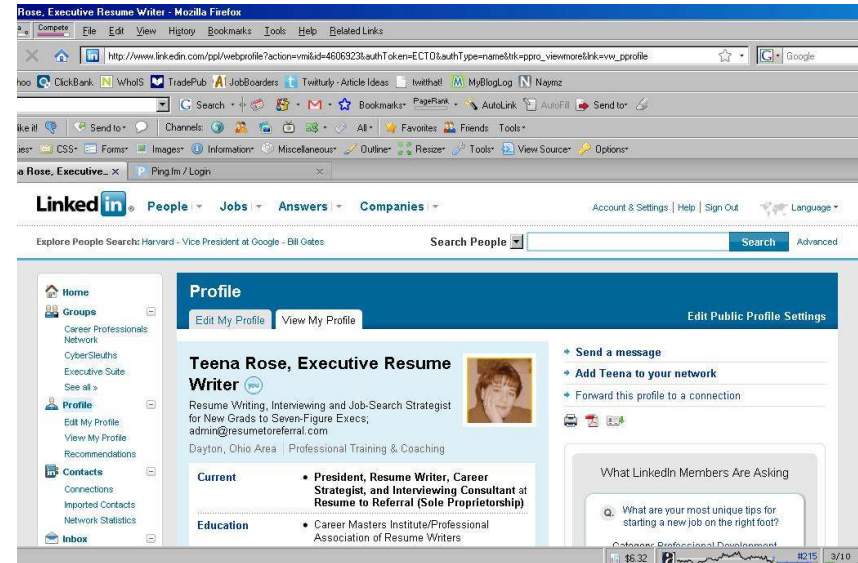


LinkedIn: Leveraging Job-Search 2.0 Tools

View my profile on 



Job-Search Strategies for Today's Jobseekers

Teena Rose, Highly Endorsed Job-Search Expert

Resume to Referral

*(937) 325-2149 * admin@resumetoreferral.com*

LinkedIn.com/in/teenarose

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Network? Where can I get me one of those?

Well, you're knee-deep in the middle of your network, and you might not know it.

So, what's a network? Think about the *Sopranos* — one of my [unfortunately canceled] favorite series!!!

Members of Tony Sopranos' group culminated a niche network with similar interests and (yes illegal) goals in mind.

Looking beyond the core group, each member had their own unique cell of contacts too, making up another layer to the network. Each layer represents a degree of separation. A friend of Christopher, for example, would be two degrees away from Tony Soprano.

Simply put, a network is a group of people who have varying degrees of relationships.





Direct + Indirect Network

A direct network consists of those you know. Your direct network encompasses friends, family, colleagues, and close neighbors. Those you talk to regularly, do favors for, and would do nearly anything to get them out of a jam.

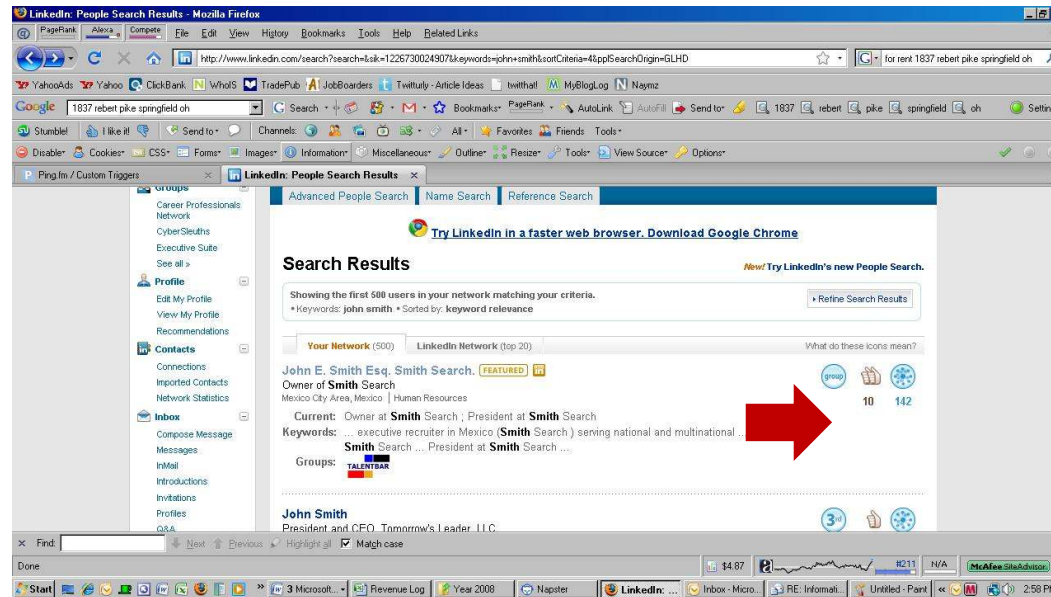
An indirect network, on the other hand, includes all those other people who are more than one degree away from you. Have you heard the term six degrees of separation? Experts once said we are six degrees away from anyone in the world, but with online tools such as LinkedIn, six degrees may be a thing of the past.

A person can never go wrong with an established and nurtured direct network. After all, networking has long been the backbone of great success stories.

Why is LinkedIn so important to my job search of today as well as that of tomorrow?

Think of LinkedIn as a next generation tool for networking. Instead of maintaining an address book, rolodex, or some other outdated form of contact system, LinkedIn allows you to build a network that gives you direct access to each member ... *reachable by only a few clicks of the mouse.*

LinkedIn has become a great job-search tool because of it's ability to introduce people across a large network, decreasing the degrees of separation from one to another.



What's the best way to build my network?

Start by inviting those you already email regularly. Spamming is a huge concern for LinkedIn, as with any reputable online service, so in order to invite people to your network you will need first and last name, along with email address.

Remember, you're just starting out so don't feel the need to be too methodical ... you can fine-tune your network as you become more acquainted with how everything works.

As your network grows, note the new people added to your extended network.

What does this mean?

Your extended network includes 2nd degree contacts, and beyond. A small list of 125 connections, for example, has the power to connect you to 4 million others encompassing a broad range of careers, employers, job titles, and so on.



Teena
Rose,
Executive
Resume
Writer

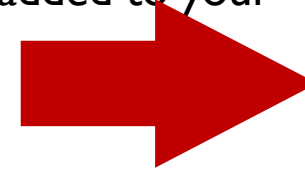
Resume Writing,
Interviewing and
Job-Search Strategist for
New Grads to Seven-
Figure Execs;
admin@resumetoreferral.co

[What are you working on?](#)

Your profile is 65% complete [[Edit](#)]

125 Connections
links you to **4,095,600+**
professionals

6,073 New People
in your network since
November 17

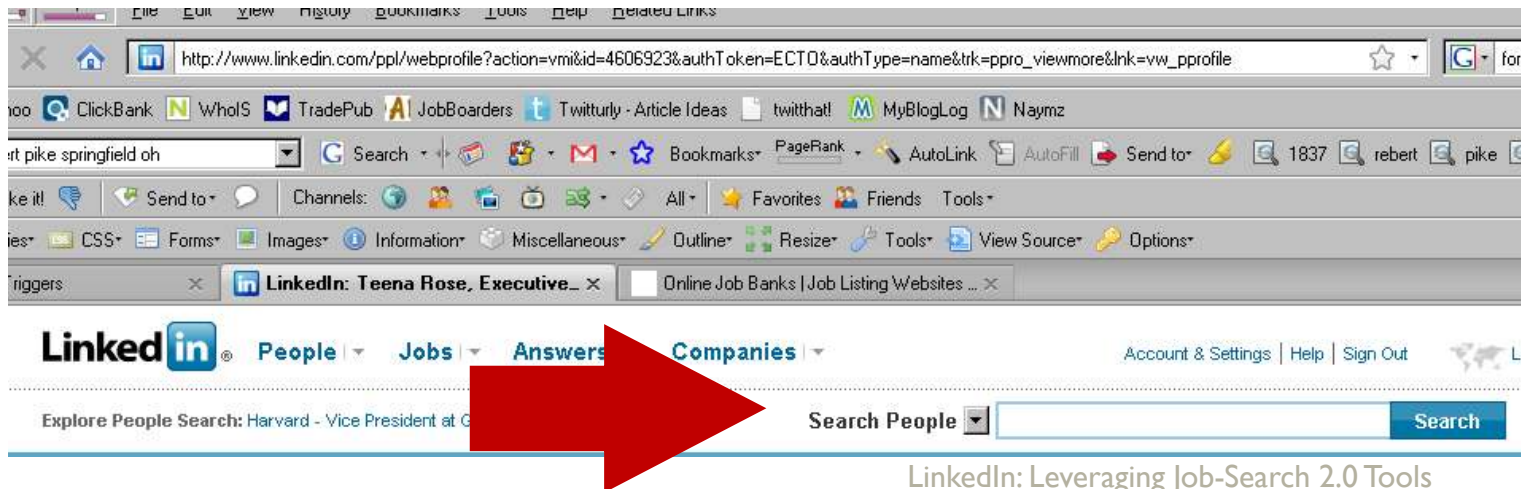


How do I search and contact someone within my extended network?

Simple. Utilize the search people or group feature located within the top right section of your home page. Searching is simple, making contact might be more challenging however, especially since you're targeting those who likely don't have direct knowledge of you.

You have 4 options for contacting those outside your network:

First, request an introduction. Let's say you wish to be introduced to the current Human Resources Director at a major employer. Sounds easy enough, but some HR personnel remain guarded on whom they let into their networks so gaining 1st degree network access might be challenging.

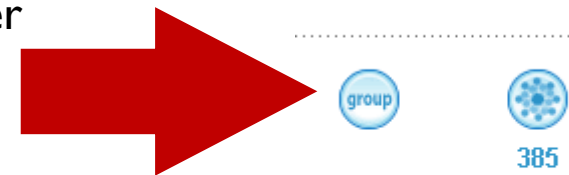


The screenshot shows a web browser window displaying a LinkedIn profile page. The address bar shows the URL: http://www.linkedin.com/ppl/webprofile?action=vmi&id=4606923&authToken=ECT0&authType=name&trk=ppro_viewmore&lnk=vw_pprofile. The browser's toolbar includes various icons for search, mail, and other utilities. The LinkedIn navigation bar at the top features the LinkedIn logo, followed by tabs for 'People', 'Jobs', 'Answers', and 'Companies'. On the right side of the navigation bar, there are links for 'Account & Settings', 'Help', and 'Sign Out'. Below the navigation bar, the search section is visible, with the text 'Explore People Search: Harvard - Vice President at G' and a search bar containing the text 'Search People'. A large red arrow points from the search bar towards the right. The page footer contains the text 'LinkedIn: Leveraging Job-Search 2.0 Tools' and the number '6'.

Requesting an introduction via LinkedIn is no different versus when done in person; ask your 1st degree network member to introduce you to a member of their direct network. That's it!

Second, congregate where they do. Joining the same groups could position you for direct access that you might not gain otherwise.

I do caution you on this method, however. Groups are intended for those who wish to join, participate, and possess similar interests with other members. Being part of the same group, does allow the ability to contact other group members with ease.



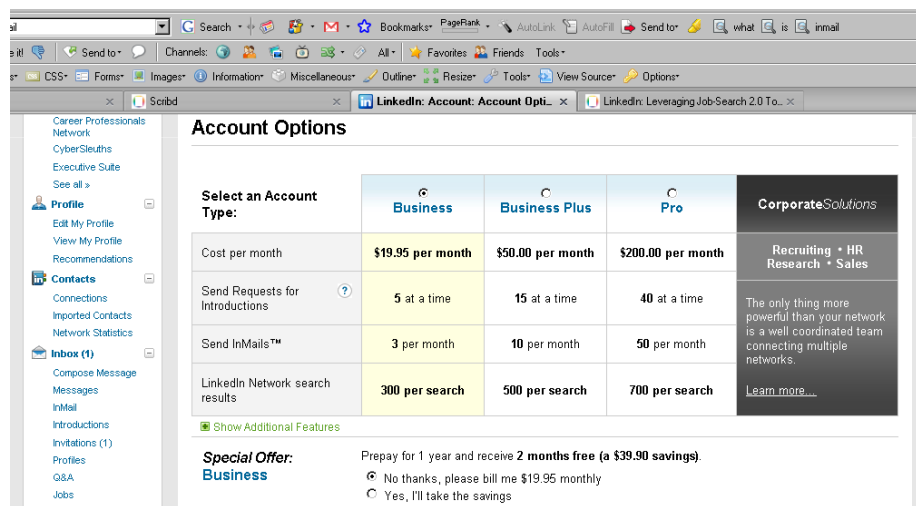
Attempting to join an HR-related group, for example, might not be the right solution for some. So definitely proceed with caution.

Third, make contact outside the LinkedIn system.

Recently, I wanted to add a couple major-player recruiters to my LinkedIn network. Since I didn't know either personally, I visited each website, collected an email address, and sent an introductory email to each.

A portion of my email covered a cordial introduction while the other half outlined why I would like to add them to my LinkedIn network ... in essence, I pleaded my case and requested permission to hook up. It worked perfectly. I not only received approval to add each to my network, I also opened the dialogue for future business between us.

What if this technique was applied to HR staff? What if you sent an email requesting permission just as I did? It's worth a try, especially if all your other attempts fail.



The screenshot shows the LinkedIn 'Account Options' page. It features a table with columns for 'Business', 'Business Plus', and 'Pro' account types, and a 'Corporate Solutions' column. The table lists features such as 'Cost per month', 'Send Requests for Introductions', 'Send InMails™', and 'LinkedIn Network search results'. Below the table, there is a 'Special Offer' for the Business account type, which includes a prepayment option for 1 year with 2 months free.

Select an Account Type:	Business	Business Plus	Pro	Corporate Solutions
Cost per month	\$19.95 per month	\$50.00 per month	\$200.00 per month	Recruiting • HR Research • Sales
Send Requests for Introductions	5 at a time	15 at a time	40 at a time	The only thing more powerful than your network is a well coordinated team connecting multiple networks. Learn more...
Send InMails™	3 per month	10 per month	50 per month	
LinkedIn Network search results	300 per search	500 per search	700 per search	

Special Offer: Prepay for 1 year and receive 2 months free (a \$39.90 savings).
Business

- No thanks, please bill me \$19.95 monthly
- Yes, I'll take the savings

Fourth, you have a paid alternative called InMail™ For a fee ranging from \$19.95 to \$200 per month, InMail™ allows you to contact those outside your immediate network without requiring an introduction.

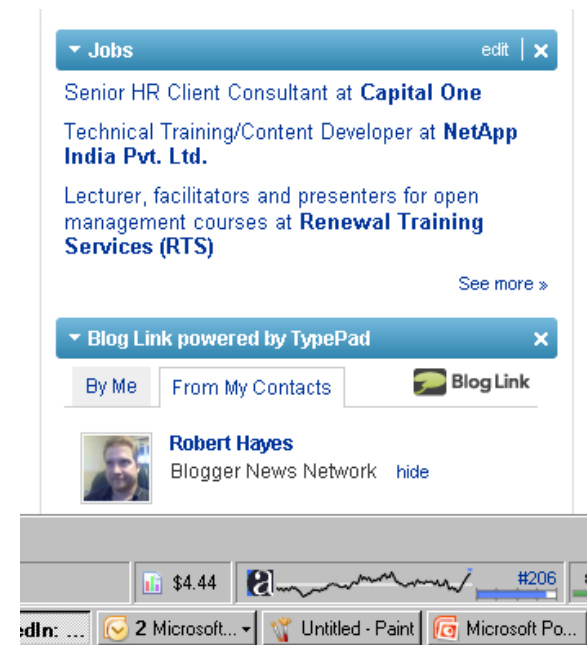
An attractive alternative for those wishing to broaden their network with little restriction ... although I feel the privilege comes at a not-so-accommodating price. The investment of \$239.40 per year (based on smallest package available) covers the ability to send email ... that's it.

InMail™ does have some privacy restrictions however. As mentioned within the LinkedIn website: *“If a recipient is not in the sender’s network, the sender will not see the recipient’s name or contact information until the InMail has been accepted.”* For more information about InMail™ read *“What is InMail™ at http://www.linkedin.com/static?key=pop/pop_more_inmail*

Search Jobs Using LinkedIn

Another terrific feature of the LinkedIn system: job notifications posted by those within your network. The picture to the right reflects jobs recently posted by members of my network.

For a full list of available jobs, select “search jobs” at the top/right of the LinkedIn screen.



Joining Groups Builds Your Job Options Too

Once you have considered your immediate network and invited those you would like included within your LinkedIn contacts, it's time to look broader ... especially you wish to continue growing your network.

Joining groups is a strategic technique to expanding your network, as well as, broadening the number of job openings available to you.

To research potential groups, visit the LinkedIn Group Directory at <http://www.linkedin.com/groupsDirectory>

Beyond the ability to network with like-minders (i.e. political topics) such as yourself, groups are also a great way of discussing your area of job specialty. With a growing list of groups, it shouldn't be hard to find others who share the same interests you. If you do not, start your own. =]

Equivalent to a forum/blog layout, groups are currently categorized into select categories such as professional, non-profit, networking, conference, corporate, alumni, and several others.

Before I decide on starting and build a new LinkedIn account, do you feel it's worth the time invested to build a solid network?

What do you have to lose? A few hours for the initial set-up, time spent compiling and sending invites, and finally, researching the additional resources LinkedIn has to offer you and your career?

The true value behind LinkedIn, I feel, is the ability for individuals to take a proactive (rather than reactive) approach to their current or future job-search. What do I mean by that? Well, imagine having LinkedIn at your fingertips during your last job-search. With the few clicks of a button, you could have announced your intentions for new employment

Would having done so resulted in prime opportunities coming to you rather than you searching for them? Maybe.

Good luck to you!

Regards,



“Job-search 2.0 tools help you be proactive - rather than reactive - when it comes to your search.”

—Teena Rose