

# LinkedIn® Done Right

## A Guide to Making the Most of Your Digital Doorstep

A professional LinkedIn profile can help advance your career prospects. With a large majority of recruiters and hiring managers using LinkedIn today to find new talent, optimizing your LinkedIn profile is an excellent way to get noticed on the Internet by recruiters, companies and your network. LinkedIn is not optional in job search today; it is a requirement.

### Our LinkedIn profile services include:

- ◆ Setting up, developing or improving your existing profile.
- ◆ Adjusting the "Account", "Privacy" and "Ads" settings to your needs.
- ◆ Optimizing keywords to help make sure that your profile can be found.
- ◆ Assisting in setting up Job Alerts and how to use them to get leads coming to you.
- ◆ Coaching one-on-one on how to use LinkedIn for your job search and network growth.

Many job seekers report that the hardest part of job search is getting started. LinkedIn is not always intuitive, user friendly or reliable. Many an error message, failure or breakdown has stymied a user. While we cannot solve every problem, we have been helpful in resolving duplicate accounts and claiming listings. Remember, users cannot "program" LinkedIn; rather profiles must be created in the prescribed LinkedIn format.

**OUR GOAL:** Take away the pain by making each client a power user of LinkedIn v. a good "programmer" of LinkedIn.

**YOUR JOB:** Become proficient at leveraging the tool for search and networking; not setting up your account.

### To maximize our time together working on your LinkedIn profile, here's what is needed:

- ◆ **Username.** This is usually a current or old email address.
- ◆ **Password.** If you cannot remember it, this is not a problem as we can retrieve it.
- ◆ **Smartphone.** LinkedIn may need to send verification codes to your text messages. Therefore, you should have your smartphone handy.
- ◆ **Email access.** LinkedIn may need to send verification codes to your email account. Therefore, you should be able to access your email.

**Working remotely:** Access to a working Skype or Zoom account will be essential if we are working remotely. This requires a camera with a microphone. Please test your equipment prior to our call. We cannot provide troubleshooting or user support on virtual meeting technology.

**Caveat:** We cannot be responsible for account access or set-up issues that predate our work. We will, however, do our best to resolve problems, delete old accounts and ensure that your profile is done correctly. However, user support issues with LinkedIn are very time consuming and frequently require submittal of additional paper documentation to LinkedIn to prove ownership of orphaned accounts. Additional changes may apply in these instances.

