

Linkedin Speed Training for College Students
Presented by Wayne Breitbarth, M&M Office Interiors

- I. What is LinkedIn?
 - a. Facebook for business people
 - b. Networking 24/7 while watching the Packer Game or Grey's Anatomy
 - c. It is about your personal brand-
"Personal branding describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition, whether professional or personal and then leverage it across platforms with a consistent message and image to achieve a specific goal. In this way, individuals can enhance their recognition as experts in their field, establish reputation and credibility advance their careers, and build self confidence."
-Dan Schwabel "Me 2.0"
 - d. Review Network Statistics
- II. What isn't LinkedIn?
 - a. Doesn't replace real "face to face" "mano a mano"-networking
 - b. The answer to not wanting to meet new people and make relationships
- III. The Beefier your Profile the Better-It All Starts with this
 - a. More is better as a way for people to find you, and tell your story
 - b. Complete profile 100% (Research shows that 40X more effective)
 - c. Your profile should be what a recruiter or hiring manager is looking for
 - d. Be sure to have measureable accomplishments in your profile
- IV. You need to approach your career in terms of differentiation and marketability. Why would someone choose your brand? "From Me 2.0"
 - i. A robust professional network (LinkedIn Connections)
 - ii. Endorsements from respected colleagues (LinkedIn Recommendations)
 - iii. Previous accomplishments with catalogued results (LinkedIn Detailed job descriptions)
 - iv. A diversified and unique skill set (LinkedIn Summary & Specialties)
- V. Make Connections
 - a. Your Outlook Database, Colleagues, Classmates, Outlook toolbar
 - b. College, previous job, firms & companies you know in town
 - c. Activities you are involved in, church, charitable organization etc.
 - d. Connections to some of your parents friends and business associates
- VI. Review Home page often
 - a. New connections
 - b. Who has new connections
 - c. Who is looking at your profile

- VII. Cool-- but how can it help me find a new job?
- a. Find out who knows somebody there that can make an introduction
 - b. Review advanced search function (Who works where you want to work?)
 - c. Company Search function
 - d. Join Groups & be active in them (Alumni & industry groups are good)
 - e. Trade Facebook time for LinkedIn time
- VIII. Specific Tips for Job Searching using LinkedIn
- a. Search LinkedIn Job Search function
 - b. Download "JobInsider" program from LinkedIn
 - c. Use Status Update to tell people what you are up to
 - d. Find recruiters that you may want to use
 - e. Look at profile of person you are interviewing with
 - f. Use introduction function to ask people who work or worked at target co
 - g. Get recommendations and make sure they are specific to your goals
- IX. Other Tools/Activities for Building a Personal Brand
1. Blogging (Expertise & writing ability)
 2. Twitter (Searching for experts, listening & sharing knowledge & expertise)
 3. You Tube (Video Resume)
 4. Facebook (Great for building friend network, trade a little of this time for LinkedIn)
 5. Personal Face to Face Networking
 6. Be sure all presentations and sites are consistent with message
- X. Top 10, (oops 11) Additional resources for LinkedIn use & Personal Branding
1. "I'm on LinkedIn, Now What?"-Jason Alba
 2. DVD Training Session: LinkedIn for Job Seekers-Jason Alba
 3. LinkedIn Learning Center for Job Seekers- <http://learn.linkedin.com/jobs/>
 4. "Me 2.0 Build Powerful Brand to Achieve Career Success"-Dan Schawbel
 5. "Love Is The Killer App"-Tim Sanders
 6. "Never Eat Alone"-Keith Ferrazzi
 7. <http://personalbrandingblog.com> - Dan Schawbel Blog
 8. <http://danklamm.blogspot.com> - Dan Klamm's Career Blog for College Students
 9. <http://www.slideshare.net/shortdigs/linkedin-in-for-college-students-presentation>
 10. Several you tube videos with Dan Schawbel presenting to college students
 11. <http://windmillnetworking.com/2009/08/13/linkedin-for-college-student-networking/>