

# **CREATING A POWERFUL LINKEDIN PROFILE**

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# Table of Contents

- What is LinkedIn
- Job Seeker Benefits of Using LinkedIn
- Accessing LinkedIn
- Setting Up a LinkedIn Account
- LinkedIn Main Menu & Icons
- Access Help Center
- Contact Customer Service (Re Problems & Questions)
- Send Feedback to LinkedIn (Re Suggestions for Enhancements to LinkedIn)

# Table of Contents (2)

- Define LinkedIn Connection Levels
- **Home** Choice on Main Menu
  - People You May Know & How To Connect with Them
  - Sending a Message to Your Level 1 Connections
- **Profile** Choice on the Main Menu
  - Edit Profile
  - Whose Viewed Your Profile
- Get Recommendations to Display on Your Profile
- Define the Value of Level 1 Connections

# Table of Contents (3)

- How to Find Level 1 Connections & Add to Profile
- Follow Influencers, News. Companies (Your Top 20 Target Companies) and Schools
- Use Keywords to Increase Your Chances of Showing Up on Page 1 of Search Results
- Use Boolean Operators in the Keyword Field of Searches to Get More Accurate Search Results
- Modify LinkedIn Settings
- Identify Other LinkedIn Resources

# What Is LinkedIn?



- LinkedIn is a social media site for job seekers, HR staff, recruiters, hiring managers, students, professionals, businesses and more
- Contains way more valuable information than other social media sites

# Benefits of Using LinkedIn

# Job Seeker Benefits of Using LinkedIn

- 90 - 95% of HR Staff & Recruiters search LinkedIn for Job Candidates and 45-50% of Hiring Managers do too
- Need to have a top quality LinkedIn Profile to win points from viewers like HR staff, recruiters and hiring managers
  - Great Summary section with your Sales Pitch (value proposition)
  - Clear, concise and compelling content
  - Make Marketing Presentations and Work Samples available via links
    - Post your files on someone's website or in a cloud storage site like justcloud.com (\$3.95/month)
    - Post links to these files in the appropriate sections of your LinkedIn Profile
  - Has all the keywords that HR Staff and Recruiters use to search for job candidates
  - Lots of connections, recommendations, skills and groups

# Job Seeker Benefits of Using LinkedIn (2)

- Get **Level 1 Connections** inside your target companies
  - Can give you Recommendations to post on your Profile
  - Help you find unadvertised job leads
  - Give you a referral to the hiring manager, especially if they get a referral bonus from their company
  - Get you insider information
    - Hiring manager's contact information
    - Company's problems and new initiatives
    - Company's management style and culture
- Get recommendations
  - Use in your resume, interviews, strategic business value presentation, etc.
  - Give a recommendation and you'll usually get one back
  - If someone you know has a hard time writing a recommendation, write one for them and send it to them to use in recommending you on LinkedIn

# Job Seeker Benefits of Using LinkedIn (3)

- Build your reputation as an expert in your field by joining Discussion Groups
  - Can send a message to anyone in the Group
  - Join or Start a Discussion Group and contribute to discussions
    - Can join up to 50 Discussion Groups
  - All your connections will be informed when you create a new Discussion Group or contribute to existing Discussion Groups
  - Other will find out about the group and join it too
- Harvest jobs available on LinkedIn
  - LinkedIn Job Board
  - Job Focused Discussion Groups

# Job Seeker Benefits of Using Linked (4)

- Use the Follow Company option
  - Allows you to track personnel changes
    - People who are promoted
    - People who change positions
    - People who leave the company (possible job opening you can fill)
    - New staff to the company

# Employed Professional Benefits of Using LinkedIn

- Become known as an expert in your field by creating and contributing to Discussion Groups/BLOGS
- Gain valuable business insights via Discussion Groups
- Use your connections to get help with business issues
- Increase sales and market exposure/penetration
- Create B2B relationships
- Learn about competing companies products, services, strengths, weaknesses, etc.
- And more

# Accessing LinkedIn

# Accessing LinkedIn

- Enter [www.linkedin.com](http://www.linkedin.com) in your Browser's Address field

# Setting Up a LinkedIn Account

# Setting Up a LinkedIn Account

**LinkedIn**

Email      Password [Forgot your password?](#)

Be great at what you do.



"As an entrepreneur, I find LinkedIn invaluable for reaching decision makers and experts."

Avichal Garg – Co-founder at Spool

Get started – it's free.  
Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

**Join Now**

By joining LinkedIn, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.

Complete this form and then click on the **Join Now** button.

# Setting Up a LinkedIn Account (2)

LinkedIn

Larry, let's start creating your professional profile

\* I live in: United States

\* ZIP Code: 33618  
e.g. 94043

I am currently:  Employed  Job Seeker  Student

\* Job title: President  
 I am self-employed

\* Industry: Professional Training & Coaching

Create my profile

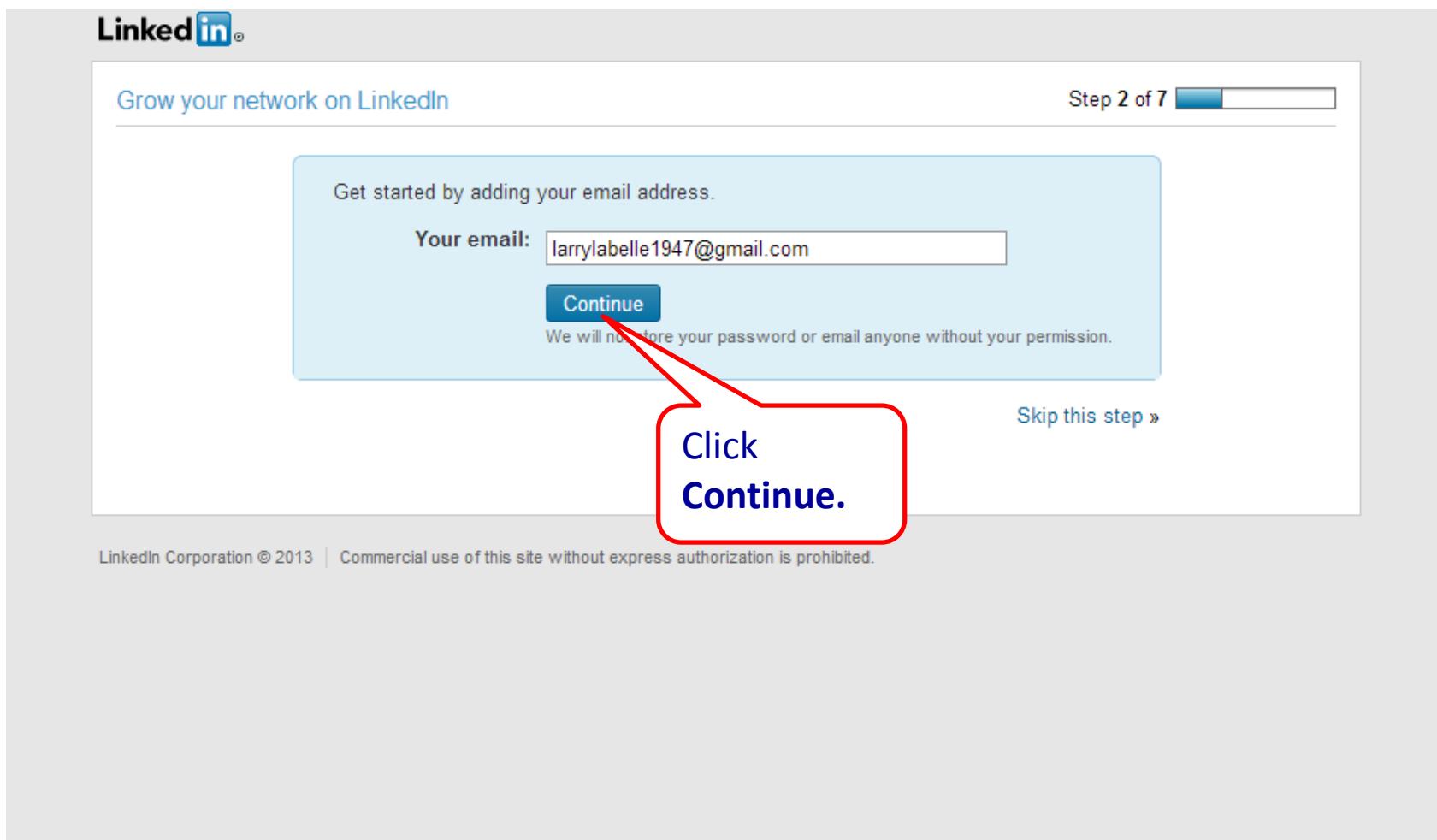
\* Indicates required field.

A LinkedIn profile helps you...  
Showcase your skills and experience  
Be found for new opportunities  
Stay in touch with colleagues and friends

Complete this form and then click on the **Create My Profile** button.

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# Setting Up a LinkedIn Account (3)



The screenshot shows the second step of a LinkedIn account setup process. At the top left is the LinkedIn logo. Below it, a banner says "Grow your network on LinkedIn". To the right is a progress bar labeled "Step 2 of 7" with a blue progress indicator. The main form area has a light blue background. It contains the text "Get started by adding your email address." followed by a "Your email:" label and an input field containing "larrylabelle1947@gmail.com". A large blue "Continue" button is centered below the input field. Below the button, a smaller text states: "We will not store your password or email anyone without your permission." In the bottom right corner of the form area, there is a link "Skip this step ». A red callout box with a curved arrow points from the text "Click Continue." to the blue "Continue" button.

Grow your network on LinkedIn

Step 2 of 7

Get started by adding your email address.

Your email: larrylabelle1947@gmail.com

Continue

We will not store your password or email anyone without your permission.

Click Continue.

Skip this step »

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# Setting Up a LinkedIn Account (4)

LinkedIn

Connect with people you know on LinkedIn

Step 2 of 7

We found 3 people you know on LinkedIn. Select the people you'd like to connect to.

Select All

Ronald F. Burka Jr.  
Transportation/Logistics/Operations Professional

Linda Dutton  
Children's Librarian at Goodwin Library

Denise Carrera  
Government Administration Professional

Add Connection(s) or Skip this step »

LinkedIn Corporate

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1) The people on this screen came from your email address book and they are already members of LinkedIn.

2) Then click on the **Add Connection(s)** button to send a connection request to the ones that are still checked.

# Setting Up a LinkedIn Account (5)

The screenshot shows a LinkedIn interface for sending invitations. At the top, a green bar indicates "2 invitations have been sent." Below it, a message encourages inviting contacts who aren't on LinkedIn yet. A list of contacts is shown, with "Lexi Morales" checked and "Dylan McShera" unchecked. A red box highlights the message about inviting non-members. Red arrows point from numbered steps to specific UI elements: one arrow points from step 1 to the contact list, and another from step 2 to the "Add to Network" button.

2 invitations have been sent.

Why not invite some people?

Step 2 of 7

Stay in touch with your contacts who aren't on LinkedIn yet. [Invite them to connect with you.](#)

Select All      1 Selected

Lexi Morales      billabong904FL@aol.com

Dylan McShera      minimcs94@hotmail.com

Add to Network or Skip this step

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- 1) The people listed here came from your email address book but they aren't currently on LinkedIn.
- 2) Click on the **Add to Network** button to send a request to join LinkedIn to the ones that are still checked.

# Setting Up a LinkedIn Account (6)

LinkedIn

One invitation has been sent.

Do You Know These People? Step 3 of 7

Select people you know and trust, and connect with them to stay in touch.

Select All

Jim Kissane  
CEO/President at YourLifeArchive Inc.

Barbara S.  
Molin

Elaine Kennedy Ruyle  
Property Manager at Terrace Tower Tampa, LLC

Job Search

David Mooney  
National Partnership Director at Answers for Elders, Inc.

Gregory I.  
Principal a

Denise McCabe  
Business Development / Training / Project Administration / Product Implementation

Patti Casl  
Business Broker, Re Executive,

Daniel Waters

Add Connection(s) or Skip this step

1) These are people who are already on LinkedIn that you **might** know and want to connect with.

Check the people you want to send an invitation to join LinkedIn.

2) Click on the **Add Connection(s)** button to connect with these

LinkedIn Corporation © 2013 | Commercial use

# Setting Up a LinkedIn Account (6)

LinkedIn

2 invitations have been sent.

Congratulations! You've just created your professional profile.

Step 4 of 7

Larry LaBelle  
Career Coach  
Tampa/St. Petersburg, Florida Area | Professional Training & Coaching

I just joined LinkedIn and created my professional profile. Join my network.  
<http://lnkd.in/-6rGtP>

Your profile URL: <http://lnkd.in/-6rGtP> Count: 104

[Share on Facebook](#) [Share on Twitter](#) [Skip this step »](#)

You can send this LinkedIn Connection Request to your friends and twits on **Facebook** and/or **Twitter** using the buttons provided. If you don't want to, just click on the **Skip this Step >>** link .

# Setting Up a LinkedIn Account (7)

**Select the Account that Works Best for You**

**Start with a Basic Account**

- Build a profile
- Connect with clients and colleagues
- Join Groups

**Basic Account** Free

[Compare accounts](#)

[Skip this step](#)

**Upgrade to a Premium Account**  Get powerful tools to grow your business and expand the reach of your network.

	Executives		Recruiters		Sales & Business Development		Job Seekers
---	------------	---	------------	---	------------------------------	---	-------------

- Find new clients
- Hire top talent
- Develop partnerships
- Get your dream job

Premium Account  
Plans starting from \$24.95

For job seekers, the best choice is to click on the **Basic Account** button.

# Setting Up a LinkedIn Account (8)

Welcome, Larry. Let's improve your profile.

When did you start your current position?

I started working as Career Coach at Training Tamer Inc, in:

Choose... Year

Save Skip

**Larry LaBelle**  
Career Coach  
Tampa, Florida | Professional Tr  
Current: Training Tamer Inc., Sel

www.linkedin.com/pub/larry-labelle/79/622/934/

Activity

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

Premium Solutions Upgrade

Passionate about DiSC®? - The Publisher of DiSC seeks trainers, coaches, & consultants. Learn more now | [Read More »](#)

← Let's get started!

Here are some things we'll be covering:

- 1 Experience
- 2 Education
- 3 Photo
- 4 Skills & Expertise
- 5 Details

See your improved profile!

Finish later ▶

You now have  
a blank  
**Profile** page.

You can  
complete the  
sections of  
your profile  
now or Click  
on the **Finish  
Later** link to  
complete your  
profile later.

# LinkedIn Main Menu & Icons

Main Menu

Icons

# LinkedIn Main Menu & Icons

The screenshot shows the LinkedIn homepage with several UI elements highlighted by red boxes:

- Main Menu:** A red box highlights the top navigation bar, which includes the LinkedIn logo, "PREMIUM", a search bar ("Search for people, jobs, companies, and more..."), an "Advanced" search link, and a notification icon showing "725".
- Icons:** A red box highlights the top right corner of the page, containing icons for messaging, notifications, and user profile.
- Profile Area:** The top navigation bar has links for "Home", "Profile", "Connections", "Jobs", and "Interests". To the right are "Business Services" and "Upgrade" links.
- Share an update:** A box on the left allows users to "Share an update..." with a paperclip icon.
- Pulse Recommendations:** A section titled "Pulse recommends this news for you" features a thumbnail of a statue and the headline "Most Important Things I Learned from Failing at a Start Up?" by James Altucher.
- All Updates:** A dropdown menu labeled "All Updates ▾" is shown.
- News Feed:** The main content area displays news items from "The Next Web", "wired.com", and "nytimes.com".
- People You May Know:** A sidebar lists "People You May Know" with "Jim LaMar" and "Hazelann W. Pace - R Tampa" as examples, each with a "Connect" button.
- LinkedIn Polls:** A sidebar titled "LinkedIn Polls" asks "Which qualities are most important in running your business?" with options: "Learning from mistakes", "Embracing change", "Taking calculated risks", and "Focusing on the future".
- Bottom Navigation:** At the bottom, there are links for "See your news" and "Say congrats on the new job!".

# LinkedIn Main Menu & Icons

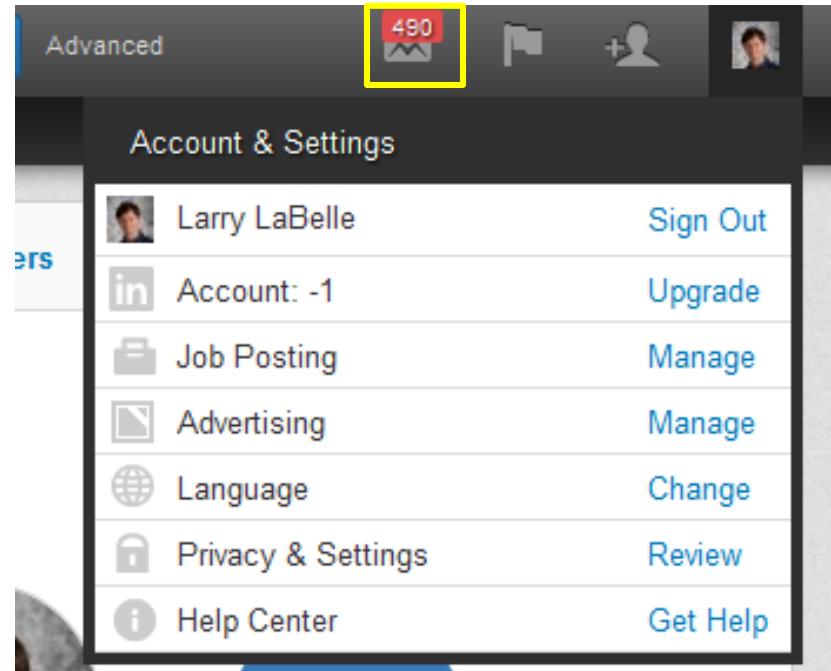
- LinkedIn Main Menu
  - Home
  - Profile
    - Edit Profile
    - Who's Viewed Your Profile
  - Connections
    - Keep in Touch
    - Add Connections
    - Find Alumni
  - Jobs

# LinkedIn Main Menu & Icons (2)

- LinkedIn Main Menu (continued)
  - Interest
    - Companies
    - Groups
    - Influencers
    - Education
  - Business Tools
    - Post a Job
    - Talent Solutions
    - Advertise
  - Upgrade

# LinkedIn Main Menu & Icons (3)

- LinkedIn Icons
  - **Messages**
    - Compose Message
    - Inbox
      - Messages
      - Invitations
    - Sent Items
      - Send Messages
      - Send Invitations
    - Archived
    - Trash



# LinkedIn Main Menu & Icons (4)

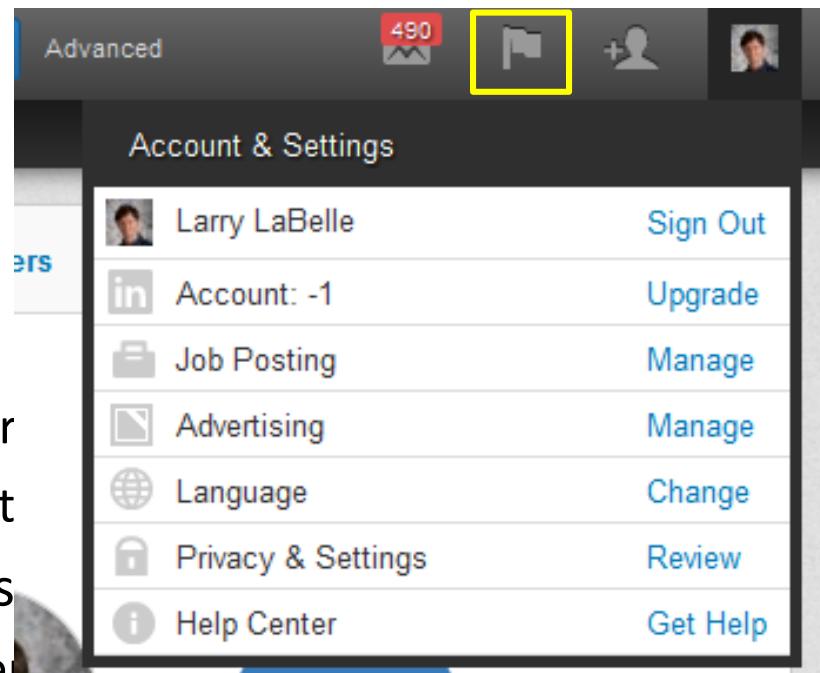
- LinkedIn Icons (continued)

- Notifications

- People who have viewed your profile, endorsed your Skills, connected with you, etc.

- Add Connections

- Import your contacts from your
    - Can send a connection request
      - You can choose who to send them to
    - Can send an emails to the others asking them to join LinkedIn and connect with you
      - You can choose who to send them to
      - You must give them a compelling reason to join LinkedIn

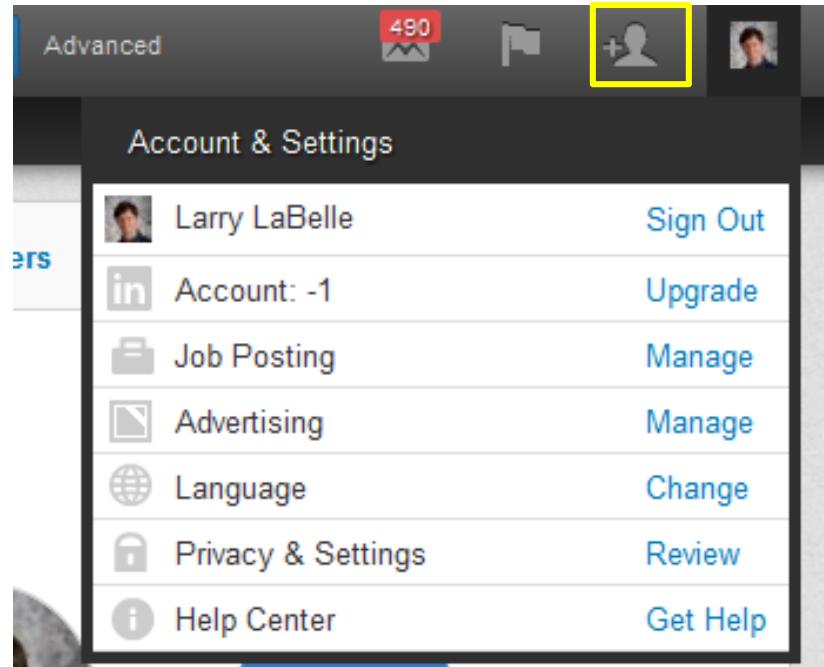


# LinkedIn Main Menu & Icons (5)

- LinkedIn Icons (continued)

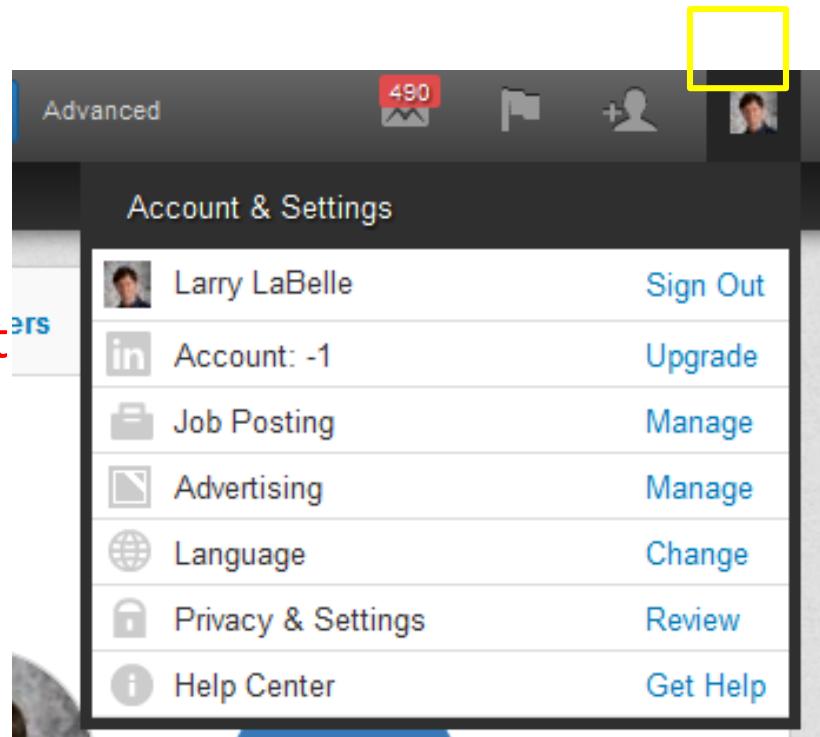
- Add Connections

- Import your contacts from your email address book
    - Can send a connection request to those already on LinkedIn
      - You can choose who to send them to
    - Can send an emails to the others asking them to join LinkedIn and connect with you
      - You can choose who to send them to
      - You must give them a compelling reason to join LinkedIn



# LinkedIn Main Menu & Icons (6)

- LinkedIn Icons (continued)
  - Click on Account & Settings Icon
    - Opens your Profile in read
    - Only mode
  - Hover Your Mouse Over Account & Settings Icon
    - Sign Out
    - Upgrade to Paid Service
    - Post Jobs (HR & Recruiters)
    - Set Language
    - Advertise Your Business
    - Customize LinkedIn Settings
    - Access Help Center



# Getting Help from LinkedIn

# Help Center

The image shows a LinkedIn profile page with a sidebar menu. A red box highlights the first step: "Click on the Picture icon (Account & Settings)." Another red box highlights the second step: "Click on Privacy & Settings."

1. Click on the Picture icon (Account & Settings).

2. Click on Privacy & Settings.

LinkedIn Profile Page:

- Ed M 1mth ago
- Add a comment...
- Michelle Able is now following: WilsonHCG
- WilsonHCG is a top global recruitment process outsourcing (RPO) and...
- David Parsley - Employee Assessment Expert is now following: Undercover Recruiter
- Probably the Best Recruitment & Career Blog in the World. Brought to you by Link Humans.
- View Company Page • 2h ago
- Larry Shepard is now following: ARS National Services

LinkedIn Sidebar Menu:

- Larry LaBelle Sign Out
- Account: Job Seeker Account Tutorial
- Job Posting Manage
- Advertising Manage
- Company Page Manage
- Language Change
- Privacy & Settings Review
- Help Center Get Help

An Invite For CEO's...  
Apply To Join Other Top Execs Who Are Already Members Of Bristol Who's Who!

AWS Accelerate Orlando  
You're invited to a Free AWS event June 23rd at UCF - Register Now!

# Help Center (2)

The screenshot shows the LinkedIn Help Center homepage. At the top, there's a navigation bar with the LinkedIn logo, a "Help Center" link, user profile "Larry LaBelle", language selection, and a "Go to LinkedIn.com" link. Below the navigation is a menu with links to "Support Home", "Help Forum", "Safety Center", "Support History", and "Contact Us". The main content area features a "Welcome, Larry!" message with two Polaroid-style photos of smiling men. To the right is a search bar with the placeholder "Enter a question or keyword" and a blue "Search" button. A red arrow points from the text in the callout box to the search bar. A red rounded rectangle highlights the search bar area. Below the search bar, there's a section titled "Popular Answers" with links to "Changes to the Top Navigation" and "Managing Account Settings".

Type in a question or keyword related to the feature of LinkedIn you need help with (e.g. Create a Group). Then click on the **Search** button. Scan all results for a valid answer.

# Contact Customer Service

# Contact Customer Service

The screenshot shows the LinkedIn Help Center homepage. At the top, there's a navigation bar with links for Support Home, Help Forum, Safety Center, Support History, and Contact Us. Below the navigation is a welcome message: "Welcome, Larry LaBelle. How can we help you?". To the left of the message are three Polaroid-style photos of people. Below the welcome message is a search bar containing the text "sylanm;lfn". A blue "Search" button is to the right of the search bar. At the bottom of the page, there's a section titled "Popular Answers" with links to "Changes to the Top Navigation Li", "Managing Account Settings", and "Removing a Connection".

- 1) **Contact Us** on the main menu is what you would click on to contact Customer Service but it's grayed out.
- 2) To activate **Contact Us**, first type in gibberish characters here and then click on the **Search** button.

# Contact Customer Service (2)

LinkedIn Help Center

Larry LaBelle ▾ Language ▾ Go to LinkedIn.com

Support Home Help Forum Safety Center Support History Contact Us

sylanm;lfn

Search

We didn't find any results for your search in the Help Center.

Do you want to [search for 'sylanm;lfn'](#) on the main LinkedIn.com site?

Two ways to get help:

 Want input from the LinkedIn community?  
[Start a discussion in the Help Forum](#)

 Need help with your LinkedIn account?  
[Contact LinkedIn Customer Support](#)

Popular Answers

[Changes to the Top Navigation Links on the Homepage](#)  
[Managing Account Settings](#)  
[Removing a Connection](#)  
[Changing, Adding, or Removing Your Email Address](#)  
[LinkedIn Professional Community Guidelines](#)

Help Forum Overview

[Read our Help Forum Guidelines](#)

About | Blog | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Language | [Upgrade Your Account](#)  
LinkedIn Corporation © 2013 | [Careers](#) | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#) | [Follow Us on Twitter](#)

Notice how **Contact Us** is now active. Click on this to go the screen where you can send an email to Customer Service.

# Contact Customer Service (3)

LinkedIn Help Center

Support Home Help Forum Safety Center Support History Contact Us

Submit Your Question

Name: Larry LaBelle  
Primary Email: larrylabelle@trainingtamer.com  
Alternate Email:   
Issue Type \*: --   
Subject \*:   
Your Question \*:

This is the email form you can use to enter a question or submit a suggestion for an enhancement. Fill it out, click **Continue** and then continue to follow the prompts to complete your submission.

#### Popular Answers

- Changes to the Top Navigation Links on the Homepage
- Managing Account Settings
- Removing a Connection

You can use the **Browse** button to attach a file, such as a screen shot of a screen you're having trouble with.



# Send Suggestions for Enhancements

# Send Feedback

- You can submit request for enhancements to LinkedIn that you'd like to see implemented in an upcoming release of the product
- Click on **Profile** on the Main Menu
- Then scroll down to the bottom of the screen
- Follow the instructions on the following slides

# Send Feedback (2)

The screenshot shows a LinkedIn profile page for a user. At the top, there's a navigation bar with the LinkedIn logo, 'PREMIUM' status, a search bar, and various icons. Below the search bar, there are sections for 'Christian Professional ...', 'Florida Professional ...', and 'Global Jobs Network', each with a 'Visible' status and a 'See 50 more >' link. A 'Following' button is visible. In the center, there are company profiles for 'BISK bish education', 'Training Tamer Inc.', and 'ORACLE'. On the right side, there's a 'People You May Know' section featuring 'Stanley Gloster' (2nd degree connection, Chairman of Black Republicans of West Fl...), and an 'Ads You May Be Interested In' section for '\$25K for Small Biz' and 'Care taker for elderly?'. A large red box highlights the 'Send Feedback' button at the bottom of the page. The footer contains links for Help Center, About, Press, Blog, Careers, Advertising, Talent Solutions, Small Business, Mobile, Developers, Language, Upgrade Your Account, and several policy links. The 'Send Feedback' link is specifically circled in red.

PREMIUM

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

Advanced

836 3

Christian Professional ... Visible See 50 more >

Florida Professional ... Visible

Global Jobs Network Visible

Following

BISK bish education

Training Tamer, Inc.

ORACLE

Bisk Education  
E-Learning  
✓ Following

Training Tamer Inc.  
Professional Training & Coaching  
✓ Following

Oracle  
Information Technology and Services  
✓ Following

Stanley Gloster 2nd  
Chairman of Black Republicans of West Fl...  
Connect · 24

People You May Know

Ads You May Be Interested In

\$25K for Small Biz  
Enter the Wells Fargo Works Project contest and you could win \$25K.

Care taker for elderly?  
Overwhelmed & need support? We

Click on Send Feedback.

Help Center | About | Press | Blog | Careers | Advertising | Talent Solutions | Small Business | Mobile | Developers | Language | Upgrade Your Account

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# Send Feedback (3)

The screenshot shows a LinkedIn interface. At the top, there's a search bar and various navigation links like 'Christian Professionals', 'Florida Professional ...', 'Global Jobs Network', and 'People You May Know'. A 'Send Feedback' modal window is centered over the page. The modal has a title 'Send Feedback', a photo of a smiling woman, and a photo of a person's hands typing on a laptop. It contains two sections: 'Need help?' and 'Have feedback for us?'. Below these are two buttons: 'Go to Help Center' and 'Send us feedback'. A red callout box with a red border and arrow points to the 'Send us feedback' button, containing the text 'Click on the Send Us Feedback button.' At the bottom of the screen, there's a navigation bar with links like 'Help Center', 'About', 'Press', etc., and a 'Send Feedback' link.

in PREMIUM

Christian Professionals  
Visible

Florida Professional ...  
Visible

Global Jobs Network  
Visible

See 50 more >

People You May Know

Following

Bisk education

Bisk Education  
E-Learning  
✓ Following

Training Tamer, Inc.  
Professional Training & Coaching  
✓ Following

Schools

University of New Hampshire  
Greater Boston Area  
✓ Following

Send Feedback

Need help?

Are you having an issue with the site or your account? We will be happy to respond to your questions!

Go to Help Center

Have feedback for us?

If you have thoughts to share, please send us your feedback. We review your feedback but will not be able to respond.

Send us feedback

Click on the Send Us Feedback button.

Invest In Your Future

Get Personalized Actionable Investment Advice For Free With FutureAdvisor.

Help Center | About | Press | Blog | Careers | Advertising | Talent Solutions | Small Business | Mobile | Developers | Language | Upgrade Your Account

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# Send Feedback (4)

The screenshot shows a LinkedIn interface. At the top, there's a search bar and various navigation links like 'PREMIUM', 'Christian Professional...', 'Florida Professional...', 'Global Jobs Network', and 'See 50 more >'. Below the search bar, there's a 'Following' section with profiles for 'Bisk bish education', 'Training Tamer, LLC', and 'University of New Hampshire Greater Boston Area'. A 'Send Feedback' dialog box is overlaid on the page, containing a text input field with placeholder text 'My idea for LinkedIn is...' and a 'Send' button. Red arrows and callout boxes highlight the dialog box and the 'Send' button.

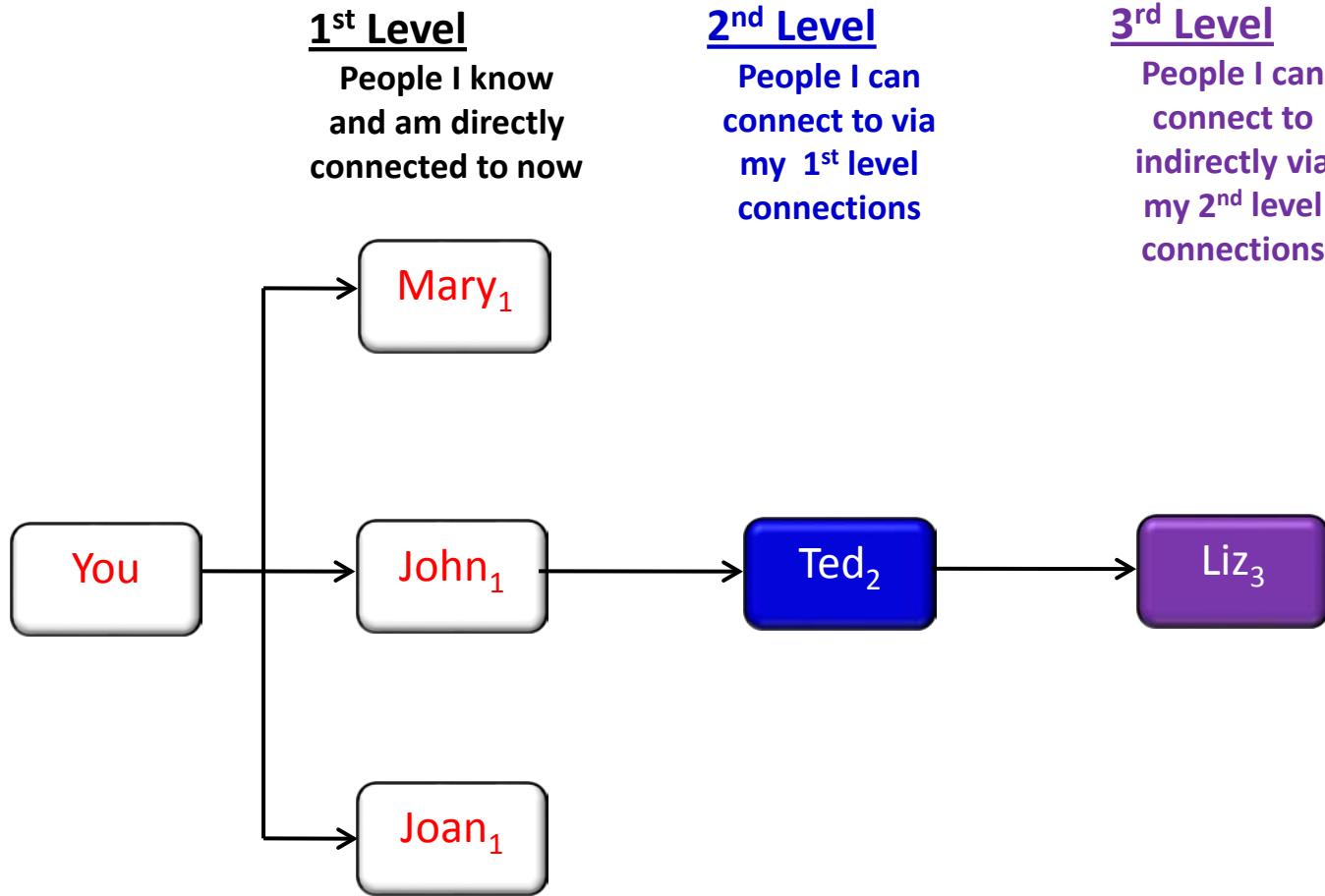
1. This is the **Send Feedback** dialog. Enter your suggestion here.
2. Then click on the **Send** button to submit it.

LinkedIn Footer:

- Help Center | About | Press | Blog | Careers | Advertising | Talent Solutions | Small Business | Mobile | Developers | Language | Upgrade Your Account
- LinkedIn Corporation © 2014 | User Agreement | Privacy Policy | Community Guidelines | Cookie Policy | Copyright Policy | Send Feedback

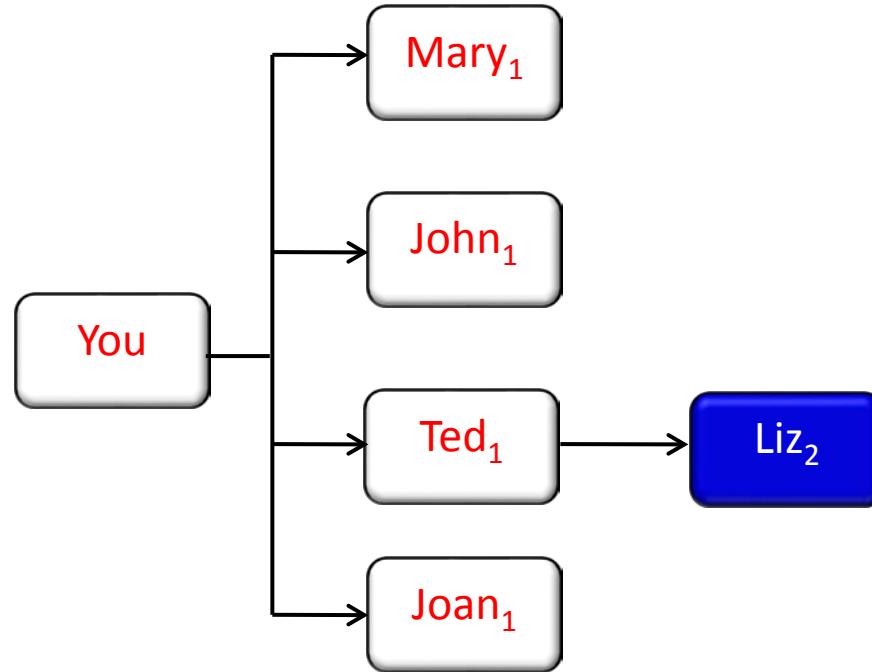
# LinkedIn Connection Levels

# LinkedIn Connection Levels



Suppose I want to connect to Ted and send him a connection request? If he accepts, what level will he be on? See next slide for the answer?

# LinkedIn Connection Levels



Ted is now a 1<sup>st</sup> Level Connection to you. Also, notice how Liz is now a Level 2 Connection to you.

# What Constitutes Your Network?

# People You Can Connect To

- People in your network
  - People in your network (Level 1, 2 and 3)
  - People in discussion groups you belong to
- People outside your network

**NOTE:** If you try to connect to people using the **I Don't Know** option and 5 people don't accept your connection request, you'll be placed in an "Account Restricted" status. LinkedIn will often lift a restriction after you acknowledge you've read some educational information on proper use of their site. You'll have to contact LinkedIn Customer Support to restore your access and tell them you didn't know about this restriction and won't do again.

# Get Over 500 Connections

- Makes you a higher profile LinkedIn User
- Lifts you up in LinkedIn rankings
- Drives others to want to connect to you

# Home Choice on Main Menu

# Home Choice on Main Menu

- Click on **Home** on the Main Menu
  - Provides updates
    - Influencers you're following
    - Companies you're following
    - Updates from your Level 1 Connections

# Home

**People Who May Know You**

Click on See More link to see a comprehensive list. These are people you might want to Connect with to build a large network quickly.

Quickly grow your professional network  
Join Jim, Gerard and 933 others who have found people they already know.  
larrylabelle1947@yahoo.com

Your email is safe with us!  
We will not store your password or email anyone without your permission.

Continue

Type a name or @ to mention someone...

Share with

Share

All Updates

Larry, someone wants to reconnect!  
From Kathy Jerman - Running Late to JSAG Class...

PEOPLE YOU MAY KNOW

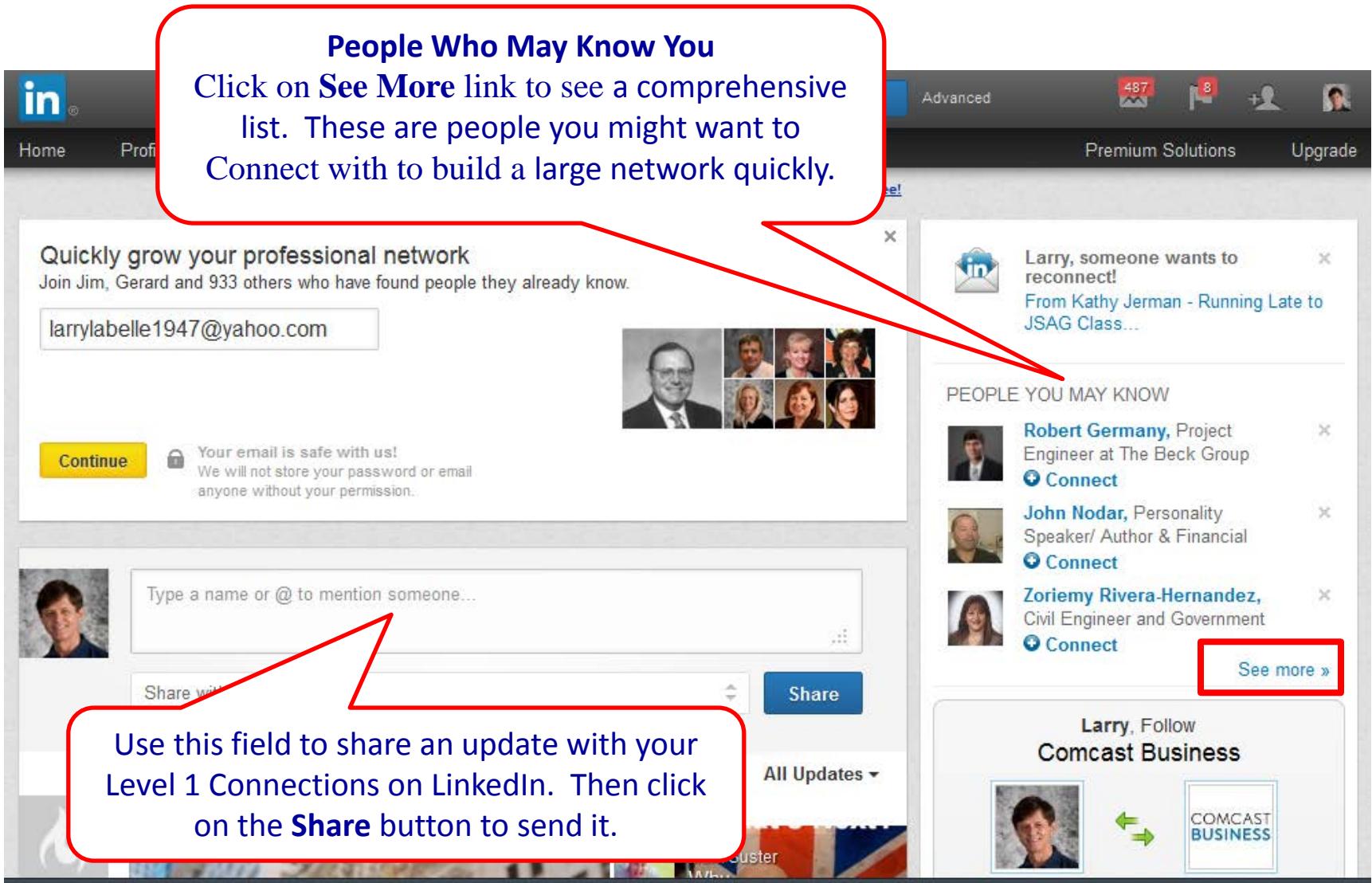
Robert Germany, Project Engineer at The Beck Group  
Connect

John Nodar, Personality Speaker/ Author & Financial  
Connect

Zoriemy Rivera-Hernandez, Civil Engineer and Government  
Connect

See more »

Use this field to share an update with your Level 1 Connections on LinkedIn. Then click on the Share button to send it.



# **Home: People You May Know**

# People You May Know

If Robert Germany is someone you think you'd like to connect with, click on his **name** to view his profile to learn more about him.

LinkedIn search results for "people you may know":

- Elizabeth Gleason (3rd)  
Secretary/Receptionist/Customer Service at The Groves Center  
Lakeland, Florida Area
- Mary Elizabeth Reed (2nd)  
experience in legal and insurance fields  
Tampa/St. Petersburg, Florida Area
- Sandra Neuwirth (GROUP)  
Experienced Sales Representative  
Tampa/St. Petersburg, Florida Area
- Sue Spensberger (3rd)  
-
- Ja...  
Petersburg, Florida Area
- Robert Germany (2nd)  
Project Engineer at The Beck Group  
Tampa/St. Petersburg, Florida Area
- Kevin Hall (2nd)  
Co-Owner at BenePAY Florida, LLC  
Tampa/St. Petersburg, Florida Area
- sandre mushinsky (3rd)  
regional director at childcare investments

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Top

# Send Connection Request

Search for people, jobs, companies, and more... Advanced 492 grade

Home Profile Network Jobs Interests

Passionate about DiSC®? - The Publisher of DiSC seeks train

**Robert Germany**  
Project Engineer at The Beck Group  
Tampa, Florida | Construction

Previous Education United States Air Force  
Montana State University Bozeman

**Connect** Send InMail 121 connections

People Similar to Robert

Michael Stewart, LEED AP BD+C 3rd  
Construction Management Connect

The business phone for moguls, tycoons and cheapskates.

Click Here for Price

www.linkedin.com/pub/robert-germany/44/80/109/

Background

Experience

Project Engineer  
The Beck Group  
March 2012 – Present (1 year 4 months) | Tampa/St. Petersburg, Florida Area

BECK

A red callout bubble with a blue border points from the text "Click on the Connect button to initiate a personalized Connection request to Robert Germany." to the "Connect" button on the LinkedIn profile page.

# Send Connection Request (2)

The screenshot shows the LinkedIn connection request dialog. At the top, there's a search bar and navigation links for 'Add Connections', 'Colleagues', 'Alumni', and 'People You May Know'. On the right, there are icons for notifications (492), messages, and profile. Below the header, the title 'Invite Robert to connect on LinkedIn' is displayed. A red box highlights the question 'How do you know Robert?' followed by a list of options: 'Colleague', 'Classmate', 'We've done business together' (which is selected), and 'Owner/CEO at Training Tamer Inc.' (selected from a dropdown). Another red box highlights the 'Include a personal note: (optional)' section, which contains a message from Larry LaBelle to Robert. A third red box highlights the 'Send Invitation' button at the bottom.

- 1) Select How you know Robert from the choices provided. In this case, it was **We've done business together** and the common business was chosen from a drop down list.
- 2) Enter a personalized connection request message to increase the chances of Robert accepting your connection request..
- 3) Click on the Send Invitation button to send the connection request.

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

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

# Personalize Connection Requests

- When you create a Connection Request to another LinkedIn User, be sure to personalize the request (vs. the stock message)
  - Give the person a compelling reason to connect with you
    - What can you offer to them that they'd perceive as valuable (e.g. access to your vast set LinkedIn connections and expertise)
    - Figure out how you can help them?
    - Try to learn as much about them from their profile, BLOG, etc. before making contact
- During first interaction, ask questions to learn more about the person and his work related problems and pains
  - Remember, it takes about 3 successful interactions to build trust with a new connection
  - Trust is the foundation of a true champion who wants to help you

# Home - Continued

These are updates from people in your LinkedIn Network.

A high number here shows that lots of people have been viewing your profile in the last 7 days, possibly even HR staff, hiring managers and recruiters.

A high number here shows that your profile has appeared in lots of search results in the last 3 days. If you don't show up in search results, you don't exist.

The screenshot shows a LinkedIn home page with several key sections highlighted:

- Profile Activity:** A red box highlights the "WHO'S VIEWED YOUR PROFILE" section, which shows 9 views in the past 7 days and 20 appearances in search results over 3 days. A call-to-action button "Unlock the full list with LinkedIn Premium" is shown below.
- Network Statistics:** The "YOUR LINKEDIN NETWORK" section displays 1,507 connections and 59,466 new people added since June 6. A "Add Connections" button is available.
- Profile Updates:** A red box highlights the "Updates from your LinkedIn Network" section, which lists recent posts from users like Herb Greenberg and John A. Byrne.
- Profile Details:** A red box highlights the profile card for Christopher Mance II, showing his photo, title ("Entrepreneur, Co-founder of Nichevertising"), and connection status (2nd). Buttons for "Connect" and "View Profile" are present.
- Post Activity:** A red box highlights the "Recent Posts" section, showing a post by Christopher Mance II with the caption "Cold calling keeps coming up as a solution for startups."

# **Profile Choice on Main Menu**

# Profile – Edit Profile

The screenshot shows the LinkedIn homepage. At the top, there's a navigation bar with the LinkedIn logo, a 'PREMIUM' badge, a search bar, and various icons. Below the bar, the main menu has 'Profile' as the active item, which is underlined and highlighted with a red box. A secondary menu for 'Profile' is open, showing options like 'Edit Profile' and 'Who's Viewed Your Profile'. The rest of the page displays news feed items, user activity notifications, and an advertisement for Absolute Software.

1. Click on **Profile** on the main menu first.
2. Then click on **Edit Profile** from the sub-menu.

# **Profile – Basic Info**

# Profile – Basic Info

The screenshot shows a LinkedIn profile page for "Rich Dad Tampa Area - Free 2-Hour". The profile belongs to "Larry LaBelle", described as a CAREER COACH | JOB COACH | CAREER STRATEGIST | CAREER CONSULTANT | - Pioneer in Winning Job Search Strategies, located in Tampa/St. Petersburg, Florida Area | Professional Training & Coaching. The profile includes a photo of a smiling man, a "Done editing" button, and a "Edit" link for the URL. Below the profile, there are tabs for "Activity" (which is active), "Background", and "Summary". A summary statement at the bottom reads: "Training Tamer provides comprehensive training, coaching & support services to both Job Seekers and". To the right of the profile, a sidebar displays "500+ connections" with an "Edit Contact Info" button, and sections for "Languages", "Test Scores", "Certifications", and "Volunteering & Causes". Red callout boxes highlight several features:

- Headline**: Points to the professional title and description area.
- Search Box Can search for People, Jobs, Companies, Groups, Updates and Inbox.**: Points to the search bar at the top of the page.
- # Connections**: Points to the connection count in the sidebar.
- Edit Contact Info – Click to View/Edit**: Points to the "Edit Contact Info" button in the sidebar.
- View your activity. Click on pencil icon to view.**: Points to the "Activity" tab and the edit icon next to it.
- Profile URL – Can edit to customize URL.**: Points to the URL and edit link below the profile photo.



# **Create Custom Background Graphic**

# Profile – Custom Background Photo

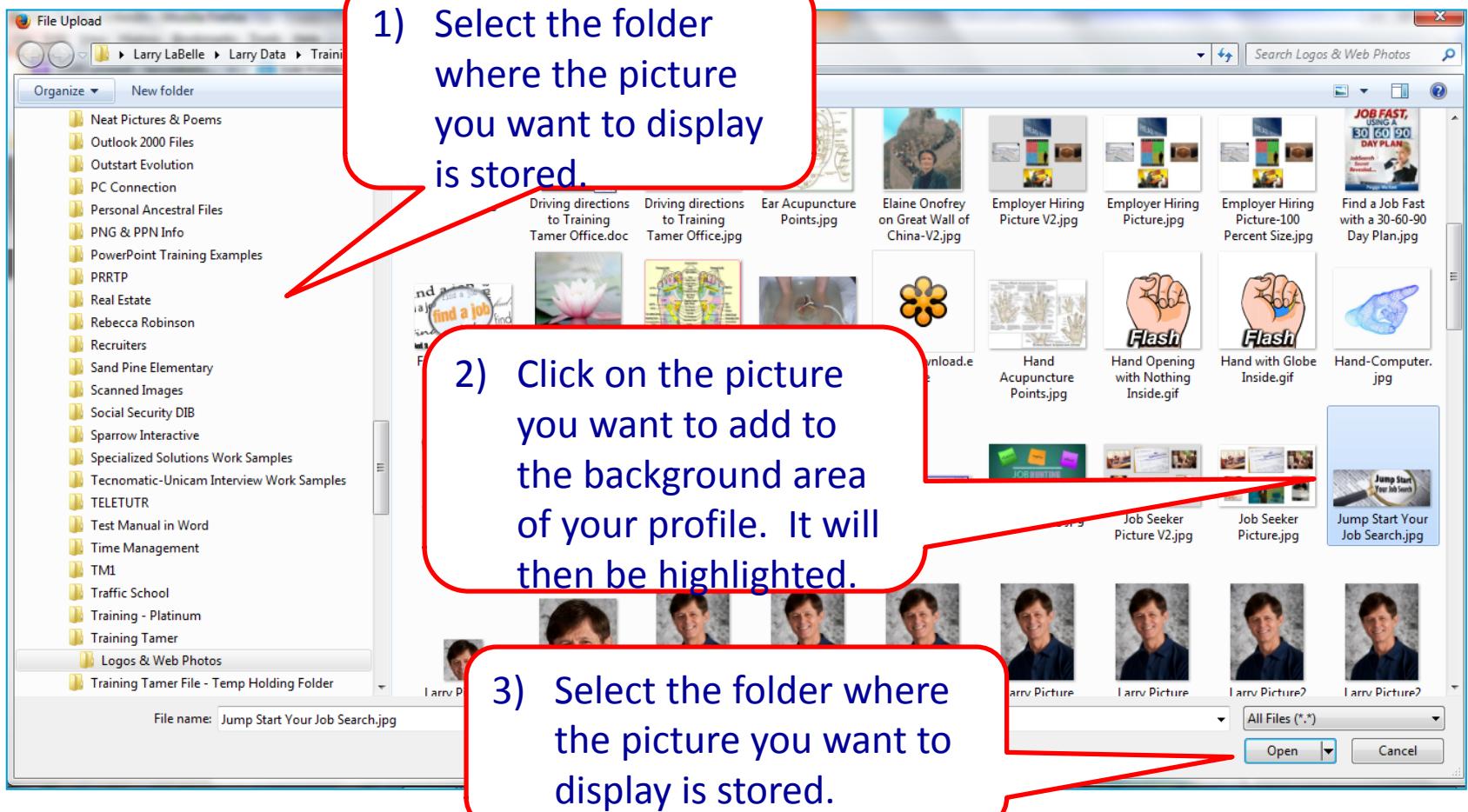
The screenshot shows a LinkedIn profile page for Larry LaBelle. At the top, there's a navigation bar with links for Home, Profile, Connections, Jobs, Interests, Business Services, and Try Premium for free. A search bar is also present. Below the navigation, a banner promotes a book by the Dalai Lama.

The main profile area features a headshot of Larry LaBelle, his name in bold, and his title as a Career Coach and Job Coach. It lists his professional experience at Training Tamer Inc., previous work at Real Estate Lives, SPC Tweeners, and education from the University of New Hampshire. A 'View profile' button is below the summary.

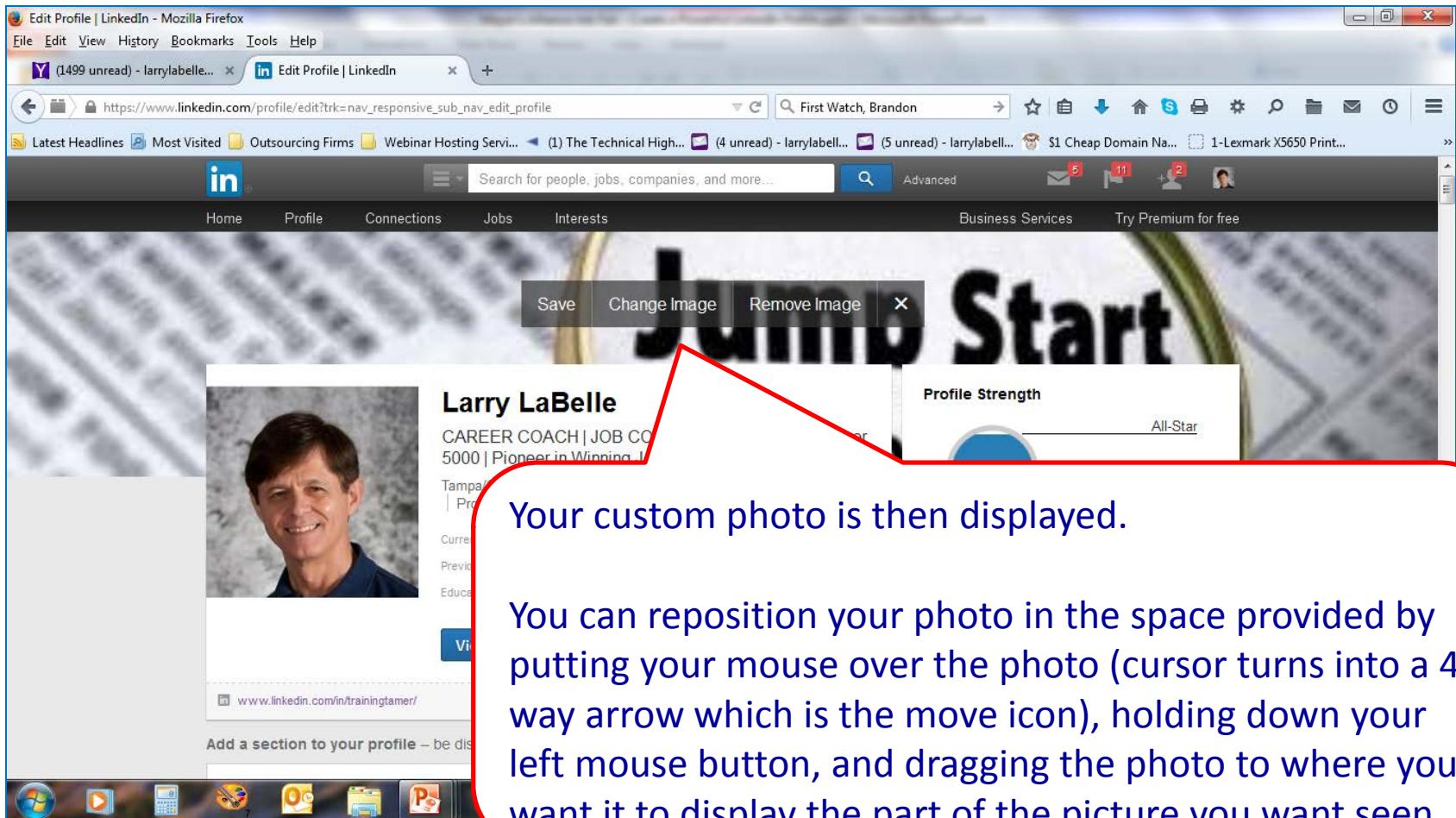
A prominent call-to-action is displayed: 'Add a background photo' with a camera icon, accompanied by a red arrow pointing towards the 'Add a background photo' link. A red callout box contains the text: 'Click here to select a picture to add to the background area of your profile.' To the right, a 'Profile Strength' section shows an 'All-Star' rating with a blue circular icon.

At the bottom of the profile area, there's a note about adding sections to the profile and a 'Contact Info' button. On the far right, there are buttons for 'APPLY NOW >' and 'POWERED BY in'. The URL [www.linkedin.com/in/trainingtamer/](http://www.linkedin.com/in/trainingtamer/) is visible at the bottom left.

# Profile – Custom Background Photo (2)



# Profile – Custom Background Photo (3)



# **Profile – Customize Your Public Profile**

# Customize Your Public Profile

The screenshot shows the LinkedIn Public Profile page for 'Larry LaBelle'. The top navigation bar includes 'Search for people, jobs, companies, and more...', 'Advanced', '494', '1', and profile icons. Below the search bar are tabs for Home, Profile, Network, Jobs, and Interests, along with Premium Solutions and Upgrade links. A 'Public Profile' section header is followed by a message: 'Larry, take control of how you appear in public search results.' On the left, a summary box for Larry LaBelle lists 'Tampa/St. Petersburg, Florida Area | Professional Training & Coaching', 'Recommendations 32 people have recommended Larry', and 'Connections 500+ connections'. A red callout box points to this area with the text 'Hide or Show your Profile.'. To the right is a 'Customize Your Public Profile' sidebar with the heading 'Profile Content'. It contains two radio buttons: 'Make my public profile visible to no one' (unchecked) and 'Make my public profile visible to everyone' (checked). A list of checkboxes allows hiding specific sections: Basics (checked), Picture, Headline, Summary, Skills, Current Positions, Past Positions, Courses, Honors and Awards, Education, Additional Information, and Interested In... A red callout box points to this sidebar with the text 'Hide or Show specific sections of your Profile with these checkboxes. Hide ones you are building/editing or just don't want seen.' At the bottom right is a placeholder for 'Your public profile URL'.

Larry, take control of how you appear in public search results.

**Larry LaBelle**  
Tampa/St. Petersburg, Florida Area | Professional Training & Coaching

Recommendations 32 people have recommended Larry  
Connections 500+ connections

Hide or Show your Profile.

Hide or Show specific sections of your Profile with these checkboxes. Hide ones you are building/editing or just don't want seen.

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

Make my public profile visible to no one  
 Make my public profile visible to everyone

Basics Name, industry, location, number of recommendations  
 Picture  
 Headline  
 Summary  
 Skills  
 Current Positions  
 Past Positions  
 Courses  
 Honors and Awards  
 Education  
 Additional Information  
 Interested In...

Your public profile URL

# Customize Your LinkedIn URL

The screenshot shows the LinkedIn profile settings page. At the top, there is a navigation bar with links for Home, Profile, Network, Jobs, and Interests. To the right of the search bar are Advanced search options, a message icon (494), a notifications icon (1), and a user profile icon. Below the navigation bar, there is a sidebar with checkboxes for selecting profile sections: Summary, Skills, Current Positions, Past Positions, Courses, Honors and Awards, Education, Additional Information, and Interested In... A large red box highlights the "Edit Public Profile URL" link. Another red box highlights the "Customize your public profile URL" link, which is part of the "Your public profile URL" section. This section also includes the current URL (www.linkedin.com/in/trainingtamer), a link to "Customize your public profile URL \* View your public profile", and a "Profile Badges" section with a "Create a profile badge to promote your profile like this:" button and a "View my profile on LinkedIn" button.

Edit Public Profile URL

Click on **Customize your public profile URL** link to personalize your link.

Your public profile URL

Your current URL  
www.linkedin.com/in/trainingtamer

[Customize your public profile URL](#) \* [View your public profile](#)

Profile Badges

Create a profile badge to promote your profile like this:

[View my profile on LinkedIn](#)

[Help Center](#) | [About](#) | [Press](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Talent Solutions](#) | [Tools](#) | [Mobile](#) | [Developers](#) | [Publishers](#) | [Language](#) |

[Upgrade Your Account](#)

# Customize Your LinkedIn URL (2)

- 1) Enter a personalized ending to your LinkedIn URL, such as your first name, middle initial and last name.

If this makes your overall URL unique, you'll see a **Green ✓** at the end of this field.

If it's not, you'll see a **Red X** at the end of this field indicating your new URL is not unique. Edit it until you get the **Green ✓**.

The screenshot shows the LinkedIn customization interface. At the top, there's a navigation bar with 'Home', 'Profile', and 'Network' tabs. Below it is a search bar. The main area has a title 'Customize your public profile URL'. It says, 'Enhance your personal brand by creating a custom URL for your LinkedIn public profile.' A note below states, 'If you change your URL, your current custom URL will no longer be valid.' There's a text input field containing 'www.linkedin.com/in/'. Below the input field is a note: 'Note: Your custom URL must contain 5 - 30 letters or numbers. Please do not use spaces, symbols, or special characters.' At the bottom are 'Set Custom URL' and 'Cancel' buttons. A red box highlights the 'Set Custom URL' button. To the right, the generated URL 'www.linkedin.com/in/trainingtamer' is shown along with options to 'Customize your public profile URL' or 'View your public profile'. Further down, there's a 'Profile Badges' section with a 'Create a profile badge to promote your profile like this:' link and a 'View my profile on LinkedIn' button. A red box also highlights the URL 'www.linkedin.com/in/trainingtamer'.

- 2) Click on **the Set Custom URL button** to save your new profile link.

# **Profile – Basic Info**

# Profile – Basic Info (2)

The screenshot shows a LinkedIn profile for Larry LaBelle. At the top right, there are 479 connections. The profile picture is a smiling man with short brown hair. Below the picture, the headline reads "Winning Job Search Strategies" and "Tampa/St. Petersburg, Florida Area | Professional Training & Coaching". A blue "Done editing" button is visible. To the right, it shows "500+ connections". On the far right, there's a sidebar with sections for "Projects", "Languages", "Publications", and "Test Scores", each with a plus sign to expand. Below the profile picture, under "Visible to your connections", are fields for Email (larrylabelle@trainingtamer.com), Phone (813-924-8404 (work)), IM, Address (3209 Taragrove Drive, Tampa, FL 33618), and a note "Visible to everyone on LinkedIn". Under "Visible to everyone on LinkedIn", there are links for Twitter (@larrylabelle), Websites (Training Tamer Inc., Training Tamer B LOG, Sample Career Portfolio), and a LinkedIn URL (www.linkedin.com/in/trainingtamer/). Red callout boxes highlight the Twitter link and the websites section.

**Twitter Username**  
Send updates to Twitter

Links for up to 3 Websites. Can display user friendly name and associated URL underneath.

# **Profile – Summary**

# Profile - Summary

LinkedIn Go to LinkedIn Ads » 478

Larry LaBelle Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced

Background

Summary

**Summary**

Training Tamer provides comprehensive training, coaching & support services to both Job Seekers and Employers. For job seekers, we offer live workshops & webinars to help them win a job FAST! For individualized help, we provide one-on-one phone coaching with all facets of the job search. We help you to:

- Manage a Career Transition
- Identify Your Accomplishments, Testimonials & Awards
- Create a Compelling Sales Pitch
- Write a Powerful Resume & Cover Letter
- Network with Personal & LinkedIn Connections
- Use High Payoff Job Search Methods to Find Jobs
- Develop a Job Search Action Plan
- Build a Career Portfolio That Tells a Compelling Story
- Create Job Search Marketing Tools
- Develop Winning Interview Skills
- Get a Job Offer with a 30-60-90 Day Plan
- Negotiate Salary & Benefits

ACHIEVEMENTS:

- Developed a "How to Sell Yourself to Employers" webinar delivered worldwide
- Placed 83% of job candidates in my first job search workshop

WorkNet Pinellas (15)

5 5 6 4

**Keywords**

Nouns and noun phrases embedded in text that cover your job title, skills, tools you use, certifications, licenses, etc. HR staff & recruiters use keywords to search for job candidates to fill a position.

# LinkedIn Profile – Summary (2)

LinkedIn Go to LinkedIn Ads » 478

Larry LaBelle Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced All-Star

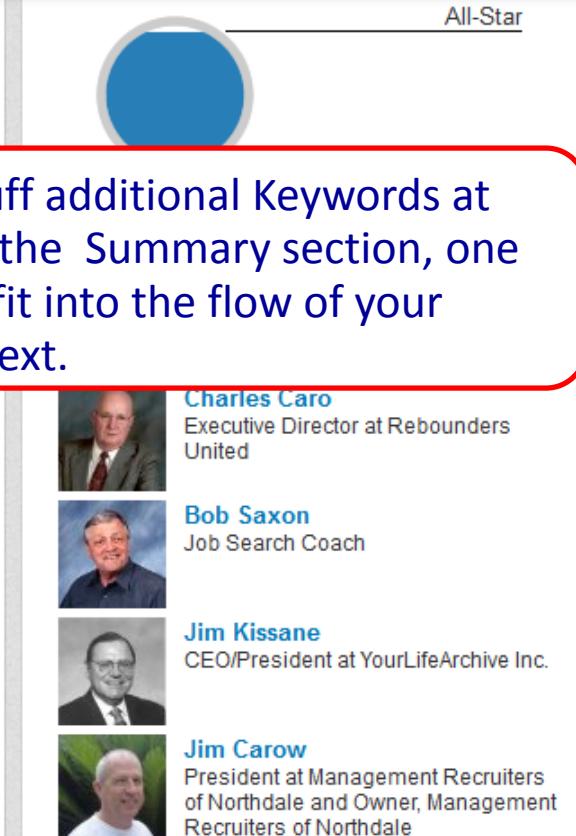
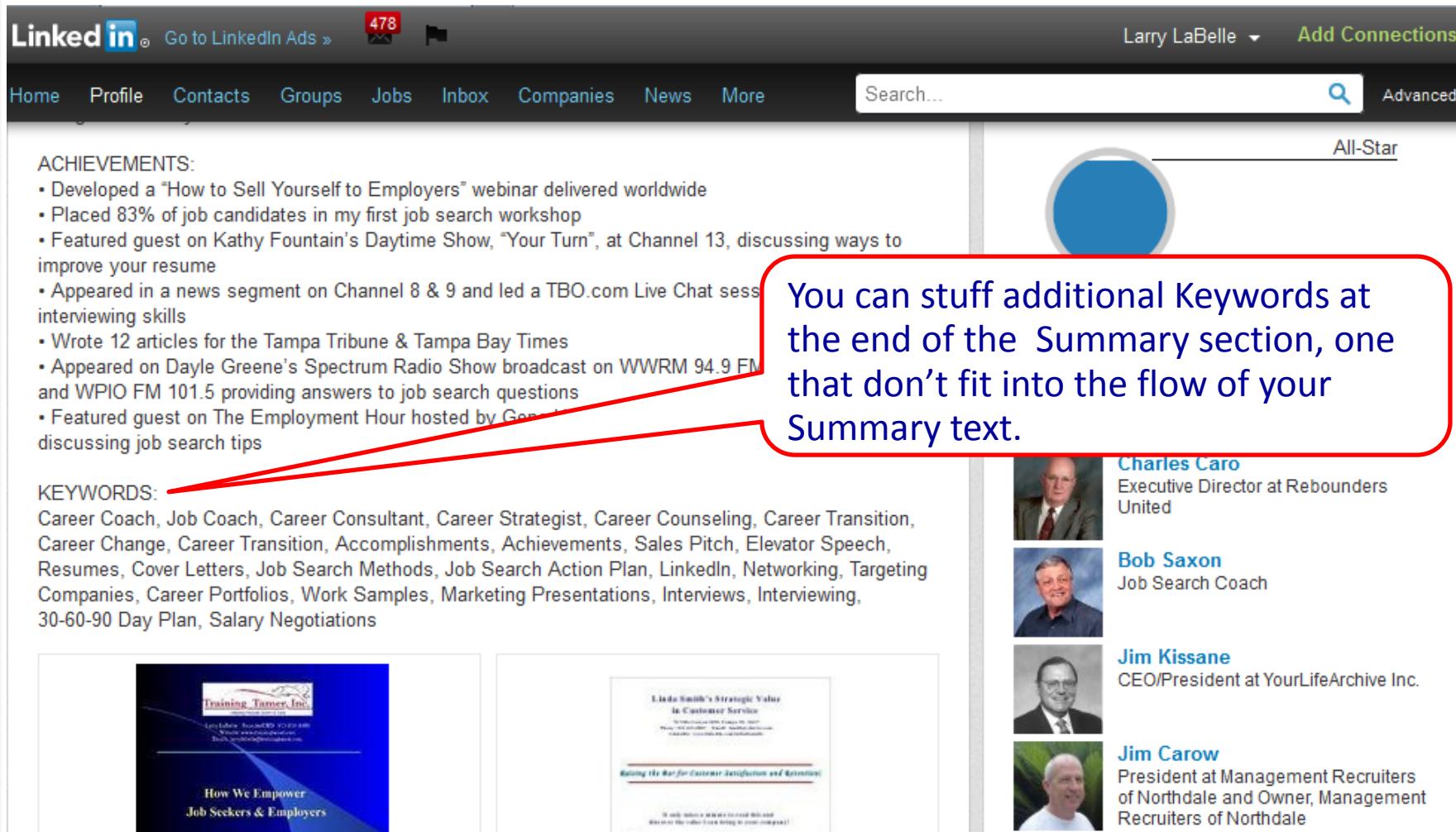
ACHIEVEMENTS:

- Developed a "How to Sell Yourself to Employers" webinar delivered worldwide
- Placed 83% of job candidates in my first job search workshop
- Featured guest on Kathy Fountain's Daytime Show, "Your Turn", at Channel 13, discussing ways to improve your resume
- Appeared in a news segment on Channel 8 & 9 and led a TBO.com Live Chat session interviewing skills
- Wrote 12 articles for the Tampa Tribune & Tampa Bay Times
- Appeared on Dayle Greene's Spectrum Radio Show broadcast on WWRM 94.9 FM and WPIO FM 101.5 providing answers to job search questions
- Featured guest on The Employment Hour hosted by George Johnson discussing job search tips

KEYWORDS:

Career Coach, Job Coach, Career Consultant, Career Strategist, Career Counseling, Career Transition, Career Change, Career Transition, Accomplishments, Achievements, Sales Pitch, Elevator Speech, Resumes, Cover Letters, Job Search Methods, Job Search Action Plan, LinkedIn, Networking, Targeting Companies, Career Portfolios, Work Samples, Marketing Presentations, Interviews, Interviewing, 30-60-90 Day Plan, Salary Negotiations

You can stuff additional Keywords at the end of the Summary section, one that don't fit into the flow of your Summary text.



# **Profile – Skills & Expertise**

# Profile – Skills & Expertise

The screenshot shows the LinkedIn profile Skills & Expertise section. At the top, there's a navigation bar with Home, Profile, Contacts, Groups, and Jobs. Below that, a sidebar has a Skills & Expertise icon and the text "Skills & Expertise". Underneath, it says "Most endorsed for..." followed by a list of skills with endorsement counts: "99+ Resume Writing", "99+ Career Development", "99+ Career Counseling", and "22 Job Search Strategies". A red box highlights the "Skills & Expertise" sidebar.

## Skills & Expertise

Can define up to 50 skills you have (e.g. Resume Writing). Each skill is a keyword but the keywords in this section are weighted higher than ones in any other section.

After you create your skills list, you can go back and **Edit** your list and reorder your skills (drag and drop) even if any skill had endorsements. You can delete skills too but if you do, you lose all the associated endorsements.

These are the people who have endorsed you for your skills. You can click the picture of any person to see their profile.

This right arrow button lets you see a complete list of all the people who have endorsed you for this skill.

# **Profile – Experience**

# Profile – Experience

LinkedIn Go to LinkedIn Ads » 479 Larry LaBelle Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced

Experience + Add a position

**Owner/CEO** Edit | 

Training Tamer Inc.  
September 1999 – Present (13 years 9 months) | Tampa, FL and Dover, NH

Training Tamer provides training, coaching, and support services for Job Seekers and Employers in the following areas:

- Implementing Effective Job Search Strategies (for Job Seekers)
- Hiring & Retaining Grade A Talent (for HR and Hiring Managers)
- Implementing a Praise, Incentives, and Coaching Program (for HR and Management)
- Job Seeker & Employer Empowerment (for Everyone): Communications, Customer Service, Conflict Resolution, Change Management, and Creativity/Idea Generation/Vision)

For Job Seekers, we help them identifying and writing their accomplishments, sales pitch, resume, cover letter and job search action plan. We also help them create unique job search marketing tools (career portfolio, strategic business value presentation, etc.) and develop their personal and LinkedIn network to find champions inside their target companies who could bring their resume to the hiring manager with a referral. Finally, we help them master interview and salary negotiation strategies to help them win a job at the salary they deserve. If there are multiple interview finalist, we teach them how to develop a 30-60-90 Plan to beat the competition hands down.

KEYWORDS: Career Coach, Job Coach, Career Consultant, Career Strategist, Career Counseling, Career Transition, Career Change, Career Transition, Accomplishments, Achievements, Sales Pitch, Elevator Speech, Resumes, Cover Letters, Job Search Methods, Job Search Action Plan, LinkedIn, Networking, Targeting Companies, Career Portfolios, Work Samples, Marketing Presentations, Interviews, Interviewing, 30-60-90 Day Plan, Salary Negotiations

= 27 recommendations including

## Keywords

You can put keywords in the text of each job description, just like you did in the Summary section.

You can stuff additional Keywords at the end of each job, just like you did in the Summary section.

# LinkedIn Profile – Experience (3)

The screenshot shows a LinkedIn profile for an Owner/CEO of Training Tamer Inc. from September 1999 to the present. It highlights the 'Experience' section, which lists various roles and descriptions. A red box surrounds the 'Recommendations' section, which displays the number of recommendations received and a link to view them.

**Owner/CEO** | Edit |

Training Tamer Inc.  
September 1999 – Present (14 years 8 months)

Training Tamer provides training, coaching, following areas:

- Implementing Effective Job Search Strategies (for Job Seekers)
- Hiring & Retaining Grade A Talent (for HR and Hiring Managers)
- Implementing a Praise, Incentives, and Coaching Program
- Job Seeker & Employer Empowerment (for Everyone)

Resolutions, Change Management, and Creativity!

For Job Seekers, we help them identifying a letter and job search action plan. We also portfolio, strategic business value press find champions inside their target company referral. Finally, we help them make the salary they deserve. If there Plan to beat the competition.

**KEYWORDS:**  
Career Coach, Job Change, Career Consultant, Career Strategist, Career Counseling, Career Change, Career Transition, Accomplishments, Achievements, Sales Pitch, Elevate Resumes, Cover Letters, Job Search Methods, Job Search Action Plan, LinkedIn, Network Companies, Career Portfolios, Work Samples, Marketing Presentations, Interviews, Interview 30-60-90 Day Plan, Salary Negotiations

▼ 30 recommendations, including:

**Richard H Harvey, Jr.**  
Chief Compliance Officer and General Counsel

I hired Larry to assist me in drafting a professional resume. Not only did he help me significantly improve my resume, he... View ↓

**Leah Turner**  
Marketing Solutions for your Business

I recently completed Larry LaBelle's 4 week Job Seekers Course (JSAC) and all I can say is WOW!! Larry is an excellent... View ↓

## Recommendations

Number of recommendations you've received for this job from former co-workers (Level 1 Connections). You can request edits to a new recommendation before posting it (or not post it at all if you're not satisfied with the recommendation..

To view the complete text of a recommendation, click on **View** link.

This brings you to **Recommendation** section in profile (this section is only there if you have at least 1 recommendation).

Once in **Edit** mode, you can reorder recommendations By using the **Move** (two way, vertical arrow) icon. This allows you to put your best recommendations at the top of the list regardless of when they were received.

# **Profile – Education**

# LinkedIn Profile – Education

The screenshot shows a LinkedIn profile page with a red box highlighting the 'Education' section. The 'Education' tab is selected, and a red arrow points from the tab to a callout bubble containing the text 'Education section'. The profile includes information about a self-designed major at the University of New Hampshire, activities, and interests.

Search for people, jobs, companies, and more... Advanced 490 3 Premium Solutions Upgrade

Home Profile Network Jobs Interests

**Education** **+ Add education**

**University of New Hampshire** **Edit** | **E+**

Self-Designed Major, Education, Computer Science, Business  
1974 – 1984

Developed a self-designed major called "Business Data Processing Education." This major spanned three areas: Business, Education and Computer Science. My courses included traditional classes, independent studies and even a graduate course,

Activities and Societies: Non-traditional student group.

**Add a link** **Upload a file**

**Additional Info**

**Interests** **Edit**

Kayaking, Canoeing, Camping, Ice Skating, Roller Blading, Softball, Hockey, Basketball, Tennis, Career Coach, Job Coach, Career Consultant, Career Strategist, Career Counseling, Career Transition, Career Change, Career Transition, Accomplishments, Achievements, Sales Pitch, Elevator Speech, Resumes, Cover Letters, Job Search Methods, Job Search Action Plan, LinkedIn, Networking, Targeting Companies, Career Portfolios, Work Samples, Marketing Presentations, Interviews, Interviewing, Interviewing, 30-60-90 Day Plan, 30 60 90 Day Plan, Salary Negotiations

# **Profile – Additional Info**

# LinkedIn Profile – Additional Info

The screenshot shows a LinkedIn profile page with the following sections:

- Additional Info**: A section for listing interests and hobbies.
- Interests**: A list of various activities and keywords, including Kayaking, Canoeing, Camping, Ice Skating, Roller Blading, Softball, Hockey, Basketball, Tennis, Career Coach, Job Coach, Career Consultant, Career Strategist, Career Counseling, Career Transition, Career Change, Accomplishments, Achievements, Sales Pitch, Elevator Speech, Resumes, Cover Letters, Job Search Methods, Job Search Action Plan, LinkedIn, Networking, Targeting Companies, Career Portfolios, Work Samples, Marketing Presentations, Interviews, Interviewing, Interviewing, 30-60-90 Day Plan, 30 60 90 Day Plan, Salary Negotiations.
- Personal Details**: Information about the user's birthday (July 29) and marital status (Single).
- Advice for Contacting Larry**: A note stating "Contacting me by email is the best."

Annotations with red arrows and callout boxes highlight specific sections:

- A red arrow points from the text "First, list your interests and hobbies. Then add on a list of your Keywords." to the "Interests" section.
- A red arrow points from the text "Your Personal Details" to the "Personal Details" section.
- A red arrow points from the text "Advice on best way to contact you." to the "Advice for Contacting Larry" section.

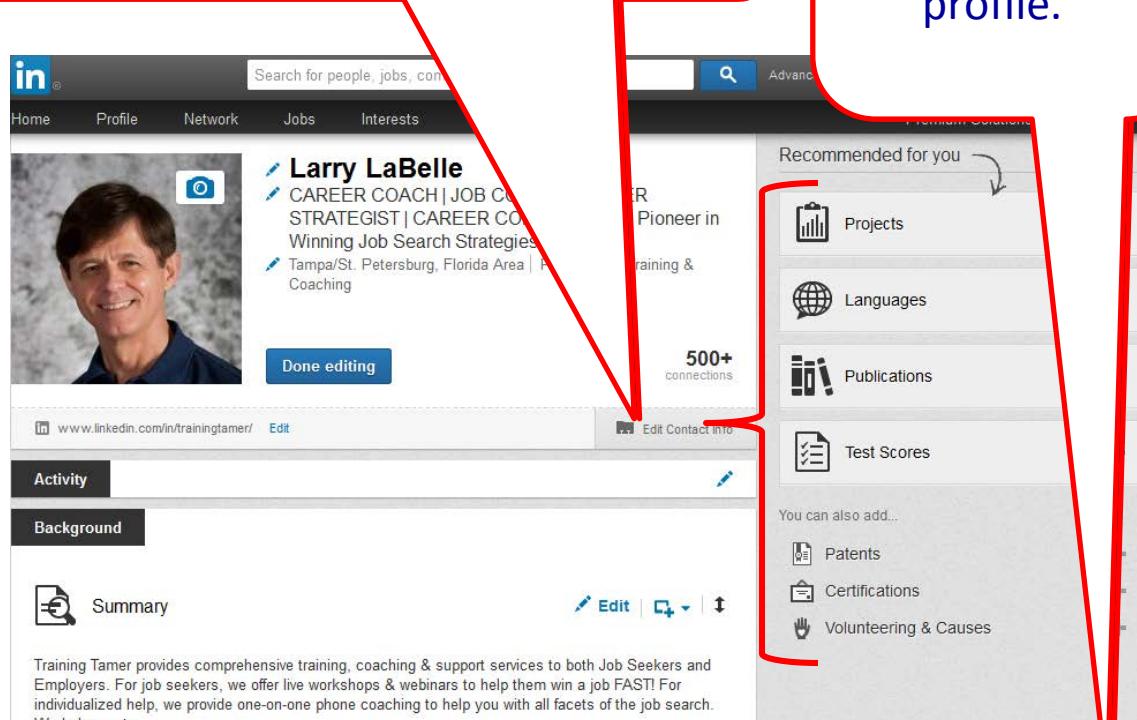
# **Profile – Adding Other Optional Sections**

# LinkedIn Profile – Other Optional Sections

- Certifications
- Courses \*
- Honors & Awards \*
- Languages
- Organizations \*
- Patents
- Projects
- Publications
- Test Scores
- Volunteering & Causes

1. These are **Optional Sections** you can add to your profile (e.g. Certifications).

2. Click on the + icon to the right of the section name to add it to your profile.

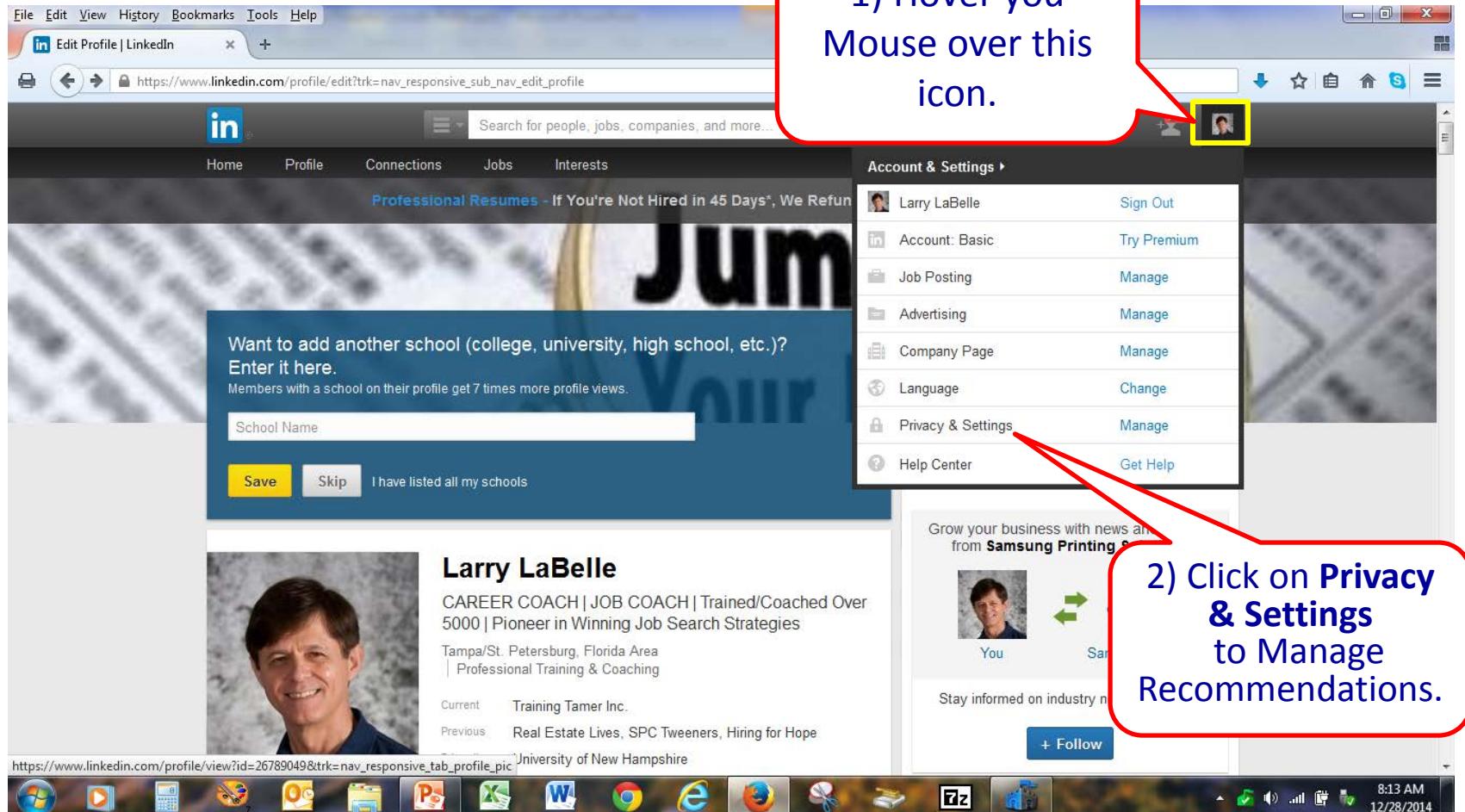


# **Profile – Recommendations**

# Recommendation Guidelines

- Recommendations from your previous managers, co-workers, customers, vendors, etc. are essential to have on your profile
- HR staff, recruiters and hiring managers look at your recommendations to decide if you're a candidate they want to contact for a job opening
- You can only get Recommendations from your Level 1 Connections
- If you give someone a Recommendation first, they are more likely to give you one back
- Coach your recommenders on exactly what you'd like them to say so you get high quality recommendations

# Managing Recommendations



# Manage Your Recommendations (2)

The screenshot shows the LinkedIn profile page for a user named Larry LaBelle. At the top, there's a navigation bar with links for Home, Profile, Connections, Jobs, Interests, Business Services, and Try Premium for free. The profile section displays a photo of Larry LaBelle, his name, and the fact that he joined LinkedIn on June 25, 2008. It also includes sections for Password Change, Primary Email Change/Add (larrylabelle@trainingtamer.com), and Account Type (Basic). Below this, there's a call-to-action for upgrading to a Premium account, followed by a yellow 'Upgrade' button. On the right side, there's a sidebar for InMails (which the user has none of), LinkedIn Ads (showing 1 active account), and a Frequently asked questions section. A large red speech bubble points to the 'Manage your recommendations' link in the bottom right corner of the main content area.

Larry LaBelle  
Member since: June 25, 2008

>Password Change      Payment  
• View purchase history

Primary Email Change/Add  
larrylabelle@trainingtamer.com

Your active sessions  
• See where you're logged in

Account Type: Basic  
Compare account types

Get More When You Upgrade!  
• More communication options  
• Enhanced search tools

Upgrade

InMails  
You have no InMails available.  
Purchase

LinkedIn Ads  
Having 1 active account  
Manage campaign | Create a campaign

Frequently asked questions

- ↳ Managing Account Settings
- ↳ Can't Find "Settings" or "Sign Out" Links
- ↳ Viewing and Editing Subgroup Settings
- ↳ Group Member Settings
- ↳ Submission and Moderation Queue Settings in Groups

See all frequently asked questions

Profile      Privacy Controls      Settings  
Communications      Turn on/off your activity broadcasts      Manage your Twitter settings  
Groups, Companies & Applications      Select who can see your activity feed      Manage your WeChat settings  
Account      Select what others see when you've viewed their profile      Helpful Links  
      Turn on/off How You Rank      Edit your name, location & industry »  
      Select who can see your connections      Edit your profile »  
      Choose who can follow your updates      Edit your public profile »  
      Change your profile photo & visibility »  
Show/hide "Viewers of this profile also

Click Manage Your Recommendations to view Recommendations.

# Managing Recommendations (3)

Screenshot of a LinkedIn profile page showing the 'Recommendations' section.

The page includes a navigation bar with links for Home, Profile, Connections, Jobs, Interests, Business Services, and Try Premium for free. A search bar at the top says "Search for people, jobs, companies, and more..." with a magnifying glass icon and an "Advanced" link. There are also icons for messages (979), notifications (20), and profile.

The main content area shows the "Recommendations" tab selected. Below it are tabs for Received, Given, Ask for recommendations (9), and Give recommendations (6). A yellow box highlights the "Ask for recommendations" tab.

A red arrow points from the text "Click on the Ask for Recommendations tab." to the "Ask for recommendations" tab.

**Owner/CEO, Training Tamer Inc.**  
You have 36 recommendations (36 visible, 0 hidden).  
[Ask for a recommendation](#)  
Checkmark indicates a particular recommendation is displayed on your profile

**Spence Turner**  
Computer help desk support at CGS, and Jr. Mechanical E  
"Mr. Labelle helps people with the most difficult, yet important job anyone would ever have, searching for a new job. Who wouldn't want help... [more](#)"  
Nov 4, 2014, You worked with Spence but in different group

**JULIE BONDY ROBERTS, MA, GCDF**  
LinkedIn™ Profile Writer | Profile Optimization | LinkedIn Trainer | Career Coach  
"Larry is a remarkable, positive and generous person. I am launching my career coaching business, and talking to other experts along the way. He is one... [more](#)"  
Aug 1, 2014, You worked with JULIE but at different companies

**Why get recommended?**  
When your peers recognize your great work, it helps you get noticed by recruiters and build a more credible profile.

Employee. Many hats.  
  
  
  
You

8 qualities you should be looking for in a small business employee.  
[Read Article](#)

# Managing Recommendations (4)

Search...

Home Profile Network Jobs Interests

Received Given Ask for recommendations

Ask your connections to

1 What do you want to be recommended for?

Owner/CEO at Training Tamer Inc. [ Add a job or school ]

2 Who do you want to ask?

Your connections: Ron Weaver You can add 199 more recipients

3 Create your message

From: Larry LaBelle larrylabelle@trainingtamer.com

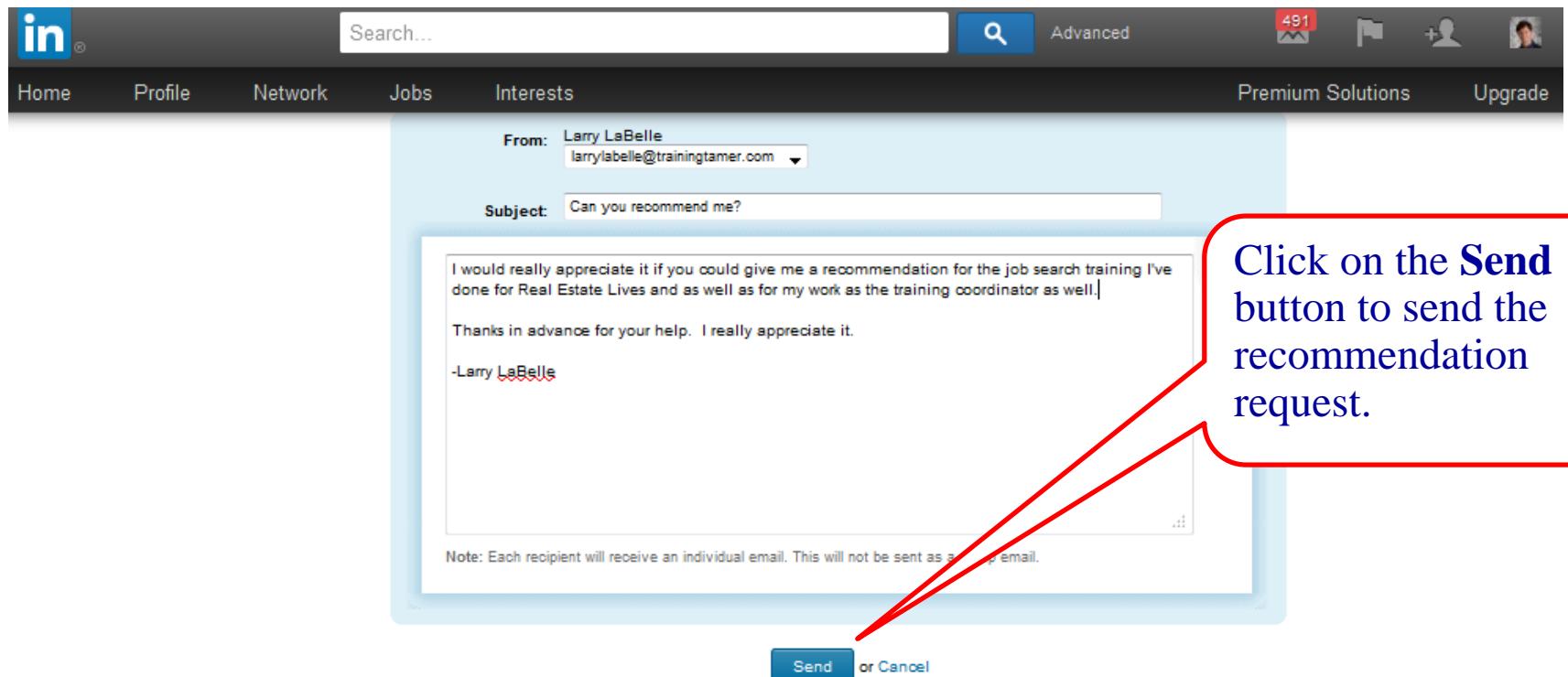
Subject: Can you recommend me?

I would really appreciate it if you could give me a recommendation for the job search training I've done for Real Estate Lives and as well as for my work as the training coordinator as well.  
Thanks in advance for your help. I really appreciate it.  
-Larry LaBelle

Complete this form specifying:

- 1) What job you want to be recommended for, 2) Who you want to ask for the recommendation, and 3) Custom message specifying exactly what you want to be recommended for.

# Managing Recommendations (4)



The screenshot shows a LinkedIn recommendation request dialog box. At the top, there is a search bar, an advanced search link, and a notifications icon showing 491 notifications. Below the search bar are navigation links for Home, Profile, Network, Jobs, and Interests. On the right side of the header are links for Premium Solutions and Upgrade, along with user profile icons.

The main content area displays a message from Larry LaBelle (larrylabelle@trainingtamer.com) with the subject "Can you recommend me?". The message body reads:

I would really appreciate it if you could give me a recommendation for the job search training I've done for Real Estate Lives and as well as for my work as the training coordinator as well.  
Thanks in advance for your help. I really appreciate it.  
-Larry LaBelle

At the bottom of the message area, a note states: "Note: Each recipient will receive an individual email. This will not be sent as a group email." Below the message is a blue "Send" button with the text "Send or Cancel".

A red callout bubble with a curved arrow points from the text "Click on the Send button to send the recommendation request." to the "Send" button.

Click on the **Send** button to send the recommendation request.

[Help Center](#) | [About](#) | [Press](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Talent Solutions](#) | [Tools](#) | [Mobile](#) | [Developers](#) | [Publishers](#) | [Language](#) |

[Upgrade Your Account](#)

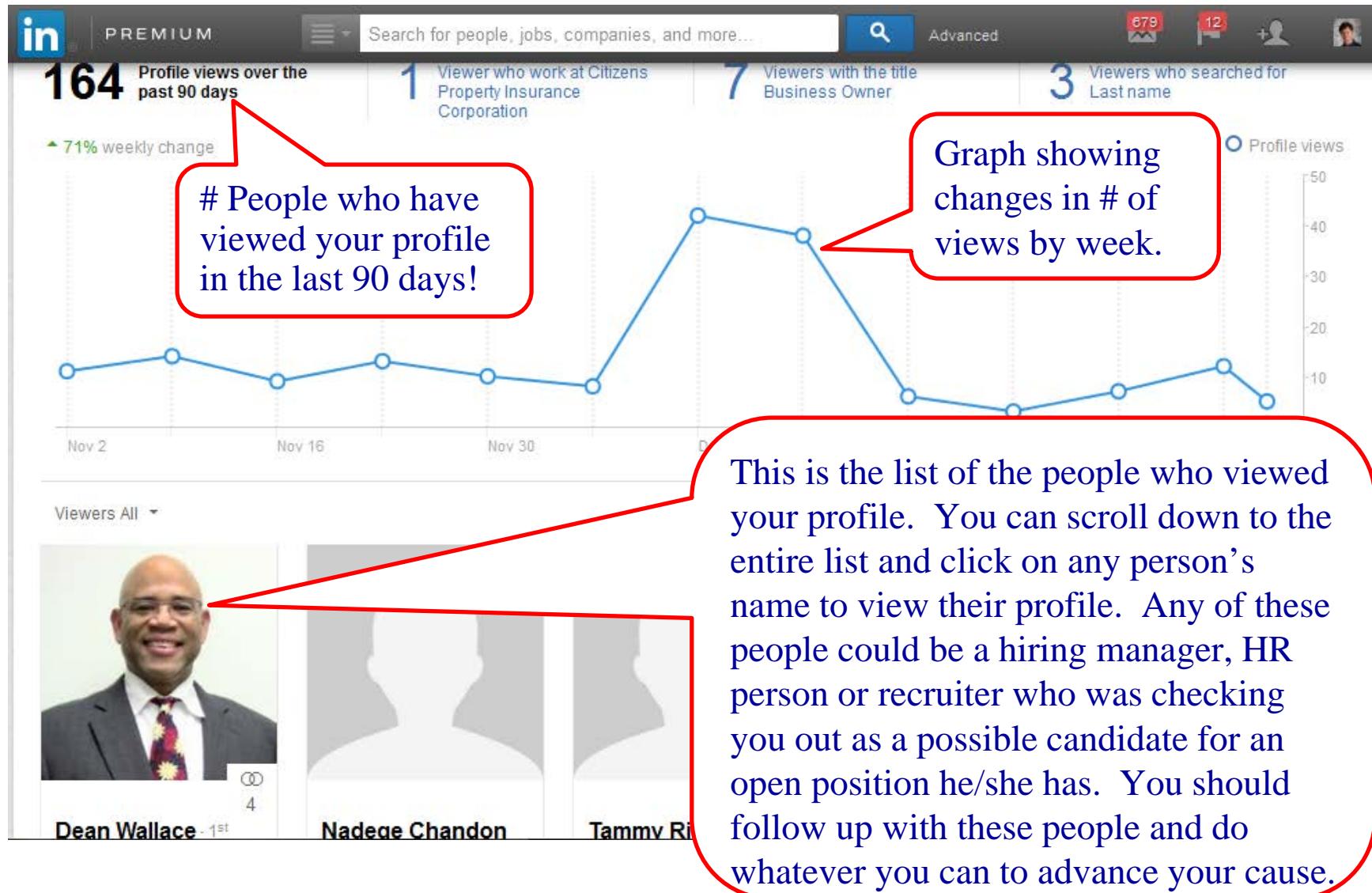
LinkedIn Corporation © 2013 | [User Agreement](#) | [Privacy Policy](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) | [Send Feedback](#)

# **Profile – Whose Viewed Your Profile**

# Who's Viewed Your Profile

- To see who's viewed your profile, first place your mouse pointer over **Profile** on the main menu
- A submenu will appear
- Click on the Who's Viewed Your Profile choice

# Who's Viewed Your Profile (2)



The screenshot shows LinkedIn profile view statistics and a list of recent viewers.

**Profile views over the past 90 days:** 164 (▲ 71% weekly change)

**Viewers by category:**

- 1 Viewer who work at Citizens Property Insurance Corporation
- 7 Viewers with the title Business Owner
- 3 Viewers who searched for Last name

**Graph showing changes in # of views by week:**

Date	Profile views
Nov 2	~15
Nov 9	~18
Nov 16	~12
Nov 23	~15
Nov 30	~12
Dec 7	~45
Dec 14	~42
Dec 21	~8
Dec 28	~5
Jan 4	~10
Jan 11	~12
Jan 18	~15

**Viewers All:**

- Dean Wallace** 1st (Profile picture, 4 connections)
- Nadege Chandon**
- Tammy Ri**

A red box highlights the "164 Profile views over the past 90 days" statistic, and another red box highlights the "Graph showing changes in # of views by week". A large red circle highlights the list of recent viewers.

# People who have viewed your profile in the last 90 days!

Graph showing changes in # of views by week.

This is the list of the people who viewed your profile. You can scroll down to the entire list and click on any person's name to view their profile. Any of these people could be a hiring manager, HR person or recruiter who was checking you out as a possible candidate for an open position he/she has. You should follow up with these people and do whatever you can to advance your cause.

# **Profile – Connections**

# Connections

- In Edit mode, connections don't show
  - All you can do is **Customize Visibility** (who can see your connections)
- In View mode, they do show

The screenshot shows the LinkedIn 'Connections' page. At the top, there's a navigation bar with 'Home', 'Profile', 'Network', 'Jobs', 'Interests', 'Premium Solutions', and 'Upgrade'. Below the navigation is a search bar and a 'Connections' tab. The main area displays a grid of connection profiles, each with a thumbnail, name, and job title. To the right, a sidebar titled 'People You May Know' lists profiles with small profile pictures. At the bottom right of the main area, there's a 'Next >' button.

Connection Name	Job Title
Leslie Vaughan	Administrative Assistant
Donald E. Carlson	Retail Professional/Scheduler
Patti Cash	Business Development, Florida Real E...
Ronald F. Burka Jr.	Transportation/Logistics/Operations Pr...
Tami Rothstein	Patient Accounts Specialist
Tricia Thompson	Business Development at AnswerFirst ...
Bob (Robert E.) Buhlmann	Highly skilled MAINFRAME PL/I(PL/1) pr...
Joyce Zevola	Land Acquisitions Coordinator
Amy Henrikson	Attorney At Law
Mary Ellen Rider	Substitute Teacher at Hillsborough Cou...

# Connections (2)

- Add Connections via:
  - Home Page: People You May Know
  - People Search

# **Profile – Groups**

# Groups

Screenshot of the LinkedIn homepage showing the 'Groups' section. The 'Groups' tab is selected, displaying a grid of group icons and names. A red arrow points from the text 'Click on a Group's icon to access that group.' to the icon for 'HR Tampa'. A red box highlights this same icon.

Search for people, jobs, companies, and more... Advanced 492 Home Profile Network Jobs Interests Premium Solutions Upgrade Recommendations Connections Customize visibility Groups

A Job Needed - A Job... Visible ► Career Rocketeer - J... Visible ► Christian Profession... Visible ► Global Jobs Network Visible ►

HR TAMPA HRProWORLD Human Resources Pr... Visible ► Human Resources Pr... Visible ► See 47 more ►

Following

Help Center About Press Blog Careers A... Developers Publishers Language Upgrade Your Account

LinkedIn Corporation © 2013 User Agreement Privacy Policy Copyright Policy Send Feedback

Click on a Group's icon to access that group.

# Groups (2)

in Search... Advanced 492 Home Profile Network Jobs Interests Premium Solutions Upgrade

Is Your Business Listed Correctly Online? Check Now For Free!

HR Tampa

Discussions Members Promotions Jobs Search More...

Start: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View ▾

Employee Recognition Products terryberry.com • 1 day ago

Employee Reward Programs - Terryberry helps successful organizations...

Dude, T

Like Comment Flag More

Most Popular Discussions

GE Healthcare's Newest Initiative Mirrors Small Firm's Model

GE Healthcare's new Performance Transformation service model validates small company's predicate approach.

The Transformational Entrepreneur

They Say Imitation is the Sincerest Form of Flattery | Neuroscience-Based Leadership Development terrymurrayblog.com

Follow Terry

Manager Register for our June meeting and see Jim Knight! Dynamic, fun, rocking! Don't miss it! <https://m380.hrtampa.org/ViewEvent.aspx?id=79400&instance=0>

Jenni Stone, MM/HRM, PHR See all »

Latest Updates

Simon Black likes this discussion by Melissa Leone I'm hiring!

Like (1) • 21 hours ago

Rocco Mangiarano likes this discussion by Melissa Leone I'm hiring!

Like (1) • 1 day ago

Carole Clarke Thompson and 1 other like this discussion by Shaun Androff Staffing Tip: Don't stop conducting face-to-face interviews!

A red callout box points from the "More..." tab in the top navigation bar to the text "Tabs to access different aspects of this group."

# Group Options

- Search for Groups you might want to participate in and join them
- View Groups you belong to (Max 50)
  - Comment on Existing Discussions
  - Start New Discussions
  - View Members and send them a message
  - View Jobs posted by Group members
- Create a New Group and promote it

# Benefits of Joining Discussion Groups

- Can participate in existing discussions or start new ones
  - Great way to become known as an expert in your field
- Can view full Profile of people in your Discussion Groups
- Can send message to any member of your Discussion Groups
- Can access and apply for jobs in the **Jobs** sub-group if the group supports one

# **Profile – Following**

# Following

LinkedIn interface showing the 'Following' section.

The top navigation bar includes the LinkedIn logo, a search bar, and various account icons. Below the search bar, the main menu items are Home, Profile, Network, Jobs, and Interests. A sub-menu under Network shows 'Estate Lives - SPC Tweeters - iWorks - St. Stephen's Career Ministry - Bell Shoals Baptist Church' and 'Career Ministry'. On the right side of the header are Premium Solutions and Upgrade links.

The main content area has a sidebar with 'Recommendations', 'Connections', 'Groups', and a 'Following' tab, which is currently selected. A red arrow points from the 'Following' tab to the company logos in the list below. Another red arrow points from the 'Following' tab to a callout box.

**List of companies you're following. Click on Company icon to view company record.**

The 'What You're Following' section lists three companies:

- Bisk Education** (E-Learning) - Following
- Training Tamer Inc.** (Professional Training & Coaching) - Following
- Cognos** (Computer Software) - Following

Below the list are 'Customize news' and 'Customize companies' links.

At the bottom of the page are links for Help Center, About, Press, Blog, Careers, Advertising, Talent Solutions, Tools, Mobile, Developers, Publishers, Language, and Upgrade Your Account. There is also a footer with copyright information: LinkedIn Corporation © 2013 | User Agreement | Privacy Policy | Community Guidelines | Cookie Policy | Copyright Policy | Send Feedback.

# Following (2)

LinkedIn search bar: Search for people, jobs, companies, and more... Advanced 492 notifications

Home Profile Network Jobs Interests Premium Solutions Upgrade

[Is Your Business Listed Correctly Online? Check Now For Free!](#)

**Bisk Education** Company record.

Home Products Insights

**About Bisk Education**  
Bisk Education produces nationally acclaimed multimedia and web-based study programs and educational products from its company-owned 100,000-square-foot national headquarters situated on a 10-acre campus in beautiful Tampa, Florida.

**About University Alliance**  
The University Alliance (UA) facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, its university partners have surpassed 450,000 online enrollments – making UA the largest facilitator of e-learning in the country. University partners include Villanova University, the University of Notre Dame's Mendoza College of Business, Michigan State University, Tulane University's Freeman School of Business, the University of San Francisco, the University of Vermont, Florida Institute of Technology, The University of Scranton, Jacksonville University and Dominican University.

**Specialties**  
Internet Marketing, SEM, SEO, Social Media, PR

**Headquarters**  
9417 Princess Palm Ave Tampa, FL 33619 United States

**Website**  
<http://www.bisk.com>

**Type**  
Privately Held

**Industry**  
E-Learning

**Company Size**  
501-1000 employees

**How You're Connected**  
1st degree connections: 2  
2nd degree connections: 166  
Employees on LinkedIn: 594

**Careers**  
Interested in Bisk Education?  
5 jobs posted

See all ▾

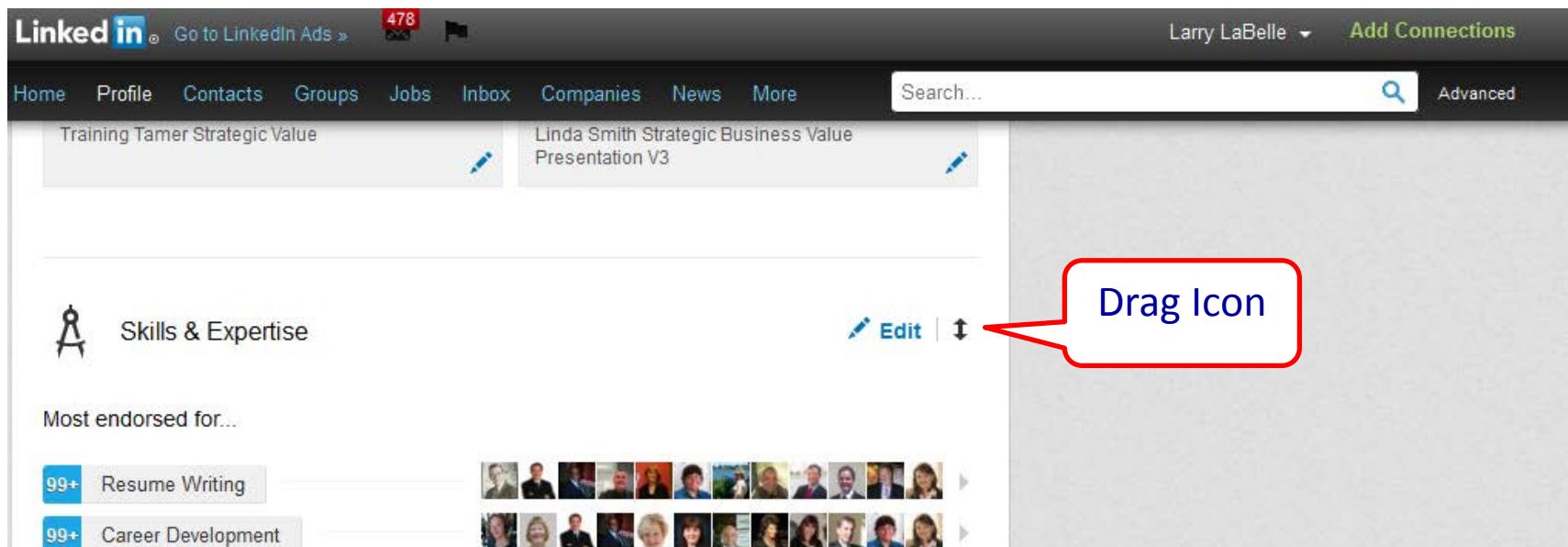
See jobs ▾



# **Profile – Ordering Sections in Your Profile**

# Ordering Sections in Your Profile

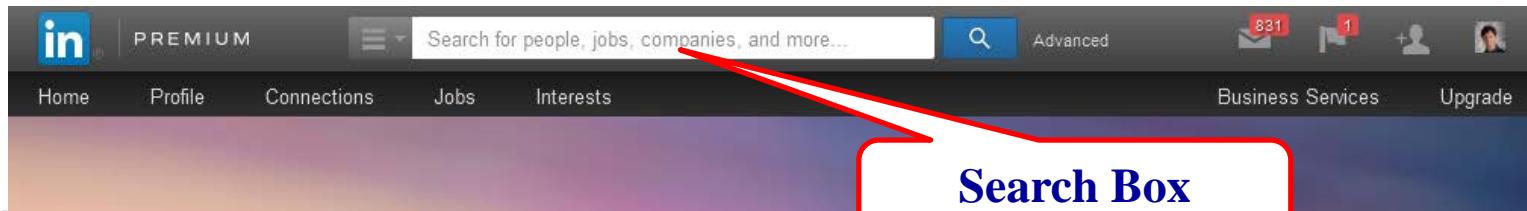
- You can change the order of sections in your Profile
- Must be in **Edit Profile** mode
- Use the  icon to drag a section up or down to a new location



# Profile – LinkedIn Search Options

# LinkedIn Search Options

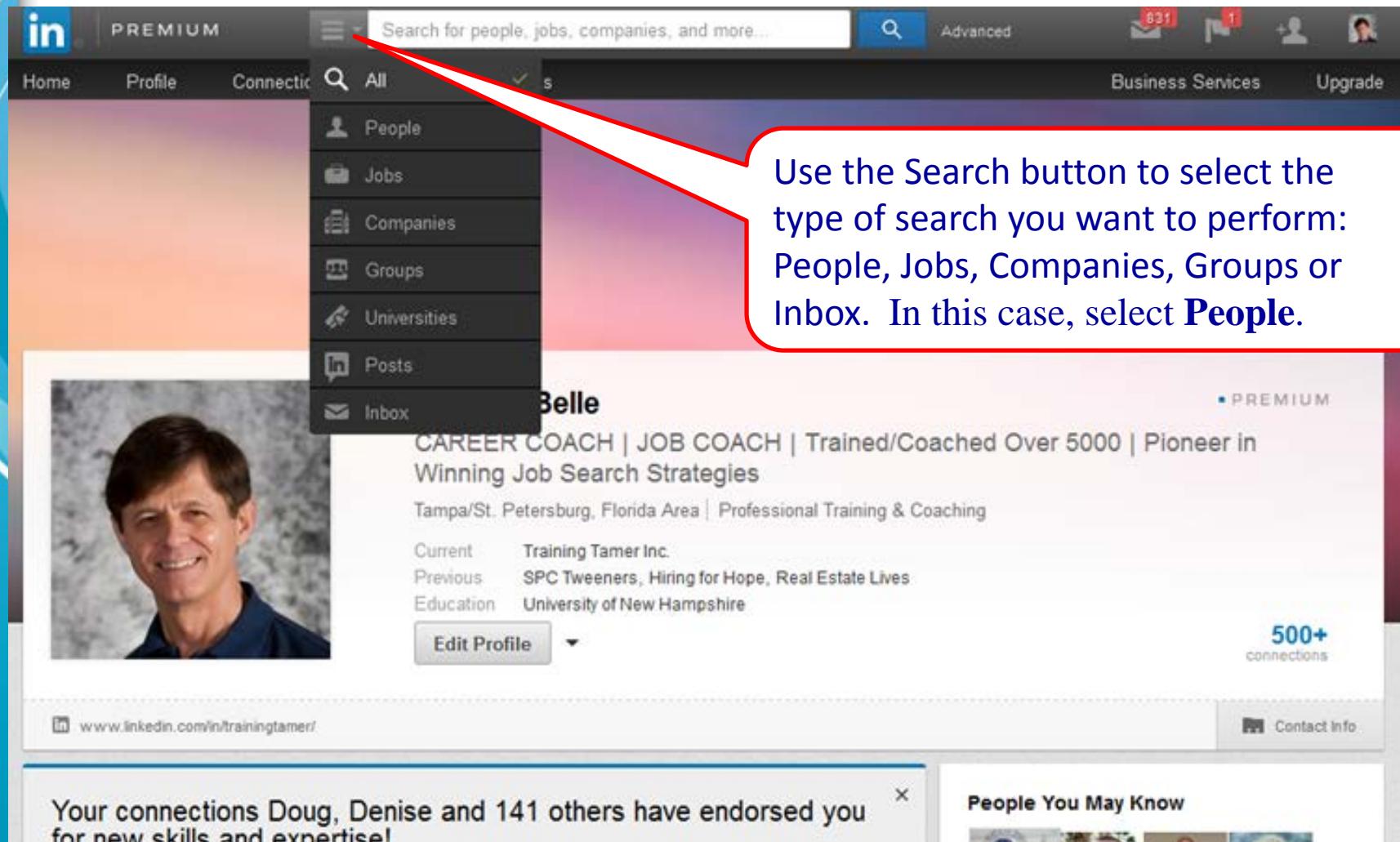
- Use the **Search** box at the top of the screen



- You can search for:
  - People
  - Jobs
  - Companies
  - Groups
  - Updates
  - Inbox

# **Search – People Search**

# Select Search Type



A screenshot of the LinkedIn search interface. At the top, there is a search bar with the placeholder "Search for people, jobs, companies, and more..." and a magnifying glass icon. To the right of the search bar are "Advanced" and "Business Services" buttons, along with a user profile icon. Below the search bar is a navigation bar with links for "Home", "Profile", "Connecticut", "All", "People", "Jobs", "Companies", "Groups", "Universities", "Posts", and "Inbox". A red arrow points from the text in the callout box to the "All" button in the navigation bar. A red callout box contains the following text:

Use the Search button to select the type of search you want to perform: People, Jobs, Companies, Groups or Inbox. In this case, select **People**.

The main content area shows a profile for a user named "Belle". The profile includes a photo of a man, the name "Belle", the title "CAREER COACH | JOB COACH | Trained/Coached Over 5000 | Pioneer in Winning Job Search Strategies", location "Tampa/St. Petersburg, Florida Area | Professional Training & Coaching", current employer "Training Tamer Inc.", previous employer "SPC Tweeners, Hiring for Hope, Real Estate Lives", and education "University of New Hampshire". There is an "Edit Profile" button and a "500+ connections" badge. At the bottom of the profile section, there is a link to the user's website "www.linkedin.com/in/trainingtamer/" and a "Contact Info" button.

Your connections Doug, Denise and 141 others have endorsed you for new skills and expertise!

People You May Know

# People Search - Basic

LinkedIn search interface showing a profile for Larry LaBelle.

The search bar at the top contains "Ron Weaver". A red arrow points from the text in the right-hand margin to this search bar.

**Larry LaBelle**  
CAREER COACH | JOB COACH | CAREER STRATEGIST | CAREER CONSULTANT | - Pioneer in Winning Job Search Strategies  
Tampa/St. Petersburg, Florida Area | Professional Training Coaching

Current: Training Tamer Inc.  
Previous: SPC Tweeners, Hiring for Hope, Real Estate Lives  
Education: University of New Hampshire

500+ connections

[Improve your profile](#) [Edit Profile](#) [Contact Info](#)

[www.linkedin.com/in/trainingtamer/](http://www.linkedin.com/in/trainingtamer/)

**Activity**

Share an update...

Joyce Zevola endorsed your skills and expertise!

 You are endorsed for Career Counseling.

Endorse Connections • Like • Comment • 17 hours ago

**Who's Viewed Your Profile**

9 Your profile has been viewed by 9 people in the past 7 days

**Group flu shot discounts available nationwide.**

[Learn More](#)

THE KROGER CO. FAMILY OF STORES

Fred Meyer, Frys, King, Ralphs, QFC, Safeway, Smith's, Ralphs, QFC, Gelson's, Owen's, Scott's

Enter name of person you want to find in the search box (e.g. Ron Weaver). Then click on the **Search** icon (magnifying glass) to the right of the search box.

# People Search - Basic

Click on **Advanced** link to see all search criteria (same as filter field in left hand column below).

Search result.

These are filter fields you can use to refine the results of your search. Fields preceded by the **GOLD LinkedIn** icon are only available to Premium Users.

The screenshot shows the LinkedIn search interface for the query "ron weaver". The search bar at the top has "ron weaver" typed into it. Below the search bar, there is a red callout box containing the text "Click on Advanced link to see all search criteria (same as filter field in left hand column below.)". To the right of the search bar, there is another red callout box containing the text "Search result.". A large red arrow points from the "Advanced" link in the search bar down to the filter fields on the left side of the page. The left sidebar contains several filter sections: "Relationship" (with "All" checked), "Location" (with "All" checked), and "Current Company". The main search results area displays four profiles: 1. Ron Weaver (1st connection, Shareholder at Stearns Weaver Miller Weissler Alhadoff & Sitterson, P.A., Tampa/St. Petersburg, Florida Area · Law Practice, 4 shared connections). 2. Ronald Weaver (2nd connection, Shareholder at Stearns Weaver Miller, Tampa/St. Petersburg, Florida Area · Law Practice, 13 shared connections). 3. Ron Weaver (GROUP, Factor New Product Development at Reily Foods Company, New Orleans Area · Food & Beverages). 4. Ron Weaver (Air Traffic Controller, Tampa/St. Petersburg, Similar). There are "Message" and "Connect" buttons next to each profile. On the right side of the search results, there are two promotional banners: one for DiSC and one asking if you are an executive.

# People Search - Advanced

The screenshot shows the LinkedIn homepage with a search overlay. The search bar contains the placeholder "Search people...". The "Advanced" link in the top right corner is highlighted with a red arrow and a callout box.

**Where else did you attend school?**

School Name

**Save** **Skip** I have listed all my schools

**Larry LaBelle**  CAREER COACH | JOB COACH | CAREER STRATEGIST | CAREER CONSULTANT | - Pioneer in Winning Job Search Strategies  
Tampa/St. Petersburg, Florida Area | Professional Training & Coaching

Current: Training Tamer Inc.  
Previous: SPC Tweeners, Hiring for Hope, Real Estate Lives  
Education: University of New Hampshire

500+ connections

[www.linkedin.com/in/trainingtamer/](http://www.linkedin.com/in/trainingtamer/) [Contact Info](#)

**Activity**

Let's get started! Here are some suggestions for you:

- 1
- 2
- 3
- 4
- 5

See your improved profile! [Finish later ▶](#)

**Click on the Advanced link to go to the Advanced People Search screen where you can use a wide variety of search fields to select the people you want.**

# People Search – Advanced (2)

The screenshot shows the LinkedIn Advanced People Search interface. At the top, there is a navigation bar with links for Home, Profile, Network, Jobs, and Interests. Below this is a search bar with the placeholder "Search people..." and a "Advanced" button. The main area displays "357 results for Ron Weaver". A result for "Ron Weaver 1st" is shown. To the left is a sidebar with "SEARCH" tabs for "Advanced" (selected) and "People" / "Jobs". Below the sidebar are input fields for "Keywords" (Ron Weaver), "First Name", "Last Name", "Title", "Company", "School", "Location", and "Country". On the right, the "Advanced People Search" section is expanded. It includes fields for "Relationship" (1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else), "Location", "Current Company", "Industry", "Past Company", "School", "Profile Language", and a sidebar of additional search filters: Groups, A Job Needed, Career Coach, Career Rock, Christian Pro, Global Jobs, Years of Exp, Function, Seniority Lev, Interested In, Company Size, Fortune, and When Joined.

This is the **Advanced People Search** screen. It shows all the advanced search fields you can use in a People search (a few of these fields are not shown here since they are off screen). The fields preceded by **GOLD in** icon are only available to paid subscribers.

# **Search - Group Search**

# Group Search

- Find groups related to “Job Search” and join one of them
- Must do a Group Search to find these groups

# Group Search (2)

Click on the **Search** button and then select **Groups** from the drop down list.

The screenshot shows a LinkedIn profile for Barry LaBelle. At the top, there's a navigation bar with links for Home, Profile, Jobs, Interests, Business Tools, and Upgrade. A red box highlights the search bar and the search icon. Below the navigation is a banner with the text "Don't Look for Them... Let Them Find You! Recruit with Ease. View Online Demo | Read More ». To the right of the banner is a section titled "People You May Know" featuring four profile pictures. Further down is a large advertisement for "Modern Marketer" with steps 1 through 5. At the bottom of the profile page, there's an activity feed showing a recent endorsement from Joyce Zevola and a comment about being endorsed for Career Counseling.

Search groups...

Barry LaBelle

CAREER COACH | JOB COACH | CAREER STRATEGIST | CAREER CONSULTANT | - Pioneer in Winning Job Search Strategies

Tampa/St. Petersburg, Florida Area | Professional Training & Coaching

Current: Training Tamer Inc.

Previous: SPC Tweeners, Hiring for Hope, Real Estate Lives

Education: University of New Hampshire

500+ connections

www.linkedin.com/in/trainingtamer/

Contact Info

Activity

Share an update...

Joyce Zevola endorsed your skills and expertise!

You are endorsed for Career Counseling.

Endorse Connections • Like • Comment • 18 hours ago

539

Business Tools

Upgrade

People You May Know

michelle sovia 3rd

Licensed Insurance Agent at DecisionHR Connect

Got what it takes to be a Modern Marketer?

Find out the five steps to getting there.

DOWNLOAD ALL 5

1 2 3 4 5

ORACLE | eloqua

Who's Viewed Your Profile

9 Your profile has been viewed by 9 people in the past 7 days

# Group Search (3)

The screenshot shows the LinkedIn search interface. A red box highlights the search bar at the top containing the text "job search". A red arrow points from the text "1) Enter Job Search in search field to find all Groups related to job search." to the search bar. Another red box highlights the magnifying glass icon in the top right corner of the search bar area. A red arrow points from the text "2) Click on the Magnifying Glass icon to initiate the search." to the magnifying glass icon.

1) Enter **Job Search** in search field to find all Groups related to job search.

2) Click on the **Magnifying Glass** icon to initiate the search.

LinkedIn search results for "job search":

- Search groups for job search
- Search people for job search
- Search companies for job search
- Groups
  - Search & Find a Job in Israel (40,742 members)
  - JOBS 2.0: Job Search, Career Networking, Staffing, Post Resum... (166,293 members)
  - Job Search Live (1,634 members)
  - MBA Highway - MBA, Job Search & Career Network (30,012 members)
  - About.com: Job Search and Careers (2,162 members)
- Connections
  - Nancy (Range) Anderson Job Search Expert President
  - Job Search Ninja - 2nd Job Search Ninja
  - Jeremy Worthington | Job Search Coach - 2nd Resources/Cover Letters | Online Profiles | Distribution Methods | Interview
- Companies
  - Job search Computer Software; Myself Only
  - Oil and Gas Job Search Ltd Oil & Energy, Field employees
- Features

# Group Search (4)

LinkedIn search results for "job search":

- 1) Click on Group Icon or Group Name to view details about the group.  
Does it have a Jobs sub-group?
- 2) Click on Join button to join Group

**JOBS 2.0: Job Search** Career Networking Staffing. Post Resume -Get Paid by Employers at Resumark .COM [Member]  
This group helps you find a job online using... in your job search. Interact with recruiters...  
Very Active: 775 discussions this month · 167,478 members  
► 12,277 in your network · Similar

**MBA Highway - MBA Job Search & Career Network** [Member]  
MBA Highway, the MBA Job Search and Career Network, welcomes you to our premier MBA job search and career advancement...  
Very Active: 396 discussions this month · 36,227 members  
► 2,899 in your network · Similar

**JOBS 2.0 PROS Job Search** Talent Professional Placement Online Education Work Leads Resumes Sourcing [Member]  
This group helps you find a job online using... in your job search. Interact with recruiters...  
Very Active: 116 discussions this month · 38,985 members  
► 2,443 in your network · Similar

**Search & Find a Job in Israel**  
Do you know of an open position? Post it here. The group is for; Israeli job seekers looking for employment / Career

# **Requirement for a 100% Complete Profile**

# 100% Complete LinkedIn Profile Requirements

- Need a 100% complete profile to rank high in search results
- Requirements include:
  - Profile Photo
  - A Summary
  - At least 5 skills
  - Current position with description
  - An industry and postal code
  - 50 Connections
  - 3 Recommendations
  - Two more positions
  - Education

# Boolean Search Operators

# Boolean Searches

- LinkedIn doesn't support wildcard searches but you can use advanced search operators and Boolean logic
  - Quoted Searches
    - For an exact phrase, enclose the phrase in quotation marks  
**EXAMPLE:** “project manager”
  - NOT Searches
    - To exclude a particular term, type that term with an uppercase NOT immediately before it  
**EXAMPLE:** NOT automotive

# Boolean Searches (2)

- OR searches
  - To see results that include just 1 of 2 or more terms, separate the terms with an uppercase OR

EXAMPLE: sales OR marketing
- AND searches
  - To get results that include 2 or more terms, you can use the uppercase word AND as a separator

EXAMPLE: “project manager” AND telecommunications
- Parenthetical searches
  - To do a complex search, you can combine terms using parentheses.
  - For Example, to find people whose title is instructional designer (or any synonyms for this title) and are not the “computer hardware” industry

EXAMPLE: (“instructional designer” OR “instructional systems designer” OR “ISD”) AND NOT “computer hardware”

# Keywords In Your LinkedIn Profile

- You need to put keywords in your LinkedIn Profile just like you did in your resume
- Hiring managers, HR staff and recruiters search profiles in LinkedIn for job candidates using keyword searches
  - If you don't have the keywords they're looking for in your profile, you either won't be found or you'll be ranked very low in the search results

# Using Keywords to Increase the Odds of Showing Up on Page 1 of Search Results

# Use Keyword Synonyms to Increase the Odds of Being Found

- Think about all of the different ways of saying the same thing and be varied in your language when writing your profile.
- Maybe you're a recruiter... There are so many different ways of saying the same thing:
  - Recruiter, headhunter, recruiting specialist, recruitment, sourcer, staffing specialist, etc.
- If you're not using a variety of terms and keywords, then you may not show up in search results.

# Using Keywords to Improve Your Rank in Linked Search Results

- You need to put Keywords in your LinkedIn Profile just like you did in your resume
- Hiring managers, HR staff and recruiters search profiles in LinkedIn for job candidates using keyword searches
  - If you don't have the keywords they're looking for in your profile, you either won't be found or you'll be ranked very low in the search results
- To rank high in search results, you must have:
  - A 100% complete profile
  - Have lots of Level 1 Connections and be a member of 50 Groups
  - Have Keywords in every section of your profile, especially in the Skills and Experience section

# Using Keywords to Improve Your Rank in Linked Search Results (2)

- Where to put Keywords
  - Headline section (120 characters max)
    - Don't just put in your job title, such as Accountant II
    - Instead, do the following which is much more clear
      - Accountant |Joint-Interest Billing |JIB |Oil & Gas |AP Supervisor |Revenue Accounting |Data Analyst
    - Then add a compelling tag line to make the viewer want to read more
      - Delivering Accurate Financial Data to Support Tactical/ Strategic Decision Making

# Using Keywords to Improve Your Rank in Linked Search Results (3)

- Summary section (2000 characters max)
  - Add job title/skills/tools/requirements (keywords) in text of Summary
  - Add more keywords at the end of your Summary as shown below

## KEYWORDS:

**Trainer, Instructor, Coach ,Resumes, Cover Letters, Interviewing, Salary Negotiations, Networking, Microsoft Word, Microsoft Excel, etc.**

# Using Keywords to Improve Your Rank in Linked Search Results (4)

- Skills & Expertise section (50 skills max)
  - Put 50 skills (keywords – 1-3 word phrases) in the Skills & Expertise section
  - When HR staff & recruiters do keyword searches in LinkedIn to find appropriate candidates to fill their open positions, **the keywords in this section rank higher than those in other sections of your profile**
  - Your connections can see all 27 of your skills initially but can click on See 23+ button to see the rest
  - Your connections can endorse you for any one of your skills but this has no impact on you rank in search results.

# Using Keywords to Improve Your Rank in Linked Search Results (5)

- Experience section
  - Add job title/skills/tools/requirements (keywords) in Job Title and Description for each of your jobs
  - For any job that is directly related to the one you're currently seeking, put a list of keywords at the very end as you did in the Summary section

## **KEYWORDS:**

**Trainer, Instructor, Coach, Resumes, Cover Letters, Interviewing, Salary Negotiations, Networking, Microsoft Word, Microsoft Excel, etc.**

- Keywords in your Recommendations are searched/counted too
  - Coach people who recommend you to add Keywords you know are critical to you being found in Searches
- All other sections (standard or optional ones you can add), especially Interests section
  - Interest section can have 1000 characters max

# Using Keywords to Improve Your Rank in LinkedIn Search Results (6)

- Profiles with regular updates rank higher in searches
  - You can share thoughts, questions, articles or other content-rich websites with others from several places.
    - This is sometimes known as posting a status update.
  - You can use the posting module to share information:
    - From your [Homepage](#).
    - From [Discussions](#) in your groups.
    - From [LinkedIn Today](#).
    - From [Any Webpage](#) when using the via  
[http://www.linkedin.com/static?key=browser\\_bookmarklet](http://www.linkedin.com/static?key=browser_bookmarklet)
  - *Note:* The connections you share updates with will receive a message in their LinkedIn Inbox. Depending on their preferences, they may also receive an external email alerting them that you have shared something with them.

# Tools for Helping You Identify Keywords

- Cloud Software such as [www.tagcrowd.com](http://www.tagcrowd.com)
  - Can evaluate content of a job description you find in [www.indeed.com](http://www.indeed.com) or [www.simplyhired.com](http://www.simplyhired.com) to show you most frequently occurring keywords
- Use the following tool to find alternative keywords for your job title, skills, terms or tools
  - [www.semrush.com](http://www.semrush.com)
  - [www.wordstream.com/keywords](http://www.wordstream.com/keywords)
  - [https://adwords.google.com/o/Targeting/Explorer? c=1000000000& u=1000000000&ideaRequestType=KEYWORD IDEAS](https://adwords.google.com/o/Targeting/Explorer?c=1000000000&u=1000000000&ideaRequestType=KEYWORD IDEAS)

# Search Trends Show Effectiveness of Search Strategy

- LinkedIn allows you to see your Search Trends how many people have viewed your profile over the past three months.
  - Click on Your Profile Has Been Viewed by X People on your Home Page and look at the chart in the top right corner.
- Take advantage of this information to make changes and monitor the results.
- Are you showing up a lot in search results but not being viewed much?

# Modify Linked Settings

# Account & Setting Icon

The screenshot shows the LinkedIn inbox interface. On the left, there's a sidebar with options like Home, Profile, Network, Search Inbox, Compose Message, and a list of messages in the inbox. The main area displays five messages from different users. To the right of the inbox, a vertical sidebar lists account settings: Account: Basic (Basic), Job Posting (Manage), Advertising (Manage), Company Page (Manage), Language (Change), Privacy & Settings (Review), and Help Center (Get Help). A red callout box highlights the 'Account: Basic' item in this sidebar.

**Account & Settings Icon**

If you hover your mouse pointer over this icon, you'll see the drop down menu to the right. If you click on this icon, you'll go to your Profile page (in view profile mode).

Larry LaBelle

Account: Basic Upgrade

Job Posting Manage

Advertising Manage

Company Page Manage

Language Change

Privacy & Settings Review

Help Center Get Help

SAMSUNG

Colleen LaRose  
LEGAL UPDATE - Unpaid Interns, volunteers,...  
Reply + Forward + Archive + Delete Jun 13

Lisa Wilson  
You're Invited! On-Line Silent Auction  
Reply + Forward + Archive + Delete Jun 13

Lee Savage  
RE: Your Emails Bouncing  
Reply + Forward + Archive + Delete Jun 10

Charles Caro  
Charles Caro has forwarded you Laura Santiago's...  
Reply + Forward + Archive + Delete Jun 10

Jason Myers  
Join us for Networking & Deal Making at...  
Reply + Forward + Archive + Delete Jun 10

Ads By LinkedIn Members

Reach Your Career Goals  
Earn a Master's in Project Mgmt Online, On-Campus or Both. Get More Info!

Mobile App Development  
Build and scale your mobile or web app fast using Google App Engine

How Business Owners

d=26789049&trk=nav\_responsive\_tab\_profile\_pic

# Privacy & Settings

The screenshot shows the LinkedIn 'Privacy & Settings' page. At the top, there's a navigation bar with the LinkedIn logo, a search bar, an advanced search link, and a notification badge (490). Below the bar, the user profile for 'Larry LaBelle' is displayed, along with links for primary email change, password change, and account type comparison.

A central section features a 'Get More When You Upgrade!' callout with options for more communication options and enhanced search tools, and a prominent yellow 'Upgrade' button.

The main content area is divided into several sections:

- Profile:** This section is highlighted with a red box and contains links for privacy controls, activity broadcasts, who can see the activity feed, what others see when viewed, who can see connections, profile photo visibility, and viewer settings.
- Communications:** Includes InMails (0 available), Introductions (5 of 5 available), and LinkedIn Ads (Having 1 active account).
- Groups, Companies & Applications:** Links to manage name, location, industry, profile, public profile, and recommendations.
- Account:** Includes a frequently asked questions sidebar with links for managing account settings, finding settings/sign out, subgroup settings, group member settings, and updating Twitter settings.

At the bottom right, a message says 'You are using the new settings page. Send us feedback.'

# Privacy & Settings (2)

The screenshot shows the LinkedIn settings page. At the top, there is a navigation bar with links for Home, Profile, Network, Jobs, Interests, Premium Solutions, and Upgrade. The main content area displays a user profile for "Larry LaBelle" (Member since: June 25, 2008) and sections for Primary Email Change/Add (larrylabelle@trainingtamer.com), Password Change, Account Type: Basic (Compare account types), and Payment (View purchase history). Below these are sections for InMails (0 available), Introductions (5 of 5 available), LinkedIn Ads (Having 1 active account), and Get More When You Upgrade! (More communication options, Enhanced search tools). A yellow "Upgrade" button is visible. On the right side, there is a sidebar with Frequently asked questions and a feedback message: "You are using the new settings page. Send us feedback". The bottom left shows a sidebar with categories: Profile, Communications (highlighted with a red box), Groups, Companies & Applications, and Account. The Communications section contains sub-options for Emails and Notifications, LinkedIn Communications, and Member Communications.

Larry LaBelle  
Member since: June 25, 2008

Primary Email Change/Add  
larrylabelle@trainingtamer.com

Payment  
• View purchase history

Password Change

Account Type: Basic  
Compare account types

Get More When You Upgrade!

- More communication options
- Enhanced search tools

Upgrade

InMails  
0 available Purchase

Introductions  
5 of 5 available Upgrade

LinkedIn Ads  
Having 1 active account  
Manage campaign | Create a campaign

Frequently asked questions

- Managing Account Settings
- Can't Find "Settings" or "Sign Out" Links
- Viewing and Editing Subgroup Settings
- Group Member Settings
- Updating Twitter Settings

See all frequently asked questions

You are using the new settings page.  
Send us feedback

Profile

Communications

Groups, Companies & Applications

Account

Emails and Notifications  
Set the frequency of emails  
Set push notification settings

LinkedIn Communications  
Turn on/off invitations to participate in research  
Turn on/off partner InMail

Member Communications  
Select the types of messages you're willing to receive  
Select who can send you invitations

# Privacy & Settings (3)

The screenshot shows the LinkedIn homepage with a focus on the 'Groups, Companies & Applications' section. A red box highlights this section, which contains links for managing groups, applications, privacy controls, and third-party sharing.

**LinkedIn Header:** Search bar, Advanced search, Notifications (491), Profile, Network, Jobs, Interests, Premium Solutions, Upgrade.

**User Profile:** Larry LaBelle, Member since: June 25, 2008.

**Primary Email Change/Add:** larrylabelle@trainingtamer.com

**Payment:** View purchase history

**Password Change:**

**Account Type: Basic** (Compare account types)

**Get More When You Upgrade!**

- More communication options
- Enhanced search tools

**Upgrade**

**InMails:** 0 available Purchase

**Introductions:** 5 of 5 available Upgrade

**LinkedIn Ads:** Having 1 active account  
Manage campaign | Create a campaign

**Frequently asked questions:**

- Managing Account Settings
- Can't Find "Settings" or "Sign Out" Links
- Viewing and Editing Subgroup Settings
- Group Member Settings
- Updating Twitter Settings

[See all frequently asked questions](#)

**You are using the new settings page. Send us feedback.**

**Left sidebar menu (highlighted by a red box):**

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

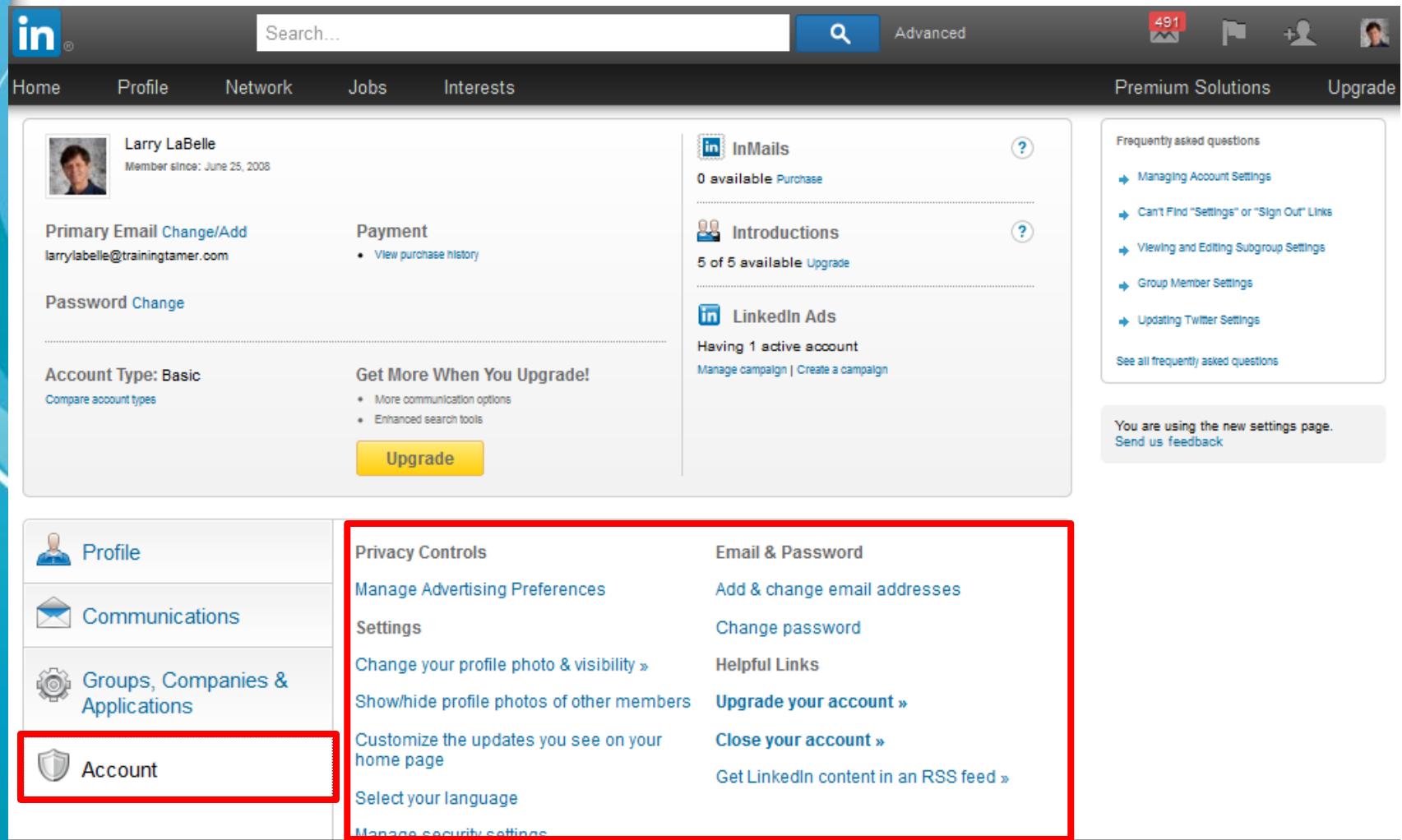
**Groups:**

- Select your group display order »
- View your groups »
- Set the frequency of group digest emails
- Turn on/off group invitations
- Turn on/off notifications when joining groups
- Companies
- [View companies you're following »](#)

**Applications:**

- View your applications »
- Add applications »
- Privacy Controls
- Turn on/off data sharing with 3rd party applications
- Manage settings for LinkedIn plugins on third-party sites

# Privacy & Settings (4)



The screenshot shows the LinkedIn 'Privacy & Settings' page. At the top, there's a navigation bar with links for Home, Profile, Network, Jobs, Interests, Premium Solutions, and Upgrade. A search bar and a message count (491) are also present. Below the navigation, a profile summary for 'Larry LaBelle' is shown, along with sections for Primary Email Change/Add, Password Change, and Account Type (Basic). A 'Get More When You Upgrade!' section with an 'Upgrade' button is also visible. To the right, there are sections for InMails, Introductions, LinkedIn Ads, and a Frequently asked questions sidebar. A red box highlights the 'Account' section in the sidebar menu, which includes links for Privacy Controls, Manage Advertising Preferences, Settings, Change your profile photo & visibility, Show/hide profile photos of other members, Customize the updates you see on your home page, Select your language, and Manage security settings.

Larry LaBelle  
Member since: June 25, 2008

Primary Email Change/Add  
[larrylabelle@trainingtamer.com](mailto:larrylabelle@trainingtamer.com)

Payment  
• View purchase history

Password Change

Account Type: Basic  
[Compare account types](#)

Get More When You Upgrade!  
• More communication options  
• Enhanced search tools

Upgrade

InMails  
0 available [Purchase](#)

Introductions  
5 of 5 available [Upgrade](#)

LinkedIn Ads  
Having 1 active account  
[Manage campaign](#) | [Create a campaign](#)

Frequently asked questions

- ↳ Managing Account Settings
- ↳ Can't Find "Settings" or "Sign Out" Links
- ↳ Viewing and Editing Subgroup Settings
- ↳ Group Member Settings
- ↳ Updating Twitter Settings

[See all frequently asked questions](#)

You are using the new settings page.  
Send us feedback

**Profile**

**Communications**

**Groups, Companies & Applications**

**Account**

Privacy Controls

Manage Advertising Preferences

Settings

Change your profile photo & visibility »

Show/hide profile photos of other members

Customize the updates you see on your home page

Select your language

Manage security settings

Email & Password

Add & change email addresses

Change password

Helpful Links

[Upgrade your account »](#)

[Close your account »](#)

Get LinkedIn content in an RSS feed »

# Other LinkedIn Resources

# Other LinkedIn Resources

- Check out <http://www.linkedinlabs.com>
  - Lots of great information related to LinkedIn on this site
- Charles Caro, member of Real Estate Lives and SPC Tweeners
  - Has tons of connections and will accept a connection request from anyone
  - Know LinkedIn better than anyone I know
  - If he doesn't know the answer, he'll get it for you



# Summary

- What is LinkedIn
- Job Seeker Benefits of Using LinkedIn
- Accessing LinkedIn
- Setting Up a LinkedIn Account
- LinkedIn Main Menu & Icons
- Access Help Center
- Contact Customer Service (Re Problems & Questions)
- Send Feedback to LinkedIn (Re Suggestions for Enhancements to LinkedIn)

# Summary (2)

- Define LinkedIn Connection Levels
- **Home** Choice on Main Menu
  - People You May Know & How To Connect with Them
  - Sending a Message to Your Level 1 Connections
- **Profile** Choice on the Main Menu
  - Edit Profile
  - Whose Viewed Your Profile
- Get Recommendations to Display on Your Profile
- Define the Value of Level 1 Connections

# Summary (3)

- How to Find Level 1 Connections & Add to Profile
- Follow Influencers, News. Companies (Your Top 20 Target Companies) and Schools
- Use Keywords to Increase Your Chances of Showing Up on Page 1 of Search Results
- Use Boolean Operators in the Keyword Field of Searches to Get More Accurate Search Results
- Modify LinkedIn Settings
- Identify Other LinkedIn Resources

# Thank You!





## Contact Information

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