

# LinkedIn Training Supplemental Materials

## HOW TO BUILD A PROFESSIONAL NETWORK

### Your Profile Headline – Add this to your Profile

Business student graduating <Month Year>, looking for {JOB TITLE} opportunities.

You should add an industry in this section. Select Financial Services if you are not sure what industry you want to work in.

### Your Summary

I am a student at YOUR UNIVERSITY pursuing a Bachelor of Business Administration in Accounting and Financial Management, graduating in June 2020. I'm passionate about working in the finance industry to use skills gained from my college education and to make a difference as an accounting professional.

I am currently working as an Accountant Intern and gaining hands-on experience working with bookkeeping software, analyzing financial data, and working and communicating in a professional environment.

If you are interested in learning more about my skills and how I can help your company, please send me a LinkedIn message or email me at: abc@domain.com.

### Add a Banner

16 sample banners are available at: <https://gmi.link/getting-started-with-linkedin>

Choose one and download it to your computer.

### Your Education Section

**School:** College Name

**Degree:** Select degree

**Field of Study:** Select field of study

### Description:

As a fourth-year student graduating June 2020, I'm completing a major in Accounting and Finance. My undergraduate coursework also includes international business management, communications, business law, ethics, and economics.

**Additional:**

Add information for activities & societies.

**Skills to Add Now**

1. Business Communication
2. Leadership
3. Teamwork
4. Marketing
5. Organization Skills
6. Business Management
7. Business Development
8. Entrepreneurship
9. Business Strategy
10. Program Management

**How to ask for a Recommendation**

Dear [Name], I hope all is well for you.

Would you be willing to provide a recommendation for me on LinkedIn? Since I might be looking at new career options soon, a personal note from you on my LinkedIn page would be very helpful.

To save you some time, below is an example that you could use but I am very glad if you want to use different text. If you are unable to do this now, I completely understand.

Thank you!

Michael Smith

(Choose only one to include in your request to Jason)

**Style Option 1:**

I have known Michael for many years and have always been impressed by his commitment and drive both in his career and personal life. His dedication to social responsibility is demonstrated by his volunteerism with [Company]. His encouragement to students in the program is an inspiration and sets an example for others.

**Style Option 2:**

I was fortunate to work alongside Michael at [Company] and we worked closely on several projects. Michael was always very focused on supporting the mission and achieving his objectives. He was a very effective computer science assistant and was able to teach complex

computer skills to students of all ages in a way they could understand and retain the knowledge.

## How to Ask Someone to Join Your LinkedIn Network

### 10 Templates for Different Scenarios

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#### Someone currently attending the same school as you:

Hi [First Name],

We are both students at [College/University] and I would like to connect with you on LinkedIn.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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#### Someone connected on LinkedIn to another person you know:

Hi [First Name],

We both know (First & Last Name at (Company)) and I see they are connected with you on LinkedIn. I am a [Your Major] student at [College/University] graduating soon and would appreciate connecting with you on LinkedIn.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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#### Someone who went to your college in the past:

Hi [First Name],

I see that you are an alumnus from [College/University], and I look forward to being one next year too, as I am a [Your Major] student in my [#] year. I hope you will consider connecting with me on LinkedIn.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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**Someone who works at a company where you want to apply:**

Hi [First Name],

Although we haven't met, your profile came up when I was looking for [Position Title] at [Company Name]. I was very impressed with your background and would like to learn more about your career path at [Company Name]. Please consider connecting with me.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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**Someone who made a comment in a LinkedIn group that you are a member of:**

Hi [First Name],

I am a fellow member of the [Group Name] LinkedIn group, and I saw and appreciated your comment about [Discussion Topic]. I hope you will consider connecting with me on LinkedIn.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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**Someone you have no connection with but want to build your LinkedIn network:**

Hi [First Name],

I am a [Your Major] student graduating from [College/University] this year and would appreciate the opportunity to join your LinkedIn network.

Best regards,

[First Name Last Name]

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**Someone you met or heard speak at a conference:**

Hi [First Name],

It was a pleasure to hear you speak at [Event/Conference]. Your topic was personally very helpful to me in my job search. I would like to join your LinkedIn network.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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**Someone who viewed your LinkedIn profile:**

Hi [First Name],

Thank you for visiting my profile. I am very interested to connect with you to learn more about your career path and the work you do at [Company Name].

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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**Someone who has posted a job opportunity – before applying**

Hi [First Name],

I noticed the position that you posted earlier this week and have [#] years of hands-on experience in [skill]. I would appreciate connecting with you to discuss how I could potentially add value to your team.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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**Someone who has posted a job opportunity – after applying:**

Hi [First Name],

I wanted to let you know that I just applied online for the position of [Position Title (#Job ID)]. I have [#] years of hands-on experience in [skill]. I would appreciate connecting with you to discuss how I could potentially add value to your team.

Best regards,

[First Name Last Name]

Accounting student graduating June 2020

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