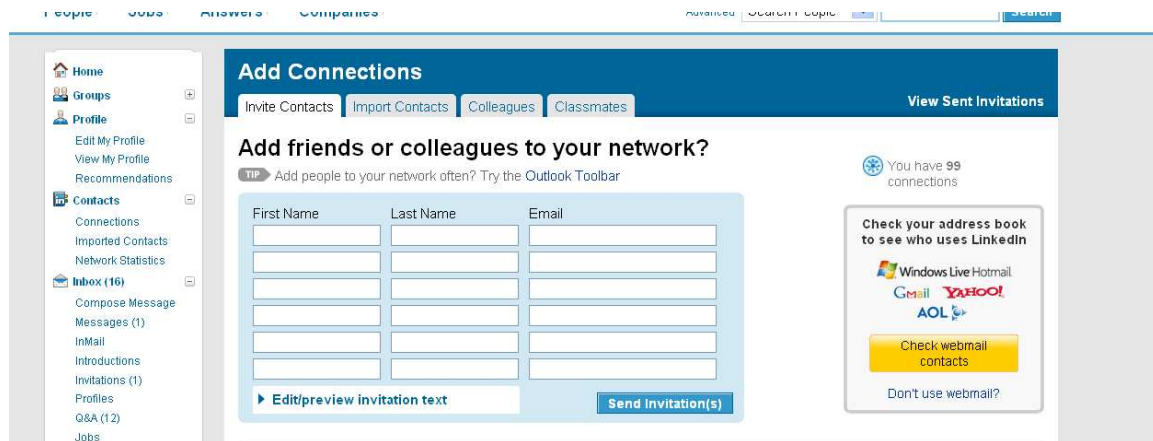
The more people exposed to your profile, the higher the probability you will be contacted about an opportunity. Your connections, the conduit for those jobs, can be expanded beyond your warm market. But first, let's create a base of connections.

First invite all people you know including your current and previous employers in your field in general. Be highly selective to include those people who are connected to people you need to reach. Warning: If you take a vacation day to interview and subsequently connect with many people at a single company, this may be seen as a signal you are interviewing

Click on Contacts to see this tool. Click on the 'Add connections' link on the right side.



The screen for data entry will appear. Notice the box on the right that allows you to upload your connections from your webmail account.



If you know the names of people you want to include, you can search LinkedIn using the search command in the upper right hand corner. Multiple entries for common names will appear so choose wisely.

The screenshot shows the LinkedIn search results for 'Bill Gates'. The top navigation bar includes 'People', 'Jobs', 'Answers', and 'Companies'. The search bar shows 'Bill Gates' with a 'Search' button. The left sidebar contains navigation links like 'Home', 'Groups', 'Profile', 'Contacts', and 'Inbox'. The main content area displays '2,008 results for Bill Gates' with a list of profiles. The first profile is 'Bill Gates', a Technologist and philanthropist in the Greater Seattle Area. Other profiles include 'Les Bill Gates' (Independent Writing and Editing Professional) and 'Bill Gates' (Owner, Gates Eisenhart Dawson). A 'Modify Your Search' sidebar on the right allows filtering by keywords, first name, last name, title, company, and school.

Once you select to whom you want to connect, you are directed to their LinkedIn profile on which there is an option to Add xxx to your network. One of two screens will appear. For those to whom privacy is important, they only allow people they already know to connect with them and thus require an email address in order to connect.

The screenshot shows the 'Add Connections' screen on LinkedIn. The top navigation bar includes 'People', 'Jobs', 'Answers', and 'Companies'. The search bar shows 'Bill Gates' with a 'Search' button. The left sidebar contains navigation links like 'Home', 'Groups', 'Profile', 'Contacts', and 'Inbox'. The main content area displays 'Add Connections' with tabs for 'Invite Contacts', 'Import Contacts', 'Colleagues', and 'Classmates'. A modal window titled 'Invite Bill to connect on LinkedIn' is open, showing a form to enter Bill's email address and include a personal note. The form includes a text area for the note and a 'Send Invitation' button. An 'Important' note at the bottom states: 'Only invite people you know well and who know you. Find out why.'


If there is no privacy protection, you will get this screen allowing you to send an automated invitation.

Add Connections

[Invite Contacts](#)[Import Contacts](#)[Colleagues](#)[Classmates](#)

[View Sent Invitations](#)

Please note: You should only invite people you know. Several recipients of your invitations indicated that they don't know you. If enough recipients indicate they don't know you, then you will be required to enter an email address on this page in the future. [More info...](#)

 **Invite Manish to connect on LinkedIn**

How do you know Manish?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Groups & Associations
- ☐ Other
- ☐ I don't know Manish

Include a personal note: (optional)

I'd like to add you to my professional network on [LinkedIn](#).

- Rita

Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

Be patient, it may take days before the person responds, and if they don't know you, they may not respond at all. However the culture of LinkedIn makes linking to people you don't know acceptable and some people are driven to create the largest possible network.

BEYOND YOUR WARM MARKET

The most efficient method for acquiring new connections is to review the connections of people already on your network. Target several to invite each day and when those new connections are approved, use their lists to acquire even more new connections. Resist the temptation to connect for the sake of connection. Acquiring huge numbers of connections with the expectation of increased job opportunities is like judging the quality of a house by counting the number of nails it takes to build it. Be strategic with your invitations.

Unlike other social networking sites, like Facebook and Twitter, LinkedIn does not encourage random networking. If enough people whom you don't know respond to your request for connection by clicking on the option, "I do not know Rita," you will not be allowed new connections unless you use their email address.

Two ways to overcome this limitation: Include a note with your invitation or ask your current connection for an introduction. The note might be, "We know Ron Fellows in common and I thought you and I would benefit from being in the same close network." Or perhaps use the LinkedIn message, "I noticed that you are also using LinkedIn. I'd be happy to recommend you to the people I know. If you feel the same, please accept my

invitation to connect networks. I'll only pass requests on to you from people I trust, and I hope you'll do the same for me."

And your request to your current connection could be, "I would like to connect with Ron Fellows because we seem to share both connections and areas of expertise. Perhaps you can introduce us?" Try to make either note as personal as possible.


A particularly endearing feature of LinkedIn is the shared connections screens. People you invite can discover who you know in common which motivates them to accept your invitation. This works in your favor when you invite people you don't know.

You will see your network outreach, three degrees of separation, increase quickly. Make it a point to add at least five new connections a day. By doing so, your name is shown on all your connections' LinkedIn pages thus keeping you on their radar. Making new connections should be an essential part of each day.



People

Jason Alba ^{1st}
Helping people achieve income security by practicing personal career management with JibberJobber.com.
Greater Salt Lake City Area | Information Technology and Services



[Send a message](#)
[Recommend this person](#)
[Forward this profile to :](#)

Jason's Connections (500+)
REC = Jason has recommended this person

New Connections
Kendra Ramirez
Social Media Strategist and President of Sales Konnect
Melissa Ruth
Business Associate at Wells Fargo

Shared Connections
Stan Relihan
► Asia Pacific's Most Connected Recruiter ◀
Headhunter • Neural Networker
• Public Speaker •
TopLinked.com Top 50

Other Connections
Heather (Abramson) Krasna
Director of Career Services, Daniel J. Evans School of Public Affairs, University of Washington
Jason Alba
Human Resource Consultant at Allstate Insurance
Winnie Anderson
Career Growth Strategist

When you invite a new connection, the information about your request is sent to them is based on your profile. The pull down for 'Choose a Company' displays all your former employers whom you included in your profile. LinkedIn provides these drop downs because it is assumed you know this person from these possibilities. If you don't know the individual, use your current employer.

Likewise, when you select 'Classmate' you are offered a selection from the schools you attended.

Please note: You should only invite people you know. Several recipients of your invitations indicated that they don't know you. If enough recipients indicate they don't know you, then you will be required to enter an email address on this page in the future. [More info...](#)



The screenshot shows a LinkedIn invitation form titled "Invite Manish to connect on LinkedIn". Below the title is a section "How do you know Manish?" with several radio button options: "Colleague" (selected), "Classmate", "We've done business together", "Friend", "Groups & Associations", "Other", and "I don't know Manish". Under the "Colleague" option is a dropdown menu labeled "Choose a company...". Below this is a section "Include a personal note: (optional)" with a text area containing the message: "I'd like to add you to my professional network on LinkedIn." and a signature line "- Rita".

The individual will either accept, decline or ignore your invitation. For our purposes, assume they accepted. You will be sent a confirmation to your email address of record.

The whole concept of networking is creating bonds with individuals who may be helpful with your job search at first, and career in general going forward. The closer you make those bonds, the more help you can expect. It is advantageous to acknowledge the new connection with a 'welcome to my network' email. Typically, the email address to your new connection on their profile. *"Manish, Thank you for joining my network. Do let me know if I might assist you with connections at any time."* may be all you need to establish you are a real person whom Manish will remember.

Changes you make to your profile, recommendations sent and received and questions you ask and answer also appear as notices on your connections' home page. Which brings us to how to maximize your LinkedIn exposure.

BE SEEN

1. Join all the groups that make sense including all the alumni groups that apply. Participate in their forums. Start a group of your own.
2. Answer questions. Use the questions feature to demonstrate your communications skills and expertise. Answer concept and general question being

careful not to assert unpopular or controversial opinions. Try to answer at least one question a day; they change constantly.

3. Ask questions. Review the list of current entries for questions to get an idea of how broad they can be. Every time you ask and answer a question, your name appears on your connections' home page.
4. Join the [Recruiter's group](#) and The Recruitment [Network](#) whose charter is "This group aims at bringing together people looking for opportunities outside their organization." Find others and post a carefully worded request for the job you want. Do the same thing in each of the groups you joined including the alumni groups and your home town group. For example, the Seattle LinkedIn group sends these announcements daily/weekly.

[Website Optimizer](#) - www.google.com/websitewidget - Test ways to improve your site with an easy-to-use tool inside AdWords

[to Inbox](#) [Archive](#) [Report Spam](#) [Delete](#) [More Actions](#) ▼

m Manish Roy and other LinkedSeattle group members on LinkedIn [Inbox](#) | [X](#)

LinkedSeattle Group Members to me [show details](#) 12:18

LinkedIn Groups November 7, 2008

LinkedSeattle
Today's Activity: [9 questions](#) | [4 news articles](#)

Questions & Answers (9)

Are you looking for a Microsoft Dynamics CRM consultant for a part-time or contract based work? My rates are less than \$100 per hour...depends upon the work... [Be the first to comment](#) >

Asked by **Manish Roy**, Certified Senior Microsoft Dynamics CRM Implementation Consultant at Omni eCommerce

'Looking for Informatica ETL Developer CONTRACT positions' As a technical recruiter I am looking for Informatica ETL Developer CONTRACT positions for my consultants. You have any?? Thank you... [Be the first to comment](#) >

Asked by **Pavan Handiraju**, Technical Recruiter at SIRSAI INC.

Seasoned Manager Seeking New Opportunity in Call Center Operations! [Be the first to comment](#) >

Asked by **James Krantz**, Operations, Training and Development, Founder: SPM

I'm looking for a Sr. Account Executive with 2+ years selling ad campaigns. Is this you or someone you know? [Be the first to comment](#) >

Asked by **Heather Roraback**, Sr. Recruiting Consultant | AttackMedia

Looking to network with marketing and creative professionals in the Seattle and Eastside markets. [Be the first to comment](#) >

Asked by **Michael Troy**, Business Development Manager at Aquent

All NRIs (Non Resident Indians) are invited to Join LARGEST Forum of ONLY NRIs at LinkedIn [Be the first to comment](#) >

Asked by **Indian An**, Manager at NRI (Non Resident Indians)

How Do You Make Money With Your LinkedIn Profile / Network Of Connections? [Be the first to comment](#) >

Asked by **Merle "Mac" Moore**, Do you need help Moving, Junk Hauling, Cleaning, Organizing, Handyman, General Labor, or Selling Used Furniture? Seattle

Looking to connect with Seattle, Bellevue area event planners. [Be the first to comment](#) >

Asked by **Steven Paul Matsumoto**, Branding Consultant & Creative Marketing Ronin

Looking for new opportunity. [Be the first to comment](#) >

Asked by **Mike Napoli**, Clean Tech Developer

You can't get much more targeted than that. Be sure to make your entry compelling and check the grammar and spelling.

GET PROACTIVE

You know the company for which you'd like to work because you use tools like [Indeed](#), [Simply Hired](#) and [Hound](#); job search [engines](#). But you don't quite know how to get in the door. LinkedIn gives you the key. Using the 'People search' box, type the name of the company for a list of all your connections *and their connections* who are associated in some way with the company for which you want to work.

The screenshot shows a LinkedIn search results page. At the top, there are navigation links: 'nswers', 'Companies', 'Account & Settings', 'Help', 'Sign Out', and 'Language'. Below these is a search bar with 'Advanced' and 'Search People' options, and a search box containing 'google'. The main header is 'People' with a 'Saved Searches' link. A banner at the top says 'Check out the Google Company Profile'. Below this, it says '49,333 results for google' with a '[Save this search]' link. The results are sorted by 'Relevance' and viewed in 'Basic' mode. Four profiles are listed: Geoff Vitt (Team Lead at Google), Winnie Lam (Google Product Manager, Environmentalist and Animal Lover), Tom Leung (Senior Google Product Manager), and Stephen Chau (Product Manager, Google Maps / Local). On the right, there is a 'Modify Your Search' sidebar with fields for Keywords, First Name, Last Name, Title, Company, School, and Location, each with a dropdown menu.

Account & Settings | Help | Sign Out | Language

nswers | Companies | Advanced | Search People | google | Search

People | Saved Searches

Check out the [Google Company Profile](#)

49,333 results for google [Save this search]

Sort by: Relevance | View: Basic

Geoff Vitt (2nd)
Team Lead at Google
San Francisco Bay Area | Internet
In Common: 1 shared connection

Winnie Lam (2nd)
Google Product Manager; Environmentalist and Animal Lover
San Francisco Bay Area | Internet
In Common: 1 shared connection

Tom Leung (2nd)
Senior Google Product Manager
Greater Seattle Area | Internet

Stephen Chau (2nd)
Product Manager, Google Maps / Local
San Francisco Bay Area | Internet

Keep your network up-to-date by setting your status today.

Modify Your Search

Keywords:
google

First Name:
[Yellow box]

Last Name:
[Yellow box]

Title:
[Yellow box]

Current & past

Company:
[Yellow box]

Current & past

School:
[Yellow box]

Location:
[Yellow box]

Now you know to whom to send an email or LinkedIn message to ask for an introduction to the hiring authority. Or, you can simply add them to your network and follow up after they accept. Former employees are typically good resources for introductions to hiring authorities. It is a form of good-will that LinkedIn promotes.

Want to drill down a bit more? Use the 'Advanced' search option to the left of the search box. Use the 'Title' entry to get to the senior individuals you need. If you are looking for a Costco connection at the highest level, for example, all that is necessary from here is to ask connections to connect to their connections to introduce you. Or use the magic 'Add to my network' option. Use this for linking to those who can introduce you to the company, not to connect with the hiring authority directly. An introduction carries much more weight than direct contact.

PeopleSaved Searches

Advanced Search

People Search

Reference Search

Keywords:

Location:

First Name:

Last Name:

Title:

Company:

School:

Industry:

- ☐ Religious Institutions
- ☐ Renewables & Environment
- ☐ Research
- ☐ Restaurants
- ☒ Retail

Groups:

- ☐ HP Alumni Association
- ☐ Executive Suite
- ☐ Recruiting Animal Show
- ☐ LinkedSeattle
- ☐ Openreq.com (Recruiters & Staffing Professionals)

Interested In:

Sort By:

Joined:

Views:

Network: ☐ Limit search to my network only

The results will show all those executive level people with Costco in their background. From there you click on their profile, search for people you know in common and ask for introductions or invite them to your network and talk to them directly.

PeopleSaved Searches

27 results for Costco, vice president, costco, Retail [Save this search]


Sort by: **Relevance** View: **Basic**

Dellanie Fragnoli 3rd
Assistant Vice President, International
Greater Seattle Area | Retail

Send InMail
Get introduced
Add to network

VP/GMM at costco
Ottawa, Canada Area | Retail

Mark Barnes 3rd
Asst. G.M. Costco Wholesale
Dallas/Fort Worth Area | Retail

**Ron Damiani** 3rd
vp at Costco
Ottawa, Canada Area | Retail

Executive Vice President at Costco
Greater Seattle Area | Retail

Paul Moulton 3rd
EVP at Costco
Greater Seattle Area | Retail

VP at Costco Wholesale
Greater Seattle Area | Retail

Vicky Bevilacqua-True 3rd
VP Corporate Development, AuctionDrop
San Francisco Bay Area | Retail

Jim Rutherford 3rd
V.P. at Costco Wholesale
Greater Seattle Area | Retail

Modify Your Search

Keywords:
Costco

First Name:

Last Name:

Title:
vice president
Current & past

Company:
costco
Current & past

School:

Location:
Anywhere

Industry:
☐ Accounting
☐ Airlines/Aviation
☐ Alternative Dispute Resolution

Groups:
☐ HP Alumni Association
☐ Executive Suite
☐ Recruiting Animal Show

Interested In:

JOB LISTINGS

It isn't wishful thinking to post a job on LinkedIn. Many people have had success using this [powerful](#) tool. More and more [employers](#) and recruiters use LinkedIn to publish their job openings. To access a complete list, use the 'Search' box again, but select 'Jobs' and the title you want or other key word.

The screenshot shows the LinkedIn Jobs search interface. At the top, there are links for 'Account & Settings', 'Help', 'Sign Out', and 'Language'. Below these are tabs for 'Answers' and 'Companies', and a search bar with 'Advanced Search Jobs' and 'director marketing' entered. The main header is 'Jobs' with sub-tabs for 'Jobs Home' and 'Advanced Job Search', and a 'Hiring Solutions' link. The section is titled 'Job Search Results' and shows 'Showing the first 500 of 612 jobs matching these criteria: Keywords: director marketing • Sorted by: Keyword relevance'. There is a 'Refine Search Results' button. Below this are tabs for 'LinkedIn Jobs' and 'The Web'. A note says 'Jobs available exclusively on LinkedIn'. The main content is a table of job listings.

Title	Company	Location	Date	Posted By
Director, Marketing Director, Full-time	global-conference-partners	Glendale, CA	11/06/2008	
Product Marketing Director/Vice President Director, Full-time	Liaison Technologies	Alpharetta, Ga.	10/20/2008	
Director of Marketing - K-12 Director, Full-time	Blackboard Inc.	Washington, DC	10/30/2008	
Director of Marketing - Casual Games Mobile & PC Director, Full-time	Oberon Media	New York City	10/15/2008	Jo Wagner Company HR
Director of Marketing, CA Spirits Director, Full-time	Diageo	San Francisco, CA	10/29/2008	
Director of Marketing Director, Full-time	next-proteins	Greater San Diego Area	10/29/2008	

But don't stop there. Now that you found the job you want, back track to discover who you know connected to that company and make personal contact. Don't send in a blind resume. If you don't know anyone, find a connection who can introduce you to the company or one of their connections who can make the introduction. [Referred](#) candidates always get higher priority consideration. Your job search just got a lot easier; you can connect to exactly the right people in the precise companies where you want to work.

Event Preparation: Trade shows, conferences and social networking events are prime locations to meet people who can assist in your job search. Most have an attendees list and at the least, a speakers list.

Use LinkedIn to see who is connected to people you want to meet. Make it a point to introduce yourself, share business cards and get back to them after the event. Target ten or fifteen people you will meet before the conference or trade show is over by researching their own background on LinkedIn. Not only will you have conversation material, you will know exactly why you want to meet a given person.

The key to success with LinkedIn is understanding people want to help. You just need to tell them what help looks like. And that is exactly why LinkedIn exists.

The door to your job search is now wide open: Get behind the wheel and drive.

www.jobsearchdebugged.com

Better Control for Faster Results



Rita Ashley, Job search Coach
coach@jobsearchdebugged.com

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