



# Telstra

## Building Your Professional Community and Networking



**Right  
Management®**  
ManpowerGroup

Business & Talent. Aligned.®



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# Introduction

Leveraging your community and network to support and or achieve your career goals is a key part to the job search process.

This workbook is intended as an interactive workbook that you can update during your workshop or in the future. It contains templates, checklists and information that will support you in understanding the job market to assist in securing your next role.

## Workshops

This workshop is one of a series of workshops designed to assist you in becoming Market Ready.

Additional workshops available include:

1. Developing Your Resume and Getting Market Ready
2. Understanding the Job Market
3. Preparing for Interviews
4. Self-Employment
5. Being Retirement Ready

Please consider these workshops for more information on any aspect of your job search.

# Your Personal Value Proposition

Television commercials last for about thirty seconds. Thirty seconds is sufficient time to sell a product or a service, or yourself, (or at least enough time to get someone's interest). Yet people find it difficult to concisely communicate their background, strengths and objective. A disciplined, practiced approach, using the example of the thirty second commercial, can be very effective for handling any number of interview and meeting situations.

Your Value Proposition should contain three major elements:

1. Who you are going forward in your career. State your functional area and professional status, not your job title
2. Your last position. Not your exact job title; usually it is too specific or particular to the organisation. Translate it into something anyone can understand. State your key responsibilities
3. Your future focus. Enthusiastically paint a picture of the kind of work you want to do, the kind of contribution you want to make and the kind of results you want to achieve for an organisation. If you are in the exploration stage in your career transition, don't be afraid to communicate that. Explain the career options, types of work, organisations, or industries you are exploring at this time

For example:

*"I am a Finance Manager with expertise in change and improving accounting and control functions.*

*My most recent position was with ABC Ltd and I was responsible for leading a project to implement a standard cost system. In addition, I developed and implemented the accounting systems in a start up situation and improved inventory controls which resulted in substantial cost savings.*

*My next career goal is a finance position in a large, professional consulting firm."*

You can greatly assist your career building efforts by taking the time to develop a Value Proposition and practice it until you can communicate it smoothly and fluently. Practice using video or voice recording on your computer or mobile.

Ultimately, you should have several versions of your Value Proposition, ranging in length from 30 seconds up to several minutes. Longer versions, which include more information about your strengths and achievements, may be appropriate for some networking conversations and interviews. In the longer version, you might consider adding something of your "personal brand" that brings the statement to life and differentiates you.

## Your Value Proposition

1. Who you are going forward in your career

*Example: Sales Leader*

2. Your last position and what you did on the job

*Two sentences*

3. Your future focus; what you want to do next

# Approaching the Market

## Market Ready Checklist

Telstra is committed to ensuring your earliest possible success in obtaining the right next role. As a guide to assist you, we have prepared the following list as a reminder of the key issues in ensuring you are 100% ready to approach the job market.

Please review the list and in particular identify any aspects you are unsure about.

### 1. Verbal Presentation

- Confident in explaining to others Reason for Leaving
- Personal Commercial opens up opportunity

### 2. Career Direction/Ideal Role/Options

- Clearly identified
- Matches skills/experience
- Matches desired context: values, satisfaction points, etc.
- Enables positioning for future goals/roles
- Personal Commercial positioned for each targeted option

### 3. Resumes

- Does resume sell you for each targeted option including key words and achievements?
- Confident in how to tailor resume for specific roles
- Aware of when to use various resume formats including functional/chronological
- Shortened resume for marketing purposes
- Can provide evidence of qualifications etc. If required

### 4. Referees

- Appropriate referees identified for each target and briefed

### 5. Job Search Plan

- Understand Unique Selling Point/s
- Identified target industries and organisations
- Plan in place that encompasses both visible and hidden market strategies
- Process in place for managing contacts/resumes/job search activity
- Knows how to conduct research

### 6. The Visible Market

- Knows where to find job advertisements for targets
- Able to respond to ads effectively including using cover letters
- Confident working with Recruiters

## 7. The Hidden Market

- Understands the hidden market concept
- Knows how to find/create contacts
- Has identified a list of potential and actual contacts for job target.
- Established plan for making contact
- Knows how to reach decision makers for targets
- Understands how and when to approach a company directly
- Knows how to use Right Job Opportunities and key social media tools including LinkedIn®
- Knows how to set up a purposeful profile and leverage the tools

## 8. Interviews

- Can talk credibly about relevant experience, skills and achievements
- Has credible answer for Most Common questions including “weakness” question
- Confident can manage interviews satisfactorily
- Prepared for salary discussions
- Has prepared a list of questions to ask at interview

## 9. General

- Feeling motivated?
- Committing regular time to job search activity?
- Identified any impediments to job search and has a plan to address them?

To assist you in becoming Market Ready we provide a range of skill building workshops such as:

1. Developing Your Resume and getting Market Ready
2. Understanding Job Market
3. Building Your Professional Community and Networking
4. Preparing for Interviews
5. Self-Employment
6. Transition to Retirement

Please consider these workshops for more information on any aspect of your job search.

# Developing Your Career Contacts

## Your Existing Contact Network ('A' Contacts)

Everybody has contacts. Life would be impossible without them. Your existing contact network may not contain decision makers in your career field, but some people will be useful as initial contacts.

They may help provide further network contacts (A, B & C), information on potential target industries or organisations, recommended search firms and recruiters, feedback on strengths you had not initially identified.

Use this 'memory jogger' to compile your 'A' Contacts.

Former Managers	Past Associates	Professional Associations
Friends/Relatives	Neighbours	Business Owners
Salespeople	Consultants	Bankers
Lawyers/Accountants	School and University Friends	Doctors/Dentists
Insurance/Property	Religious Leaders	Community Leaders/Politicians
Club Members	Common Interest Associates	Met Whilst Travelling

## Phone plan for setting up an Information Network Meeting - Worksheet

Write your Phone Plan as a series of short points to guide your conversation rather than developing a fully scripted statement. This will help you sound more natural when talking to your network contact.

---

### Greeting and Connection

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### Development

---

### Ask for Meeting

---

### Confirm Meeting Location

---

### Thank You

## Sample Phone Plan – Exploring Similar Role/Industry

Use this call plan as a starting point and modify it with your own words and circumstances.

<b>Greeting and Connection</b>	<p><i>Hello Phillip. Peter Johnson recommended that I contact you.</i></p> <p><i>My name is (First and Last Name).</i></p>
<b>Development</b>	<p><i>I am a Call Centre Leader and have spent the last 8 years in ANZ. I am now looking to take my skills into a similar role within the banking sector and Peter thought that you might be able to give me some information on both the recruitment firms that specialise in this work and some of the trends within the other banks.</i></p> <p><i>I don't expect you to know about any job opportunities.</i></p> <p><i>I am hoping to get the benefit of your experience and advice.</i></p>
<b>Ask for Meeting</b>	<p><i>Would you be available to meet with me to discuss these issues for 15 – 20 minutes sometime next week?</i></p> <p><i>Would (e.g. Tuesday morning) be convenient, or is there a better time for you?</i></p>
<b>Confirm Meeting Location</b>	<p><i>I'll be meeting with you at (time) on (date) at (location). If you need to contact me, my phone number is xxxx xxxx.</i></p>
<b>Thank You</b>	<p><i>Thank you for your time. I'm looking forward to talking with you.</i></p>

## Sample Phone Plan – Exploring Career Change

Use this call plan as a starting point and modify it with your own words and circumstances.

<b>Greeting and Connection</b>	<p><i>Hello John. Margaret De Souza recommended that I contact you. My name is (First and Last Name).</i></p> <p><i>Do you have a moment to talk?</i></p>
<b>Development</b>	<p><i>I am exploring the possibility of a change in career from banking to general insurance. Margaret thought that you may be able to help me gain a better understanding of how my skills and experience might be able to add value within the insurance industry, particularly since you have made a similar change yourself.</i></p> <p><i>My intention is to learn from your knowledge and experience to see if this change is achievable.</i></p>
<b>Ask for Meeting</b>	<p><i>Would you be available to meet with me to discuss these issues for 15 – 20 minutes sometime next week?</i></p> <p><i>Would (e.g. Tuesday morning) be convenient, or is there a better time for you?</i></p>
<b>Confirm Meeting Location</b>	<p><i>I'll be meeting with you at (time) on (date) at (location). If you need to contact me, my phone number is xxxx xxxx.</i></p>
<b>Thank You</b>	<p><i>Thank you for your time. I'm looking forward to talking with you.</i></p>

# Networking: Getting To “Yes” When Asking for A Meeting

Your job is to communicate how easy and quick it can be for others to help by simply sharing information, experiences, and advice!

- **Send an “approach letter/email” first**, stating your purpose and mentioning your connection if someone referred you. Explain that you will be approaching them for information and advice... not to ask if they know of any job openings.
- **Smile when you call!**
- **Be respectful of the other person’s time.** “I know you are busy and don’t want to keep you. Do you have just five minutes?” (That’s really all you need to set up the meeting). If not, ask when it might be a better time to call back.
- **Warm up the conversation** by making connections or giving genuine praise.
- Remind them of how you know each other, if this is an acquaintance you’ve not spoken with in a while.
- Mention the name of the person who referred you.
- Mention their membership in an association and acknowledge your own membership or interest in exploring membership with that same organisation or any other ‘common ground’ you share.
- Tell them how you’ve heard that they have a reputation for being helpful and full of knowledge.
- **Reduce pressure by restating your purpose.** “As you may recall from the email I sent, I am in the process of changing careers, and John Smith suggested you might be able to help. Please understand that I’m not expecting you to know of any openings. I’m simply looking to set up some time when I can pick your brain for some information and advice.”
- **Anticipate objections** and be persistent, but not pushy.
- “I don’t have time to see you.” – Response: “I realise you are busy, that’s why I’m only asking to meet for 20-30 minutes. We can make it even shorter if that would help.”
- “Just send me your resume.” – Response: “I would be glad to; however, at this stage I’m really looking for information and advice. For instance, I would like to ask you questions like \_\_\_\_\_ and \_\_\_\_\_.”
- “I don’t see how I can help you.” – Response: “John told me you know a lot about \_\_\_\_\_.”
- “Sorry, we have no openings right now.” – Response: “I appreciate that, however, what I am currently looking for is information.”
- “I get a lot of calls from job seekers.” – Response: “I don’t expect you to have a position. I’m looking for advice and information.”
- “Let me transfer you to HR.” – Response: “That would be helpful, but would it be possible to spend a couple of minutes with you first to get some more specific advice and information?”
- “I don’t have any contacts to give you.” – Response: “What I’m looking for at the moment is advice and information. Your background and knowledge of the \_\_\_\_\_ field is what I’m really interested in.”
- **Expect voice mail**
  - Your script for voice mail will be different from your script if you reach your target person. Consider practising both scripts on your own voice mail to see how you sound.

- Keep the follow-up ball in your court. Don't leave a message saying, "Please call me". Instead, close with "Since I missed you today, I'll try to reach you in the coming days. If you would like to call me before then, my number is 9999-999-999."
- If you always get voicemail, try calling at different times of the day including just prior to or right after regular work hours. (Consider using your caller ID blocking feature occasionally if calling twice in the same day or week, but don't become a stalker).

- **Anticipate gatekeepers**

Draw on their knowledge, asking them for advice on the best method and time to reach your targets. Alternatively, explain the type of information you are trying to secure and ask for referrals to others.

# Networking: Conducting the Meeting

## BEFORE

- Research the company that employs your networking contact
 

*... whilst you are not expecting your contact to provide specific job opportunities, sometimes networking meetings turn into interviews! Research may highlight what advice the contact is best able to provide due to their current working context.*
- Research the person you will be meeting
 

*... in addition to asking others about your networking contact, Google them and search LinkedIn®*
- Practice answers to common interview questions
 

*... whilst you are not going for a job interview, these questions are often raised in a networking meeting and you do want to make a positive impression when people ask you to tell them about yourself.*
- Check your wardrobe
 

*... if meeting in person, dress one step up from the job you are aiming to secure (No jeans!)*
- Prepare a list of relevant questions as well as other documents that might serve as talking points or networking tools
 

*... your Job Search Action Plan, networking brief (i.e. questions you'd prepared before the meeting) and your resume will be useful.*

## DURING

- Make a fabulous first impression
 

*... smile at everyone you meet and deliver confident, firm handshakes!*
- Explain again your reason for the meeting
 

*... after the hellos and small talk, restate that your meeting objective is to gather information and advice (not to ask for a job). Share your 30-second commercial (including your career objective) and then kick start a fruitful conversation with good questions.*
- Start with “easy questions” to put your contact at ease
 

*... if relevant, consider opening by asking what he/she enjoys most about this current job/company, or by inquiring about other experiences he/she has had with past employers.*
- Ask “Do you mind if I jot down a few notes as we talk?”
 

*... your contact will likely feel flattered. Continue to make regular eye contact and be prepared to stop if your contact seems uncomfortable.*
- Listen for opportunities to help the person helping you
 

*... if you learn of a challenge he/she is facing (perhaps filling a position that doesn't interest you), ask questions to determine if you might be able to share helpful information or referrals.*

- Use good judgement if asked for a resume during the meeting

*... a resume communicates the message "I need a job". You don't want to risk losing credibility if you previously told your contact that you only wanted to meet with him/her for advice and information. Consider saying, "I came today hoping for information and advice. While I don't have a copy to share with you right now, I'll email one this afternoon and would value your feedback. What I brought with me today is a networking brief to help give focus to our discussion." Alternatively you might go ahead and share your resume saying, "Since I'm exploring new opportunities, I always carry a copy. I would love your feedback."*

- Respect his/her time

*... if you asked for 30 minutes, keep it to 30 minutes. Say something like, "I promised you that I would only take 30 minutes, and our time is just about up." You will get a sense of whether or not the contact is willing to give you more time.*

- End your meeting with appropriate thanks and ask for referrals

*... ask "Thank you so much for the tip about XYZ association. I'll plan to check them out this week. What other steps would you take if you were me? Who else would you talk to for additional information and advice?" Be prepared to prompt for names by offering categories of people or the names of companies you're targeting. When a new contact name is offered, ask if you may use your contact's name when calling the new contact.*

- Establish a plan to stay in touch

*... say "As I said, I'll plan to contact John as you suggested, and would love to give you a quick call or email in a couple of weeks to let you know what I learn from him... as well as see if you have any further ideas. Would that be okay with you?"*

## AFTER

- Promptly send a thank you note

*... a mailed thank you note usually has a higher impact than an email because of the extra effort involved. Still, an emailed note sometimes makes more sense. Use good judgement.*

- Promptly follow through on any agreed upon actions

*... if you said you would mail something or contact someone, make this a top priority and do it as soon as possible*

- Keep the relationship alive

*... unless another time frame was agreed upon, touch base in two weeks to advise of your progress and let your contact know how the information or referrals shared have impacted your career transition.*

# Questions to ask a Strategic Contact

At the outset of your job search, you will ask questions that will further your understanding of critical issues, business conditions, practices, changes and trends within specific industries – particularly as they relate to your area of expertise. As you move through this phase your questions should get more and more precise and flow more clearly from the knowledge base you are building. Later in your job search, when you are discussing a particular position, you will request specific information about how you can contribute to an organisation's needs.

Following are some question sequences you may find useful as you prepare for your **Information/Referral Meetings**.

## General questions about the individual

1. What is your background, and how did you reach your current position?
2. What do you like best about what you do? What do you like least?
3. What is a typical day like for you?  
(Start time, stop time, general duties, challenges encountered?)
4. What are some of the qualifications that make you successful in your position?
5. If you were to start over today, what would you change? What wouldn't you change?

## What the work is like

6. Could you describe a typical workday day/week for me?
7. What skills are required in your position on a day-to-day basis?
8. What parts of your job do you find most challenging?
9. Despite these challenges, what motivates you to remain? What do you find most enjoyable?
10. Are there any traps I should be aware of?
11. What hours do most people in this field work?
12. Which seasons of the year are toughest in your job?
13. I'd like to walk through and see where the work is done. Can that be arranged?

## State of the industry

14. Is this field growing enough that there's room for someone like me?
15. Are too many or too few people entering this profession?
16. What developments on the horizon could affect future opportunities?
17. This industry has changed dramatically in the past five years. What have you seen from inside your organisation?
18. How frequently do retrenchments occur? How does it affect the morale of employees?
19. Why do people leave this field or organisation?
20. Who are the most important people in this industry today?
21. Which organisations have the best track record for promoting women and minorities?
22. Are there opportunities for self-employment in your field? Where?

### Money and advancement

23. What would be my earnings potential if I entered this field?
24. How did you get your job?
25. If you could start all over again, would you change your career path in any way? Why?
26. How long does it take for managers to progress to the next level in their career?
27. What is the background of most senior level executives?

### Skills and experience

28. What educational preparation would you recommend for someone who wants to advance in this field?
29. What qualifications do you seek in a new hire?
30. How do most people enter this profession?
31. Which of my skills are strong compared to other job hunters in this field?
32. What do you think of the experience I've had so far? For what types of positions would it qualify me?
33. Can you recommend any courses I should take before proceeding further with my job search?
34. What organisations might be interested in hiring someone with my background?

### Fitting in

35. Considering my background, how well do you think I would fit in this organisation and/or profession?
36. How does your organisation compare with others we've discussed?
37. Would the work involve any lifestyle changes – frequent travel or evening business entertaining?
38. Considering all the people you've met in your line of work, what personal attributes are essential for success?
39. Taking into account my skills, education and experience, what other career paths would you suggest I explore before making a final decision?

### More information

40. Where can I get up to date information on salaries, employers and industry issues?
41. What professional journals and organisations should I be aware of?
42. Is there anything else you think I need to know?
43. Who else would you recommend I speak with? When I call, may I use your name?

## Critical Research Questions

# Leveraging LinkedIn® to Network and Support your Brand

LinkedIn® is the largest professional network in the world and a key networking and research tool for job seekers. Using LinkedIn® as part of your networking toolkit can open doors to opportunities, by helping you leverage the professional relationships you already have and new strategic contacts you develop. It's not just who you know, but who they know.

Here are some useful steps to follow when developing your brand and expanding your professional community on LinkedIn®:

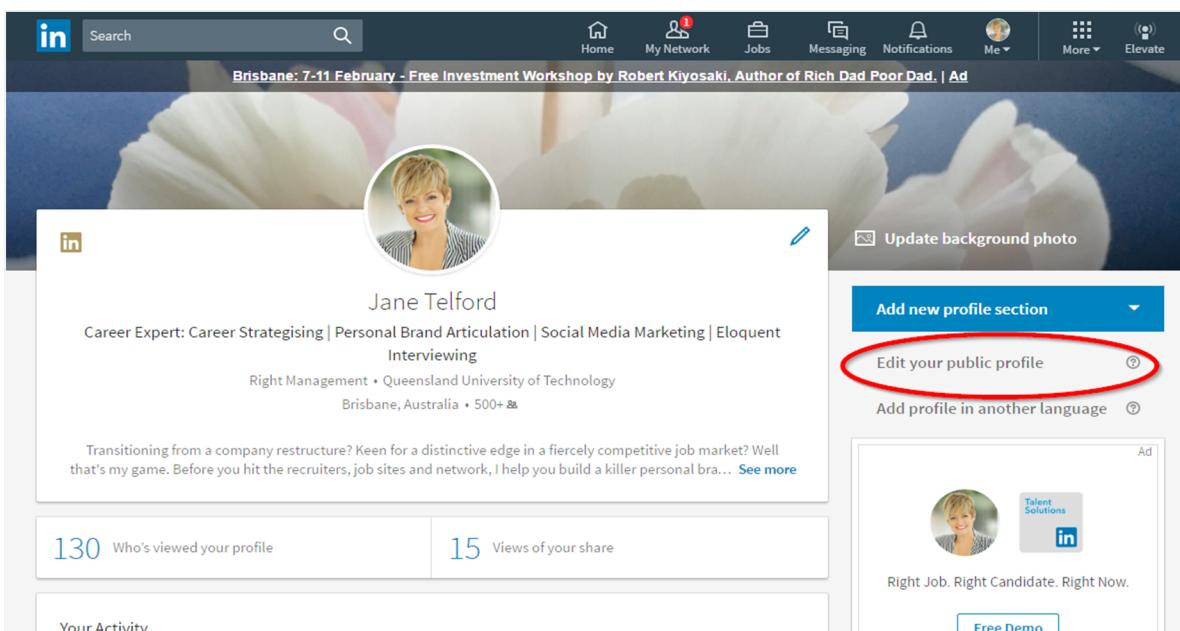
## How to set up a LinkedIn® Account:

[http://public.right.com.au/t/LI\\_SetupAccount\\_Video.html](http://public.right.com.au/t/LI_SetupAccount_Video.html)

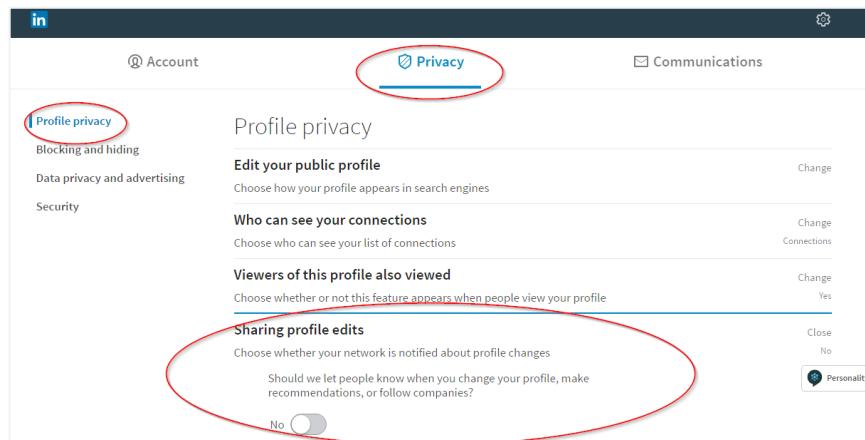
## How to edit or complete your LinkedIn® Profile

First, log into your LinkedIn® account.

Click on 'Me' (your Face top right) and select 'view profile', then click on 'Edit your public profile' and follow prompts

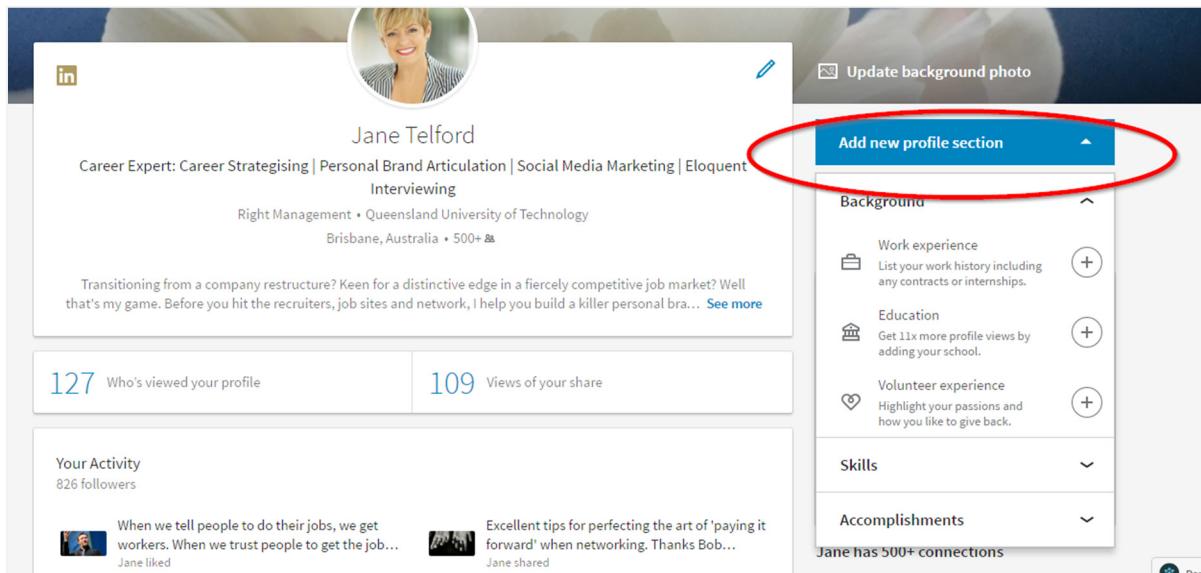


## Where to go to turn off edit share:



## And...where to find new profile sections to add:

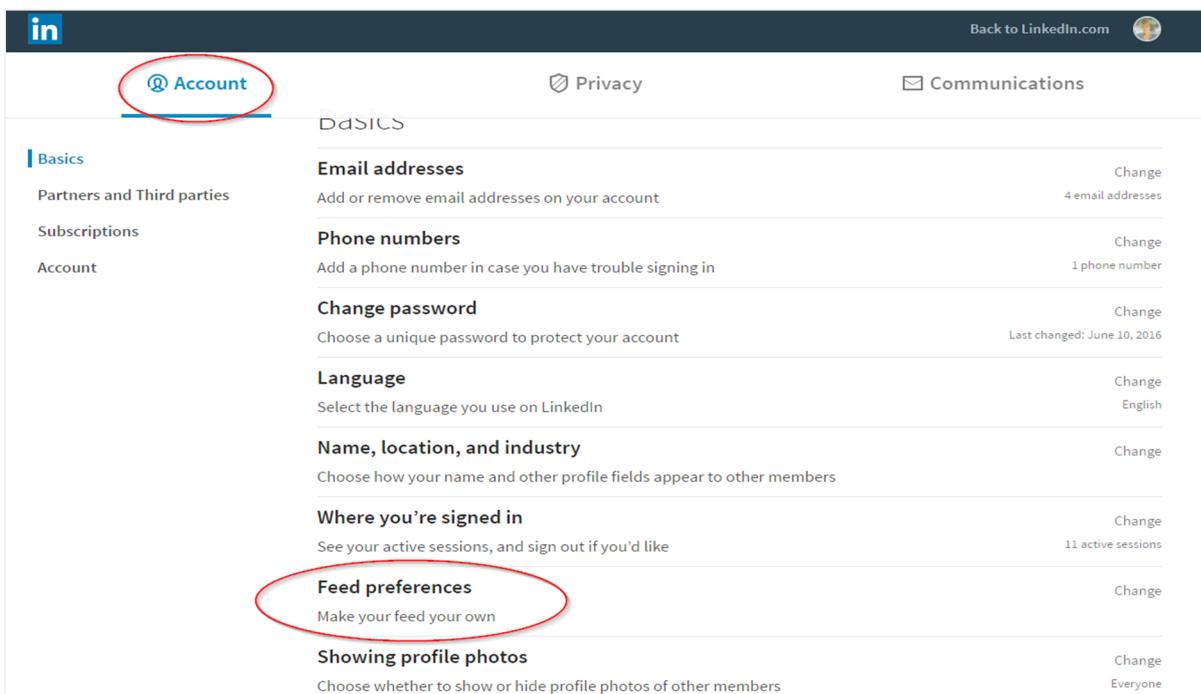
While still in view profile click on 'Add new profile section' and choose from menu accordingly



The screenshot shows a LinkedIn profile for Jane Telford. At the top right of the profile area, there is a blue button labeled "Add new profile section". This button is circled in red. To the right of the button is a sidebar titled "Background" which contains sections for Work experience, Education, and Volunteer experience, each with a plus sign to add more details. Below the sidebar, there are sections for Skills and Accomplishments, both with dropdown arrows. At the bottom of the sidebar, it says "Jane has 500+ connections".

## Feed Preferences - Where to find Interests, Channels and Publishers to follow:

Simply go into *Settings & Privacy – Account* and click on *Feed Preferences* - all there in alphabetical order.



The screenshot shows the LinkedIn "Account" settings page. At the top left, there is a red circle around the "Account" tab. The page is divided into three main sections: Basics, Privacy, and Communications. Under the Basics section, there are several settings: Email addresses, Phone numbers, Change password, Language, Name, location, and industry, Where you're signed in, Feed preferences, and Showing profile photos. The "Feed preferences" option is circled in red at the bottom of the list. The "Showing profile photos" setting is also visible below it.

Follow fresh perspectives   Unfollow people

Australia/New Zealand News & Affairs

 Mark Bouris AM  Entrepreneur, Innovator, Author and Academic  Followed by Cherry Birch and 152.9K others	 Alex Malley  Chief executive at CPA Australia  Followed by Rob Hooton and 508.8K others	 Matt Barrie  Chief Executive at Freelancer.com  Followed by Rob Hooton and 327.4K others	 Daniel Mumby "That StartUp Guy" CEO/Founder StartUp Foundation - accelerator, An...  Followed by Rob Hooton and 189.1K others	 Linda Coles  Social Media Done For You - Let Blue Banana Take It Over...  Followed by Kathy Gilbert and 505K others
<a href="#">+ Follow</a>	<a href="#">+ Follow</a>	<a href="#">+ Follow</a>	<a href="#">+ Follow</a>	<a href="#">+ Follow</a>

See more ▾

Human Resources

 Taro Fukuyama  CEO at Fond (formerly AnyPerk)  Followed by Tom Wiley and 164.5K others	 Laszlo Bock  CEO and co-founder of Humu. Former SVP of People Opera...  Followed by Vikki Bell and 668.9K others	 Chester Elton  Author of "What Motivates Me" & "All In," NY Times Best...  Followed by Jimmy Kerr and 439K others	 Bloomberg Online Media  Followed by Sue Howse and 1.2M others	 Josh Bersin  Principal and Founder, Bersin by Deloitte  Followed by Maria Newport GAICD and 555.3K others
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If you are already following Influencers, channels and Publications, have already been sharing articles and want to review those you are following:

Step 1: Find 'Your Activity' (under your Profile) and click on 'see all activity'

Jane Telford  
CAREER EXPERT - Leader Coaching | Career Strategising | Transitioning | Personal Branding | Social Media Marketing  
Right Management • Queensland University of Technology  
Brisbane, Australia • 500+ 

Keen to develop and grow your leadership capabilities? Strategically manage your career? Contribute meaningfully to your employer's success? Well, that's my game. I coach to: Develop, grow and nurture your leadership... [See more](#)

109 Who's viewed your profile      30 Views of your share

Your Activity  836 followers

To all the "Bitches" out there in the workplace.  
Jane liked

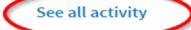
I may be wrong, but hugely believe, that only way we can all succeed as leaders is to...  
Jane liked

Invaluable suggestions in here on what NOT to ask in Interview. Thanks Avtar Ram Singh  
Jane shared

4 Things to Do After a Job Interview  
Jane liked

Lesley Williams and the Major Street Publishing team - I would like to say a big thank you!!! If...  
Jane commented

Today we've launched the results from our Community Survey along with metrics aroun...  
Jane liked

[See all activity](#) 

Add new profile section

Edit your public profile 

Add profile in another language 

Jane, get the latest on jobs, industry news & more! 

Grow Your Career By Following Fusions 

See connections (500+)

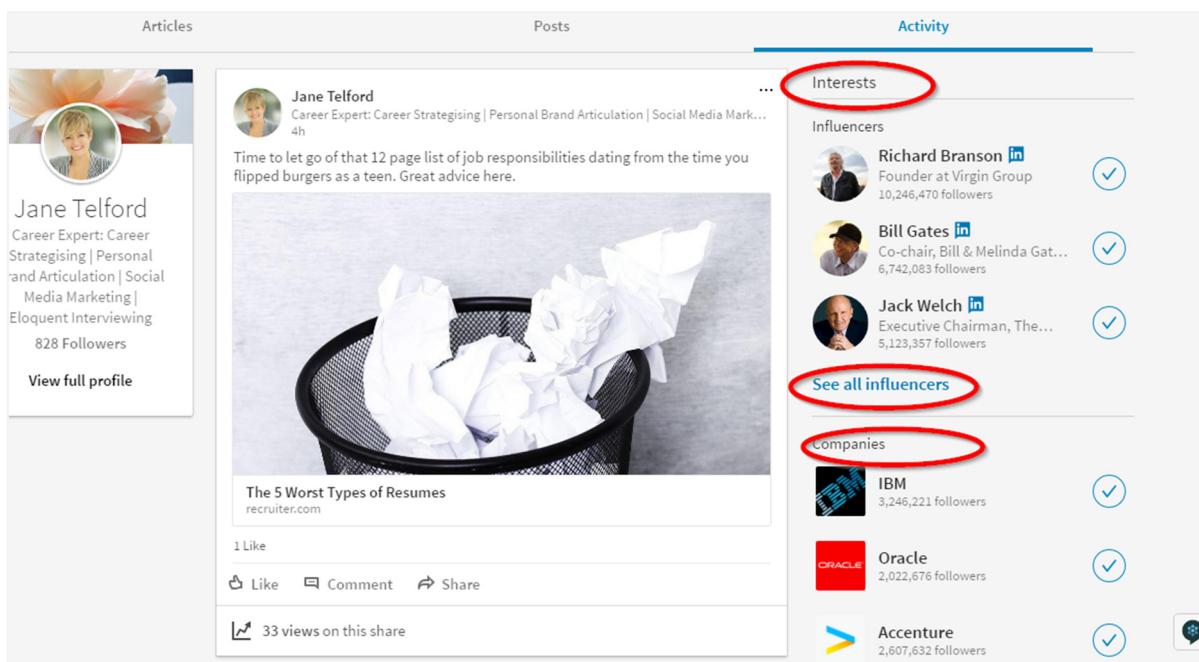
Contact and Personal Info 

Jane's Profile, Websites, Phones, Email, Twitter, and Birthday  
[Show more](#) ▾

People Also Viewed

James Baker • 1st 

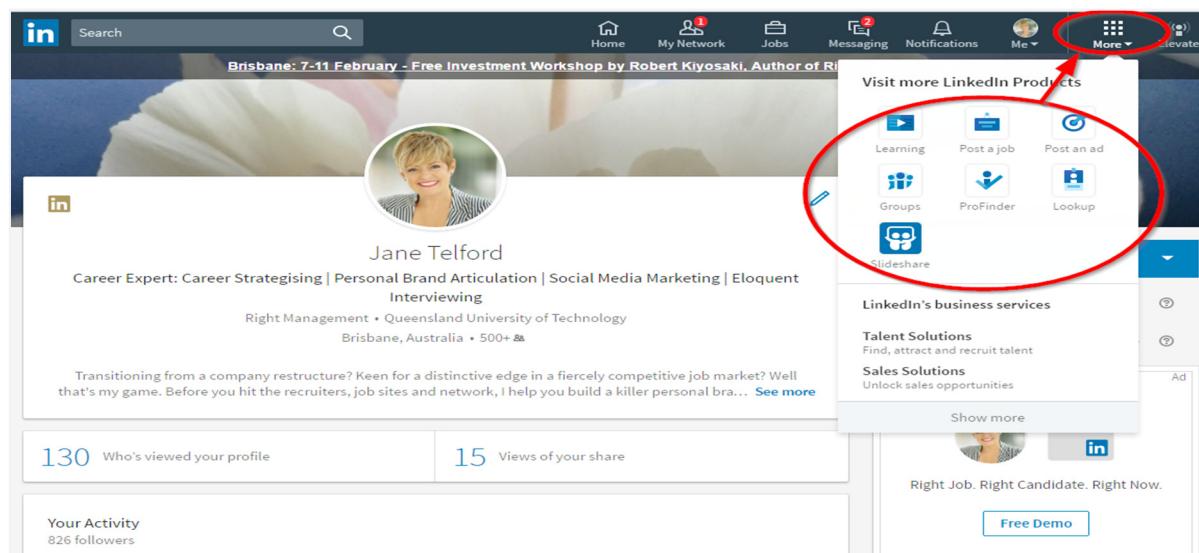
**Step 2:** Go to *Interests* (under 'Activity' on the right) then 'see all influencers'. Companies you are following are also listed here.



The screenshot shows a LinkedIn profile for Jane Telford. The 'Activity' tab is selected. On the right side, there are three main sections: 'Interests' (circled in red), 'Influencers' (with entries for Richard Branson, Bill Gates, and Jack Welch, each with a checkmark and follower count), and 'Companies' (with entries for IBM, Oracle, and Accenture, each with a checkmark and follower count). Below these sections is a button labeled 'See all influencers' (also circled in red).

### How to find Groups or add additional ones to your existing Groups:

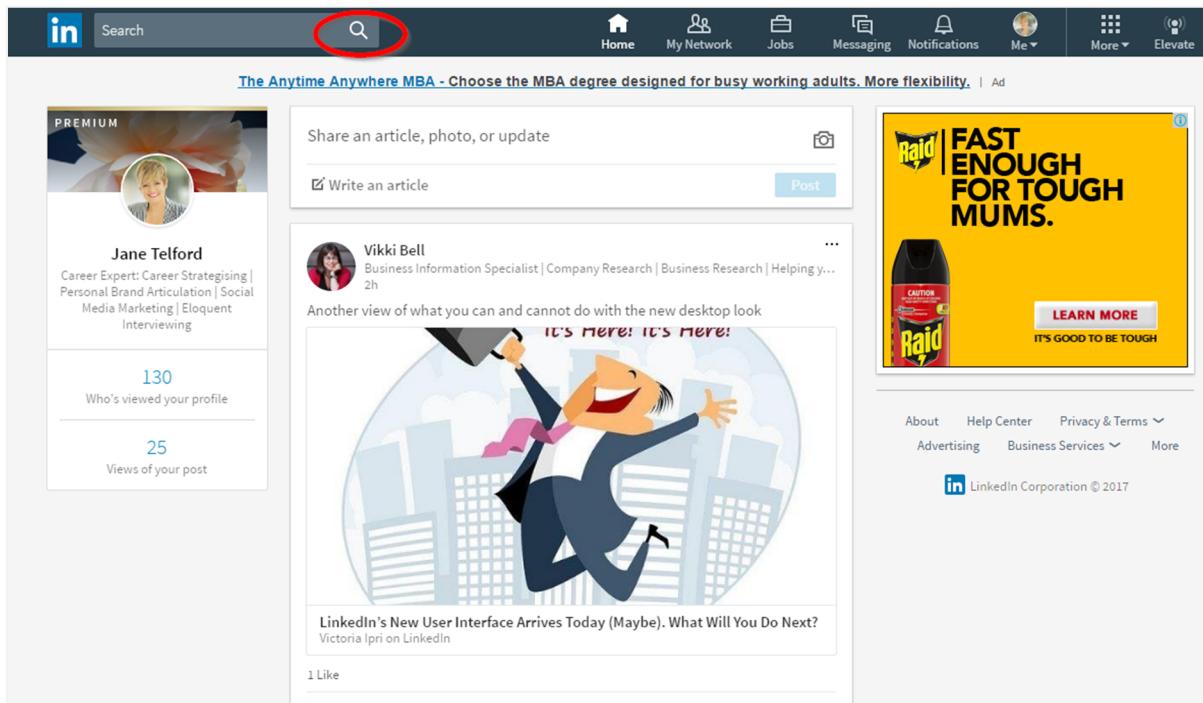
Click on the nine dots top right then choose 'Groups' from the menu and select according to your interests and expertise



The screenshot shows a LinkedIn profile for Jane Telford. At the top right, there is a 'More' button represented by a grid of nine dots. A red circle highlights this button. A larger red circle highlights the 'Groups' option in the dropdown menu that appears when the button is clicked. The dropdown also includes other options like 'Learning', 'Post a job', 'Post an ad', 'ProFinder', and 'Lookup'.

## How to conduct an advanced search:

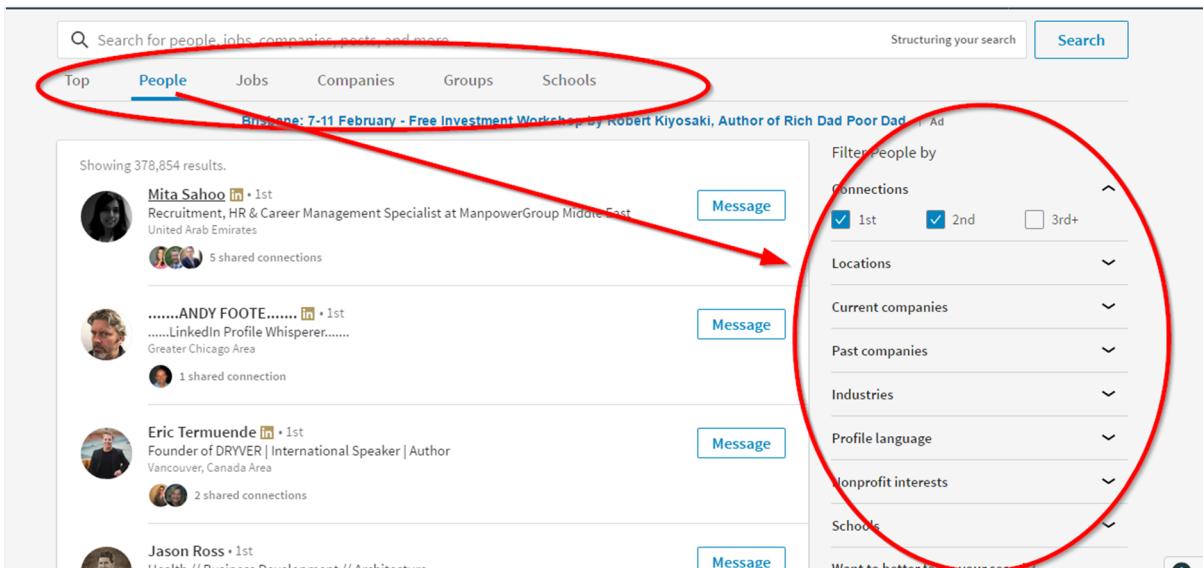
**Step 1:** Click on the magnifying glass in the search field, and (see Step 2)



The screenshot shows the LinkedIn homepage. At the top, there is a search bar with a magnifying glass icon, which is circled in red. Below the search bar, there are navigation links: Home, My Network, Jobs, Messaging, Notifications, Me, More, and Elevate. A promotional banner for 'The Anytime Anywhere MBA' is visible. On the left, there is a profile summary for 'Jane Telford' and statistics for 'Who's viewed your profile' (130) and 'Views of your post' (25). In the center, there is a post by 'Vikki Bell' about the new user interface. On the right, there is an advertisement for Raid detergent.

**Step 2:** Now you can select according to category e.g. People, Jobs, Companies, Groups etc.

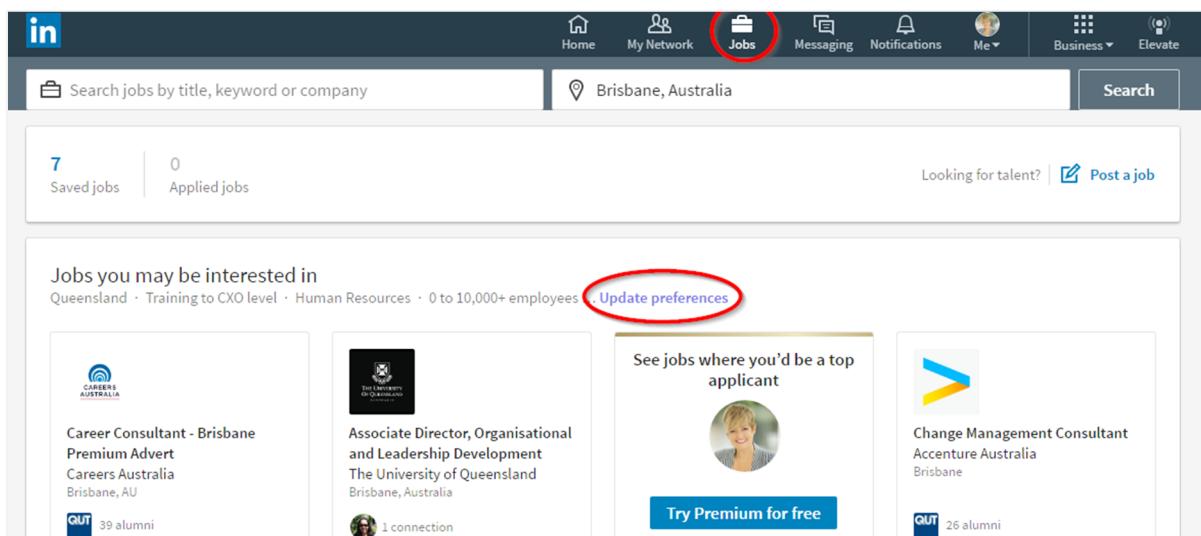
You can also filter your search through the menu on to the right



The screenshot shows the LinkedIn search results page. The search bar at the top is highlighted with a red circle. Below the search bar, there are tabs for 'Top', 'People', 'Jobs', 'Companies', 'Groups', and 'Schools'. The 'People' tab is selected and highlighted with a blue underline. To the right of the search results, there is a sidebar titled 'Filter People by' with several dropdown menus. The 'Connections' dropdown has '1st' (checked), '2nd', and '3rd+' options. Other dropdowns include 'Locations', 'Current companies', 'Past companies', 'Industries', 'Profile language', 'Nonprofit interests', and 'Schools'. A red arrow points from the 'People' tab towards the 'Connections' dropdown.

## To let recruiters and head hunters know you are in the job market:

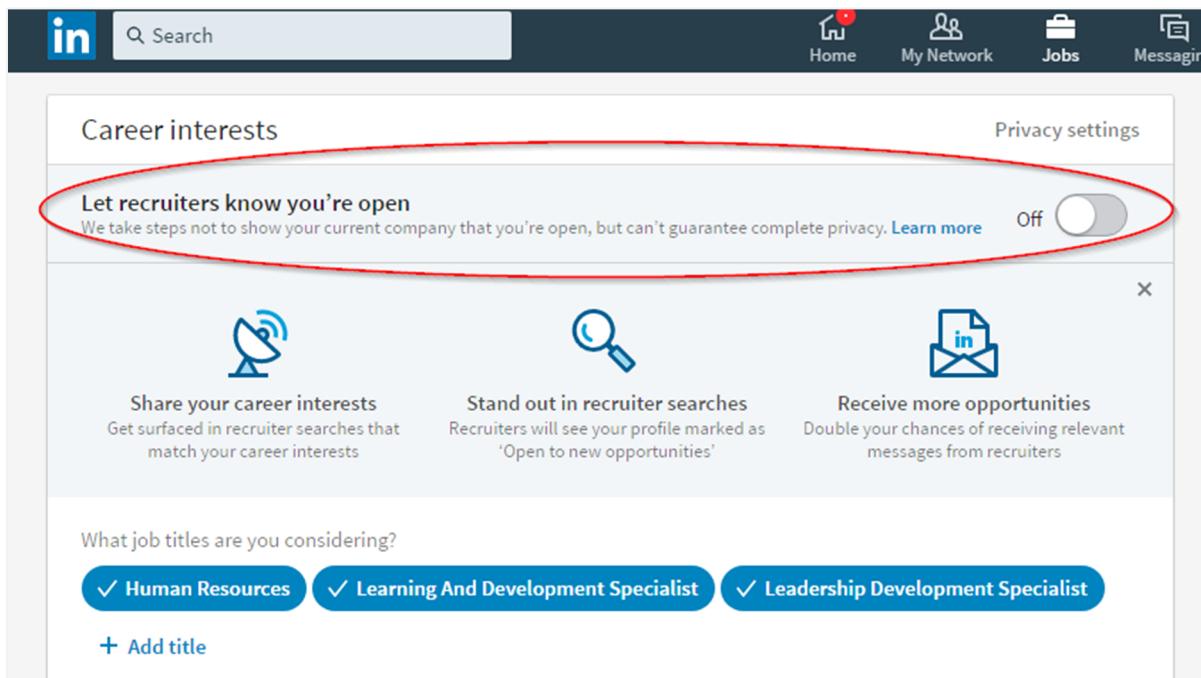
**Step 1:** Click on 'Jobs' in the menu bar then 'update preferences' next to Jobs you may be interested in



The screenshot shows the LinkedIn homepage. The 'Jobs' button in the top navigation bar is highlighted with a red circle. Below the navigation, there is a search bar and a location selector set to 'Brisbane, Australia'. Underneath, there are sections for 'Saved jobs' (7) and 'Applied jobs' (0). A 'Post a job' button is visible. In the main content area, there's a section titled 'Jobs you may be interested in' with several job listings. One listing for 'Associate Director, Organisational and Leadership Development' at 'The University of Queensland' has its 'Update preferences' link circled in red.

**Step 2:** Slide 'Let recruiters know you're open' 'off' button to 'on'

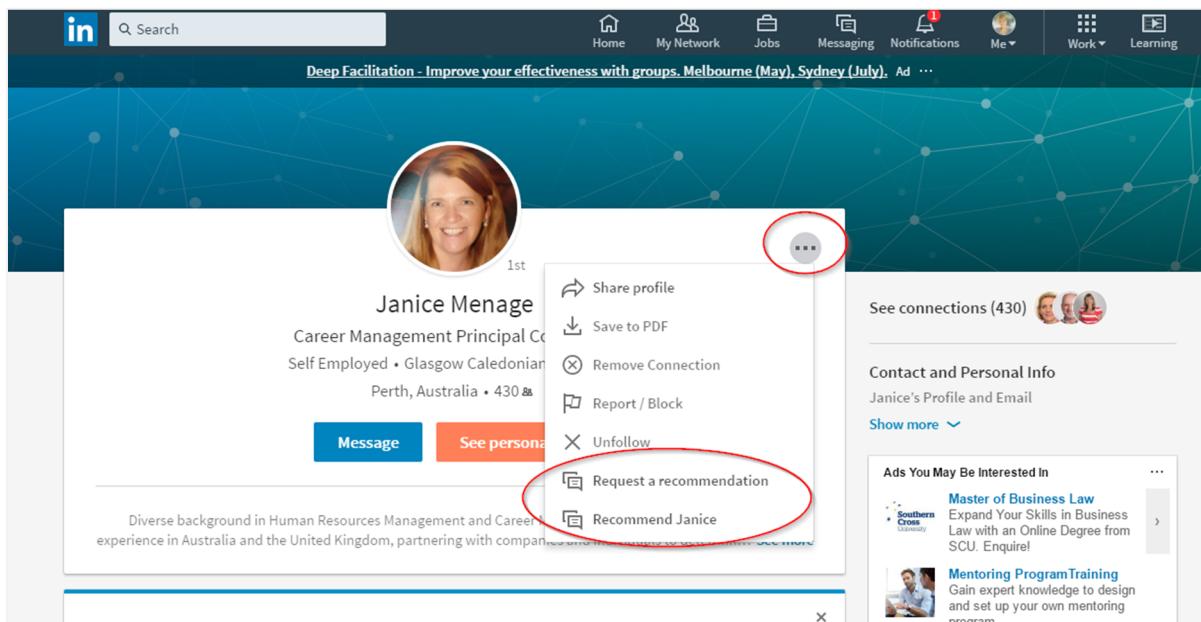
While there you can also choose industries you are considering and/or select from LinkedIn's suggestions based on key words in your experience and LinkedIn® will send you opportunities based on your selection.



The screenshot shows the 'Career interests' settings page on LinkedIn. At the top, there's a heading 'Career interests' and a 'Privacy settings' link. Below that, a section titled 'Let recruiters know you're open' is circled in red. It contains a sub-note: 'We take steps not to show your current company that you're open, but can't guarantee complete privacy.' and a 'Learn more' link. To the right of the note is a toggle switch labeled 'Off' which is also circled in red. Below this section, there are three options: 'Share your career interests', 'Stand out in recruiter searches', and 'Receive more opportunities'. Each option has a description and a small icon. At the bottom, there's a section for 'What job titles are you considering?' with three checked boxes: 'Human Resources', 'Learning And Development Specialist', and 'Leadership Development Specialist'. There's also a '+ Add title' button.

## To give and receive written recommendations:

Click on the three dots to the right of the profile you wish to provide or ask for recommendation and select from the drop down menu accordingly



The screenshot shows a LinkedIn profile for Janice Menage. The profile includes her photo, name, title ('Career Management Principal Consultant'), location ('Perth, Australia'), and a message button. A context menu is open over her photo, with the three-dot ellipsis button circled in red. Two specific options in the menu are also circled in red: 'Request a recommendation' and 'Recommend Janice'.

# Building your Presence on LinkedIn®

As you build your profile and presence on LinkedIn®, think strategically about your brand. Are your profile keywords aimed at your target market? Are you positioned as an industry insider – someone adding value to their network through resources, group participation and robust connections? Your LinkedIn® profile will be an important part of communicating your professional brand to both employers and professional contacts.

Remember – your LinkedIn® profile is NOT your resume....it is your opportunity to represent yourself as an Industry Leader and Solution, a powerful marketing tool for selling your skills and expertise. The LinkedIn® algorithm likes completeness and contacts.

## Tips for Finding the Right Keywords

Having a targeted profile with the right keywords is critical to being visible and found on LinkedIn®. Follow the steps below to identify which keywords your target market is using – then incorporate those words throughout your profile – especially in your Headline, Current/Past Positions, Summary and Experience sections.

To find the keywords your target market is using:

1. Collect 10+ job postings that are a match for your skills/target role from your favourite job boards e.g. Seek, Indeed, LinkedIn's job board, etc.
2. Copy/paste those 10+ job descriptions into a Word doc as you collect them.
3. Remove headers and company information from the job descriptions.
4. Paste all 10+ job descriptions at one time into one of the following word cloud sites:
5. [www.Tagcrowd.com](http://www.Tagcrowd.com) or [www.Wordle.net](http://www.Wordle.net)
6. Identify several (around 5-7) of the most repeated keywords in the word cloud.
7. Integrate those keywords into your LinkedIn® profile, thinking of creative ways to talk about those skills through your accomplishments, specialties, etc.

## Other ways of finding key words

The following link will also be helpful as it provides popular skills and a number of details about them e.g. other possible related skills people have: <https://www.linkedin.com/directory/topics-a/>

## Networking on LinkedIn®

After you have taken the time to update your LinkedIn® profile with your professional brand in mind, it's time to start networking! While LinkedIn® will often help you get the conversation going with some pre-populated messages, it would be obvious that you haven't taken the time to write the message yourself. Research shows that results are more effective if you customise the message to the person you are approaching.

Here are some samples of messages you can use or customise to get you started:

## LinkedIn® Outreach Letter Templates

Research shows that online communication is most effective when utilising these best practices:

- Lead with something in common
- Get to the point, fast - the entire message is VERY short, maybe 30 seconds to review
- What makes you qualified?
- What do you want from the person?
- Use details to demonstrate you did your research and won't waste anyone's time
- Be sensitive to and grateful for someone's time, "I would really appreciate it..."

### Sample Messages

Note: Samples are suggestions only. You will need to customise each depending on the context of your relationship and your personal communication style.

#### INVITATION MESSAGE – TO SOMEONE YOU KNOW BUT HAVEN'T SEEN IN A WHILE

**Casual:** Hi (Name), I was glad to come across your profile on LinkedIn® . It's been a while since we worked together at XX company – but would love to reconnect via LinkedIn® .  
Let's get together for coffee soon to catch up!

Warm regards,

Your Name

EmailAddress [at] email [dot] com\*

Phone Number \*

\* LinkedIn® Invitations will not allow you to include an email address. Therefore, you may type out the email domain as suggested above.

**Formal:** Hello (Name), We haven't seen each other since our time together at XX company and I see that you've had many successes since then. I would love to reconnect through LinkedIn®, and perhaps get together to catch up. I'd love to hear what you're doing at XX company.

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

## MESSAGE TO SOMEONE YOU DON'T KNOW

Fellow Group Member:

Dear (Name),

I came across your name/profile on LinkedIn® and see that we belong to the same Group (name Group). I also see that you have a very unique background in XX industry, and I'd be curious to speak with you about what you're seeing in your industry and the local market. Would you be open to a 10 minute conversation? I'd love to hear your perspective on XYZ.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

OR

Dear (Name)

I was very intrigued by your response within the Group (name Group) around how (make a connection about a topic that was discussed within the Group). You come across as very knowledgeable in this area and I'd love to hear your thoughts on XX. Would you be open to a 10 minute conversation? I'd love to hear your perspective on XYZ.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

## TARGET COMPANY CONTACT, NO CLOSE LINKEDIN® CONNECTION:

(Least likely to receive a response)

Dear (Name)

I came across your name/profile on LinkedIn® and see that you have a very unique background in XX industry. I'm looking for professionals to speak with and continue my professional development.

Would you be open to a 10 minute conversation about what you're seeing in your industry/function and the local market? I'd love to hear your perspective.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

OR

Dear (Name)

I am a Marketing Executive with 15+ years in the Telecommunications industry. Currently I am going through a transition where I am eager to source all career options and look into new areas. I would like to connect with you to ask your advice and learn about your area of expertise/industry. I'd love the opportunity to bring you out for a coffee and discuss this topic further. I will follow-up with you in two days' time with a phone call.

I appreciate your time and look forward to a mutually beneficial connection.

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

## MESSAGE TO RECRUITER:

### Invitation to 3rd Party Recruiter to Join Network and/or InMail Message:

Hello (Recruiter Name),

I came across your profile and I understand that you're currently sourcing for XX positions and with XX companies. I have worked within companies such as XX, XY,XZ, and have built a solid network within the XX industry. I think I may be able to provide some referrals to corporate clients for you.

Would you be open to a 10 minute conversation on how I can help you? I will call you within the next two days to follow up.

Thank you!

YourName

EmailAddress [at] email [dot] com

Phone Number

### Invitation to Internal Recruiter to Join Network and/or InMail Message:

Hello (Recruiter Name)

I came across your profile and I understand that you're currently sourcing for XX positions and with XX company. I have been following Company XX for the last year(s), and have been so impressed with the (insert little known fact about company, research about company, etc). One thing that continues to fascinate me is the cultural shift within organisations. I would love to follow your company to stay in the loop on all of the positive activity within your company.

Would you be open to connecting with me on LinkedIn® so I can continue to follow your company's progress?

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

## USE AN INTRODUCTION REQUEST TO GET FROM A 1<sup>ST</sup> TO A 2<sup>ND</sup> DEGREE CONTACT:

To 2nd degree contact you are getting introduced to:

Dear (Name)

I am looking to network with an experienced XX professional to learn more about XX. I've connected with our mutual contact, (insert 1st degree connection name) and asked for an introduction through LinkedIn®. I see that you are currently working at XX company (or work within the XX industry), as a XX Director (at company within industry) and I would love to hear your thoughts on the following:

(List 1-2 specific questions you have, to make them feel more comfortable about why you are reaching out to them...)

e.g.

1. Strategies for...
2. Advice about...
3. Information / best practices on...

If you would be open to a 10-15 minute phone conversation, I would very much appreciate your time!

I look forward to speaking with you!

Thank you,

Your Name

EmailAddress [at] email [dot] com

Phone Number

To your 1st degree contact:

Hi (Name)

I see that you are connected to XX and I am very interested in speaking with him/her about his/her experience at the company/industry. Please let me know if you are comfortable forwarding this introduction. Thank you in advance.

Warm regards,

Your Name

EmailAddress [at] email [dot] com

Phone Number

## Additional tools to support your networking

### Weekly Campaign Plan

For Week Beginning \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

***Actions x Frequency = Results!***

#### JOB SEARCH STRATEGY

Networking	%
Direct Contact	%
Search Firms	%
Ads:	%

Each day you are in active job search, you create more activities to do or follow up on. As an activity arises, write it immediately on the Weekly Campaign Plan for the week you need to do the activity. Each Thursday or Friday take time to finalise your plan for the coming week. Check off each activity as you complete it.

People to Contact	Purpose	Phone / Email

Approach Email to Send	Purpose	Phone / Email

Thankyou and other follow-up notes	Purpose	Phone / Email

Networking follow-up phone calls	Phone

Research needed	Resource	Phone

Ad responses to send	Position	Company

Ad responses follow-up phone calls Position / Company:	Contact	Phone

Networking Events to attend: Name of Event:	Location	Day and Time:

Recruitment firms to contact: Name:	Phone/Email:

Networking meetings to attend:

Other activities planned

## Job Search Action Plan



Capture your job search plans on the 'Job Search Action Plan' template found on RightEverywhere®.

## Notes