The Top Three Strategies You

Must Know to Secure Your Dream Job

in Today’s Job Market

**YOUR WORKBOOK**

On today’s presentation, we will be going over the Top Three Strategies You Must Know to Secure Your Dream Job in Today’s Job Market.

**Questions to Answer:**

The Top 3 Secret Strategies are:

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What you will Discover:

How to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your LinkedIn profile visibility so that you can be discovered by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and recruiters.

How to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your LinkedIn profile so that Hiring Managers and Recruiters take notice and give you those sought-after interviews.

How to get past those \_\_\_\_\_\_\_\_\_ Systems so that your resume and profile get into the hands of a real person.

How to not look \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in your profile and resume.

How to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_the right way so that you can find people who can help you get your dream job.

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It is critical to have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in today’s job search.

It is not enough to have an awesomely written profile, you also have to know what \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ on LinkedIn to be found by the right people who can help you on your job search.

Top Secret Strategy #1: You Must Have a LinkedIn Profile

We are going to go through the TOP 6 parts of your LinkedIn profile. They are:

**NOTE:** Write these in as we get to them, but continue with the workbook while we are going over all of them.

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You get \_\_\_\_\_\_\_\_ characters of prime real estate on your LinkedIn headline.

You get \_\_\_\_\_\_\_\_ characters for your LinkedIn summary.

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**LinkedIn Summary Template:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Statement

Heading with an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ address

\_\_\_\_\_\_\_\_\_\_ Paragraphs answering “Why Should I Hire You?”

Core \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2 to 3 of your Best \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a Call to Action

Over \_\_\_\_\_\_\_\_\_% of Recruiters use LinkedIn on their mobile devices.

Top Secret Strategy #2: You Must Optimize Your LinkedIn Profile and Resume to Get Past the ATS Systems

ATS Systems are sometimes called the \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ of recruiting.

ATS stands for Automated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ System

You can apply for jobs right through LinkedIn by using the blue button called “ \_\_\_\_\_\_\_\_\_ Apply”

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ATS Resume Guidelines

Keep it in a \_\_\_\_\_\_\_\_ format

Don’t use \_\_\_\_\_\_\_\_\_\_\_\_\_\_ inside of Microsoft Word

Use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fonts

Be sure to use white space with the \_\_\_\_\_\_\_\_\_\_\_ key

No \_\_\_\_\_\_\_\_\_\_\_\_\_ or lines across the page

Top Secret Strategy #3: Networking is the KEY to your Job Search

Most people spend \_\_\_\_\_% of their time networking and \_\_\_\_\_\_% of their time searching the online job boards. However, you should be…

Spending \_\_\_\_\_\_% of your time networking and \_\_\_\_\_\_% of the time searching the online job boards.

You always want to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your connection requests.

Your LinkedIn network is the most \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ part of Linkedin. It is the key to truly using LinkedIn in your job search.

The first thing you need to achieve with your LinkedIn network is to get to at least \_\_\_\_\_\_\_\_\_\_\_ number of connections.

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You need to put \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in place so hiring managers can find you.

There is a direct correlation between the number of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you have and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ it takes to find a job.

There is a “rule of thumb” that states that it takes \_\_\_\_\_\_\_ good profile views to get a job offer.

**WRAP UP**

Success is found in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Investing in yourself is the \_\_\_\_\_\_\_\_\_\_\_\_\_ investment you will ever make.

Q & A Notes: