

GREAT RESUMES FAST



5 SIMPLE STEPS TO FIND YOUR NEXT JOB USING LINKEDIN

2022 EDITION



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FINDING A JOB USING LINKEDIN

Did you know that you're nearly 3x more likely to get a job where you have connections on LinkedIn? You're also 4x more likely to be hired through your network. LinkedIn is an invaluable tool for job seekers, and if you're wondering how to find a job using LinkedIn, this guide contains all the steps you need to take.

An online presence on LinkedIn is essential for your job search. Your LinkedIn profile presents your credentials to prospective employers and hiring managers, increasing your chances of getting interviews.

There are currently 1.9 million talent professionals actively using LinkedIn to find candidates. This means there's a real possibility that your next employer could find you on LinkedIn.

It's also important to note that connections take time to foster, and to be sustainable they need to be win/win.

In other words, asking for a job isn't your first move.

Your LinkedIn profile should complement your resume, but it shouldn't duplicate it directly.

To have a strong online presence, you must be clear about who you are, and who you are not.

An unfocused LinkedIn profile is worse than no profile at all.

Your LinkedIn profile can also be more comprehensive than your resume since it offers you more room to showcase projects, publications, and experience.

A successful LinkedIn profile gives readers a snapshot of who you are and how you can contribute to their organization. You must understand and be able to articulate what makes you exceptional and compelling.

Let's have a look at the five simple steps to help you find your next job using LinkedIn.



5 SIMPLE STEPS TO FIND YOUR NEXT JOB USING LINKEDIN

STEP 2: START CONVERSATIONS

Engage with your connections by:

- Liking their status updates
- Commenting on their posts
- Sharing their posts

STEP 4: MAXIMIZE YOUR WORK EXPERIENCE AND OPTIMIZE THE SKILLS SECTION

Add accomplishments so recruiters can see your contributions and industry expertise.

STEP 1: BUILD YOUR NETWORK

Take action by importing your email contacts and connecting with family, friends, classmates, and coworkers.

STEP 3: INCREASE YOUR VISIBILITY SO RECRUITERS DISCOVER YOU

Make your profile discoverable by having a strong summary that includes the right keywords.

STEP 5: USE LINKEDIN AS A RESEARCH TOOL TO FIND AND GET THE JOB YOU WANT

Use LinkedIn as a research tool to research companies, connect with alumni, and access insider information.

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STEP 1: BUILD & EXPAND YOUR NETWORK

The first step to finding a job using LinkedIn is to build and expand your network.

You need connections on LinkedIn because you have to have some type of connection with someone to see their profile unless they are a premium member and have “Open connector” turned on.

Take action by importing your email contacts and connecting with family, friends, classmates, and coworkers. This will give you baseline connections that will open up the doorway to many new connections.

When you connect with someone, all their 1st-degree connections become your 2nd-degree connections—which means now you can search/find more people. This is how you can connect with thought leaders, people in your industry, and people at companies that you want to work for.

One of the strengths of LinkedIn is the connections you make, but it's not a race to get to 500+ connections.

Connect strategically and intentionally—either it's someone you already know or are related to, or someone it would be beneficial to connect with. If you don't know someone, get to know them a bit before sending a personalized connection request. (You can do so by seeing who you have in common—or who they are connected to, checking out their LinkedIn summary and work history, visiting their website or blog, and seeing what groups they belong to).

Always send a note letting the person know why you would like to connect.

Pro tip: Don't restrict your LinkedIn networking to online only. Use LinkedIn to connect with people—but then request in-person get-togethers, when possible. Meet for coffee, or lunch, to catch up.

STEP 2: START CONVERSATIONS

If you want to have a healthy and robust network, you'll have to engage with your connections and be active on LinkedIn.

The power of LinkedIn comes in engaging consistently. It's not enough to scroll through the feed and click "like" here and there. You have to engage by sharing, commenting, and adding to the conversation.

Building relationships takes time and requires consistent engagement.

Engage with your connections by:

- Liking their status updates.
- Commenting on their posts.
- Sharing their posts.

Find industry leaders, follow them, and be a part of their conversation.

One of my favorite pieces of advice to offer to job seekers involves practical actions you can take daily that don't take much time. We all have 5 or 10 minutes a day that we can devote to something that is important to us.

Only have five minutes? Here are five job search activities you can do:

- Like three LinkedIn posts.
- Check a recruiter's status updates and share openings with your network.
- Send a thank-you message to a connection.
- Comment on a company's LinkedIn post, a hiring manager's post, or a group post.
- Send a connection request on LinkedIn.

Pro tip: Look for people who are active on LinkedIn in your industry by running a search, then start engaging with their posts by adding your thoughts, insights, or a tip as a comment.

CONSISTENCY IS THE KEY

Have more time? Here are some 10-minute activities you can do:

- Message a network contact. Tip: Ask a specific question like "I'm considering certification A or B. Which do you recommend?"
- Write a LinkedIn status update. Tip: Offer advice or tips related to your industry or target role.
- Research a target company.
- Introduce yourself to a 2nd-degree connection.
- Find employees from one of your target companies on LinkedIn and connect.

Consistency is the key. These small daily actions add up when you repeat them five days a week for four to six weeks.

Here are a few more job search tips that are really important that I don't want you to miss.

First, add your resume to your LinkedIn account—you'll need it to apply to many of the jobs on LinkedIn.

Second, make use of LinkedIn filters when applying. You can select remote work, location, commute, salary, benefits, industry, and more. You can even choose jobs with less than 10 applicants or that were posted in the past 24 hours (or some other time frame).

Third, you have a much better chance of getting a job at a company that you follow. LinkedIn actually lets recruiters know if you follow or interact with their company's posts. It looks good on you if you're interacting on LinkedIn with the company.

Finally, turn on job alerts. LinkedIn will alert you with daily/weekly alerts via email, notifications on LinkedIn, or both. Any time a new job comes up that fits your parameters, LinkedIn will let you know.

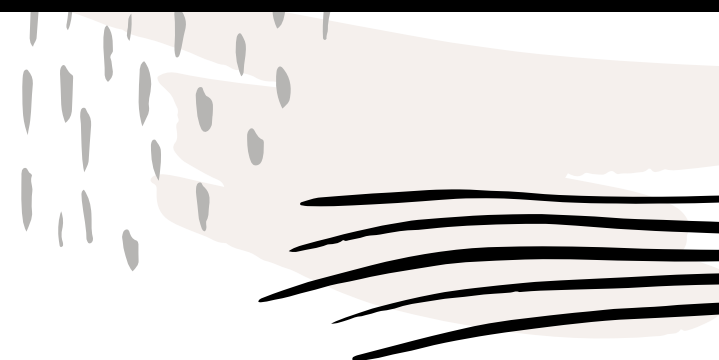
Pro tip: Consistency is the key. These small daily actions add up when you repeat them five days a week for four to six weeks.

STEP 3: INCREASE YOUR VISIBILITY SO RECRUITERS DISCOVER YOU

In order for recruiters to find you, your profile has to be discoverable. In order for your profile to be discoverable to recruiters, it needs skills and must have a strong summary that includes the right keywords.

The skills section of your profile allows you to include up to 50 skills that you can be endorsed for by your connections. The endorsements show recruiters where your strengths lie, but the skills themselves help bolster your appearance in search results and also indicate your fit for a role when you apply to a position that's posted on LinkedIn.

For instance, if you apply to a role that requires Excel and you have Excel listed as a skill on your profile, it will show the hiring manager when they review your application that you are a match for that skill. It will also show you 10 skills required for the role and how many of those 10 you possess. This is a great way to assess if you have the right skills listed on your profile that are relevant to the role you're targeting. If you don't have the right skills listed, you won't be categorized as a "fit" for the job.



If you notice that the positions you're applying to require many of the same skills and you possess those skills but they're not listed on your profile, be sure you add them as soon as possible. If you don't possess a required skill you could opt to learn it by taking a LinkedIn Learning course that would then show completed on your profile. This shows the employer that you've taken the course and possess the knowledge. It also allows you to include the skills within your profile.

Recruiter searches

Recruiters can use the LinkedIn Recruiter dashboard to search for candidates that possess certain skills, keywords, certifications, degrees, and many other search options.

They also have access to search filters called Recruiter Spotlights. Recruiter Spotlights allow recruiters to identify candidates that are "most likely to respond," "that are engaged with the company's brand," and that are "open to opportunities."

Candidates that are most likely to respond are the ones who are open to opportunities, they respond to messages on LinkedIn, and have had conversations with recruiters in the past.

Candidates engaged with the company's brand are more likely to get a call for an interview from a company that they have interacted with on LinkedIn.

Open to finding a new job

If you're actively searching, using this LinkedIn feature can be of great benefit. When you turn the feature on, you can select job title, locations, whether you're open to remote work, start date, job types, and also who sees you're open to finding a new job. The options are recruiters only or everyone on LinkedIn. Selecting any member of LinkedIn adds the green "Open to Work" banner on your profile image, and also lets visitors know you're open to new opportunities at the top of your profile page.



Another note when it comes to recruiter contact is that you may want to consider LinkedIn Premium because you get the ability to direct message recruiters. You also receive more detailed applicant insights including if you're a top applicant. As of this writing, you can try Premium free for one month. LinkedIn has a "career plan" that gives you access to these insights as well as interview preparation, salary insights, and LinkedIn Learning courses so you can earn or add skills in certain areas to your profile. That's really handy if you're missing some of the required skills for a role that you really want.

I want to point out that in a recent Careerbuilder survey, 70% of recruiters said they use social media to screen candidates. In another survey, 47% of companies stated they're less likely to interview candidates if they can't be found online. This shows companies do search candidates to find out more about them.

LinkedIn allows you to have a positive online presence and to manage that presence. With LinkedIn you can proactively control what employers see about you and give them great information.



MY TOP RECOMMENDATIONS:

Look up company pages on LinkedIn for the companies you want to target in your job search.

Follow them and start interacting with their brand by commenting on their posts and sharing their posts. LinkedIn is showing recruiters whether you are interacting with their brand and their company. So, this is a great way for you to stand out and have a competitive edge in your job search.

Also, think about the research and the information that you are getting access to by following the company and their brand on LinkedIn. You will be the first one to know when there is a job opportunity in the company.

I also recommend turning on the "open to finding a job" feature on your LinkedIn. When you use this feature, you can select the job title, the locations, whether you are open to remote work, start dates, job type, etc.

You can also select an option specifying whether you only want recruiters to see this or you want everyone on LinkedIn to see that you are open to looking for work. When you select the latter, you will get a green frame around your profile photo, showing people that you are looking for work.

LinkedIn research shows that you are 40% more likely to get contacted by recruiters and by hiring managers if you have this green banner around your profile photo, and 20% more likely to be contacted by other people in the community.

STEP 4: MAXIMIZE YOUR WORK EXPERIENCE AND OPTIMIZE THE SKILLS SECTION

One of the biggest mistakes I see people make on LinkedIn is that they include their previous places of employment—job title, date, and company—but they leave the description of what they accomplished blank.

This is a huge missed opportunity.

It's important to add accomplishments because otherwise recruiters won't know what you contributed or how you added value.

Include bullets here. This is important for keywords but also so employers and your connections can see what you've done. It's also beneficial for hiring managers to see if you're a good fit for their opening and for your network to make recommendations to you about opportunities that come up.

One other benefit of using the work experience section is that you get to tell your story—especially critical when you're making a transition because you can highlight transferable skills.

Optimize the skills section

The skills section of LinkedIn is probably the most overlooked and underutilized. Most job seekers overlook how important it really is to their job search. The skills listed on your profile help determine placement in search results, whether you're categorized as a fit or not a fit for a role that you've applied to, and the jobs LinkedIn recommends to you.





HERE'S MY ADVICE TO OPTIMIZE YOUR SKILLS SECTION OF YOUR PROFILE:

- You can add up to 50 skills. Use all of them! These skills show up in position postings when you apply to determine if you're a fit. Also, when recruiters search, they can search by skills.
- Skills are categorized three ways: as industry knowledge, tools and technology, and interpersonal skills.
- Obviously, don't add anything that isn't true.
- Your connections can endorse you for these skills.
- These skills make your profile discoverable to recruiters conducting talent searches.
- Be intentional. Add skills that will help you qualify for the jobs you're looking for now. That's why doing the research I mentioned in the previous step is so important.
- You can take skill assessments to show you have mastery of a certain skill. Recruiters can actually search by these assessments and pull candidates that have taken them. This is yet another way to be discoverable.

STEP 5: USE LINKEDIN AS A RESEARCH TOOL TO FIND AND GET THE JOB YOU WANT

Another often-underutilized aspect of LinkedIn is its function as a research tool. One of the best ways to use LinkedIn is to research people on LinkedIn with a similar job title to the one you want. You can then follow them, connect, and ask for advice or an informational interview. And after you've built a great connection, see what other opportunities open up—like a referral.

I also recommend that you look up profiles of people who work at a company you want to work for, review what skills and keywords they use, and see what they're posting.

You also want to research interviewers for common ground, shared experiences, or to find out what they value. It gives you a competitive edge.

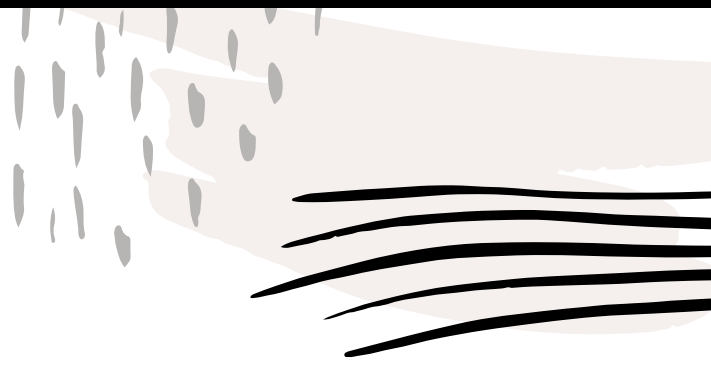
Tip: This is why it's important to build your connections/network on LinkedIn. Without any connections, you can't see people's profiles in your industry or in the positions that you want to target.

Research companies

Learn all about the company. But also click on people. You can get all types of insights about the people who work there, what they do, and who they're connected to. Going into an interview being prepared and knowledgeable about the company and its employees is important. Following a company on LinkedIn increases your chances of working there.

By researching a company page on LinkedIn you can:

- View profiles of people who work at the company.
- Check and interact with the company's posts, read their About section, and see statistics.
- Choose the "Life" tab to learn about culture at the company. This is great interview prep.





Use the Alumni tool

The Alumni tool is another great research opportunity. Did you know that alumni are much more likely to respond and help you? Here are some tips:

- Search for your specific school.
- Go to the school page and use the Alumni tool to search for job titles, industries, and the years attended—you can broaden this range to find people who graduated close to you or ahead of you. You can even look by where they live (so they're near you or where you want to move), where they work, or at a specific company that you want to work for. When you connect, ask questions like "What path did you take to work for _____?"
- See profiles of "People you may know." Instead of being empty, you'll see connections.
- Connect with them saying:

"Hi, we have a common connection. I see that we both went to [school/college/university] and that we are both in the [...] industry. I would love to hear more about how you got your position with [company]. They are on my dream list of employers."

By being specific with your questions, you are more likely to get a response.

Using the Research tool plays a vital role in your job search. By going out and researching companies, people, salaries, and interviewers, you become proactive and take control of your job search.

Pro tip: When researching companies on LinkedIn, don't just follow the company page but also use the "people you may know" tab to connect with other people working in that company.

Reach out to them to say something like:

"Hey I saw that you work for _____ and I am interested in working for them one day, I would love to hear the path you took to work for them. Would you mind sharing any tips you think might be helpful for me?"

It is not only a great opportunity and introduction for informational interviews but will also give you a competitive edge by identifying you as someone who engages with the company's page, increasing your overall chances to be hired.

Use the Salary tool

The Salary tool is another great tool that you have access to if you are a LinkedIn Premium user. By using this tool, you can see a detailed breakdown of salaries by job title and location.

This is another way you can use LinkedIn as your research tool to elevate your job search.

Knowing and assessing your worth and value helps you get access to insider information and prepare for your job interview. You are aware of what other people in your location, working in similar companies with similar job titles are making. So, you are more confident with your salary negotiations.

Salary insights not only help you in your job search, but this information is also helpful if you are going for a raise or promotion.

I highly recommend using LinkedIn as a research tool and utilizing it to research companies, connect with alumni, and access salary insights.

By researching, you are being proactive in your job search and by being a proactive job seeker, you're scouting out opportunities before they ever grace a job board or company website.

Proactive job searching can also include networking online or off, informational interviewing, cold calling, targeting employers, creating a direct mail campaign, utilizing a value proposition letter, or simply reaching out to employers about potential opportunities before they become public knowledge.

The idea is that, by incorporating these methods, you're staying one step ahead of your competition.



SCHEDULE A CONSULTATION

Ready to sharpen your executive resume and
LinkedIn profile?

Schedule a strategy session now and let's
discuss if we're a good fit to work together.

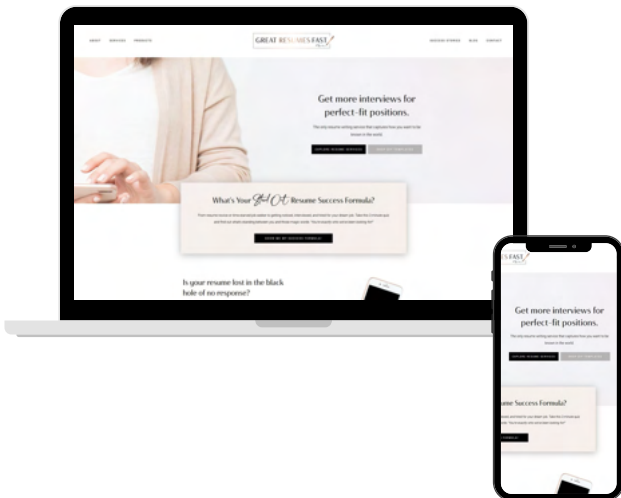
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Great Resumes Fast exists because you deserve an **interview-worthy resume.**



HELLO, I'M JESSICA HERNANDEZ

the founder of Great Resumes Fast

I remember the exact moment the idea for Great Resumes Fast first emerged in my mind:

I was at my desk in my former career in HR as a recruiter, and I was sitting across from a person who had stopped by to drop off her resume. A few minutes into our chat, I knew she was a perfect fit for the position.

Then I glanced down at the resume she had handed me. And I was shocked.

Nothing on her resume conveyed the professional she really was in person. None of the incredible skills and accomplishments I had discovered in a five-minute conversation were in writing.

Had I not happened to be there when she stopped by, I would never have called her in for an interview based on her resume.

We would have missed out on this amazing team member, and she would have missed out on this position that was so perfect for her. All because her resume wasn't doing her justice.

That's why our mission at Great Resumes Fast is to make sure you get an interview—where you can really shine.



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