

# THE NO BULL\$H!T GUIDE TO GETTING A JOB ON LINKEDIN

How to Optimize Your Profile to Get Seen  
by Recruiters and Get the Job You Want

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The No Bull\$hit Guide To Getting A Job on LinkedIn by Samantha Sanders

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[www.missionboxsolutions.com](http://www.missionboxsolutions.com)

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Cover by Samantha Sanders.

# INTRODUCTION

**Have you ever felt like there was this special secret to landing a job on LinkedIn, but no one would tell you?**

**You've probably watched 163 YouTube videos** on "How to Optimize Your LinkedIn Profile", but they're not really all that detailed.

Why?

Because they don't want you to know the real secrets - they want you to buy their program.

You may be thinking, "**why is yours any different?**" or maybe "**what qualifies you to tell me how?**"

As a former social media strategist turned recruiter, I know the secrets. I've used these strategies myself, gotten the dream job, and became known as a thought leader on LinkedIn.

This no-fluff, no-bull\$h!t guide contains all the information needed to fully optimize your profile, and attract and engage with recruiters to get the job you want.

Everything I'm going to teach you is personally used and backed by data. So grab your computer and buckle up because we're going to dive deep.

# ABOUT THE AUTHOR

## Samantha Sanders

### Sr. Full Desk IT Recruiter | Mission Box Solutions

After job hopping for 11 years as a military spouse, I found myself being burnt out, clueless, and indecisive in my goals.

With a highly successful background in marketing and sales - I finally found my calling in IT recruiting.

When I was on the search for a new career, I dusted off my LinkedIn page with no followers and hardly any connections.

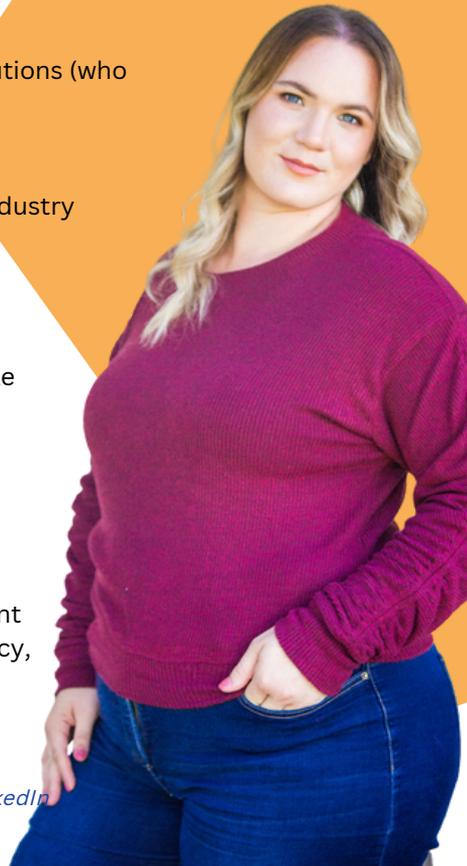
I utilized my social media strategy experience to optimize and grow my LinkedIn page to:

- ◆ Get a dream job at Mission Box Solutions (who actually found me)
- ◆ Create meaningful relationships
- ◆ Help other job-seekers
- ◆ Become a "thought leader" in my industry

All within just 2.5 months.

My goal is to be 100% transparent with job-seekers so they can gain the valuable lessons that I learned the hard way.

I also partner with companies to help culture fit, hire, and retain new IT employees. Matching the company and talent together using Mission Box Solutions' holistic innovation recruitment strategy to increase morale, transparency, and retention on both sides.



# YOUR STRATEGY

## You can't get to where you're going without a map

Before you start, you need to have a goal in mind. What is your goal when using LinkedIn for job hunting?

Sit down and do an assessment.

Do you want a certain type of career where it's valued to look and act a certain way?

Do you want to be more of a "thought leader" and attract jobs to you based on your personality or knowledge?

Either way, you need to **create a brand for yourself** to market to potential employers.

When you think:



You- What do you want people to think about you?

### *More self-assessment questions to ask*

- ◆ What type of people do you want to attract? (Connections)
- ◆ What type of companies do you want to attract to work for?
- ◆ How can you establish a reputation?
- ◆ How are you interacting with your connections? (Profile Activity)
- ◆ How can you prospect for hiring managers/ professionals?
- ◆ Building a target audience to promote your next career

# YOUR PROFILE PHOTO

**You're 14x more likely to be noticed with a great photo.**

Well, there's a reason for that.

If your profile photo is dark, looks like a selfie, or just doesn't really look professional, recruiters are passing on you.

I know you may be saying, "but that's bias". Yup, it is! But we're human and we all have our natural biases. That's life.

**So here's what you need to do:**

## 1 *Find someone who can take a decent photo*

Ask them to take a headshot from the waist up with your phone. If you have a "portrait studio" filter on your phone, use it!

## 2

### *Wear something with a solid color*

Like a sweater or button-up. Next, stand up against a white or cream-colored wall. If the wall isn't in the shade or a covered area, do it at dusk.

Pose with your body at a 45° angle, stretch out your neck, and turn your head toward the camera. Then smile!

## 3

### *Upload the photo to canva*

Once you get a good picture, adjust the levels and filters until you get something that looks great and then upload it to your LinkedIn.

\*Optional: You can also remove the background and use a colored background.

## Green #opentowork banners show you're serious

If you're looking for a new job, you must have your green banner turned on. It makes it easy for recruiters scrolling through LinkedIn to see who's actively searching.

Also, some recruiters think you're not serious enough if you don't have it on.



### *Turning on #OpenToWork*

- Click the **Me** icon at the top of your LinkedIn homepage.
- Click **View Profile**.
- Click the **Open to** button.
- Click **Finding a new job**.
- Provide the requested information in the pop-up window that appears.
  - In the **Choose who sees you're open** dropdown, choose to share with **All LinkedIn Members**.
- Click Add to profile

If you don't want your current employer to know you're looking for another job then you can select Recruiters Only.

Keep in mind though, that not all recruiters use LinkedIn Recruiter because it's very expensive. So you'll limit yourself on opportunities with smaller companies.

# YOUR HEADLINE

**Your headline is what sells you when you engage.**

It's also likely to come up when a recruiter searches for you!

There are a few different formulas you can use to get a recruiter to notice you. If you're pivoting into a new career, **USE THE TITLE YOU WANT**. You do not need to say "aspiring" or "transitioning".

Here's some formulas to follow:

**1** Title | How you can help | Unique Skill or Interest  
*Ex. Java Developer helping companies create innovative tech with AI & Machine Learning.*

**2** Skill | What you're looking for  
*Ex. Node.js expert looking to join a competitive, fast-growth startup.*

**3** What you do | Who you help | Outcome  
*Ex. Coaching Agile software teams to exceed customer expectations & bring ideas to life.*

**P.S.** Don't be afraid to use an emoji in your headline, they make your profile memorable when people engage with you.

$$M = \left( \frac{x_1 + x_2}{2}, \frac{y_1 + y_2}{2} \right)$$

# YOUR BANNER

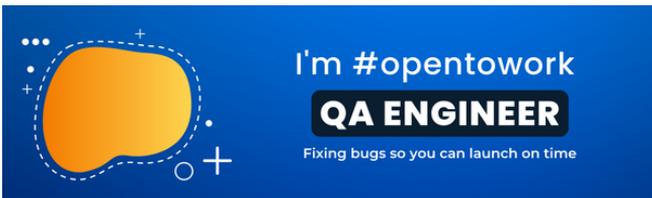
## Your banner is your real estate!

Don't waste this space with a photo of a building or mountain. Your banner is the largest and most eye-catching part of your profile.

Use it to showcase your personality, skills, and call to action.

**Use Canva. Be you. Be creative.**

Your title and what you do



Your title and impressive stat from your resume



Career pivoter: Your desired title and what you're looking for



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# YOUR SUMMARY

## Your summary is searchable!

Believe it or not, the more times a skillset shows up in your profile, the higher you rank on LinkedIn. The biggest mistake you can make is not talking about your skills and what you can do with them.

Don't just list them all out either. Sprinkle them throughout your summary intentionally.

The first thing you should do is gather 2-3 job descriptions in the role you're seeking and pinpoint the keywords.

Don't know how to find the keywords? Let's look at one together!

At Fake Company, our employees have many opportunities to work on **interesting, challenging projects** supporting clients one-on-one in various domains primarily in the commercial space. Our company culture thrives on our five core values: **Honesty, Respect, Transparency, Dependability, and FUN!** They're embedded in everything we do and how we do it!

We're seeking talented **Python developers** with a strong background in **software design and development** having worked on multiple projects over their career with the following:

### Responsibilities

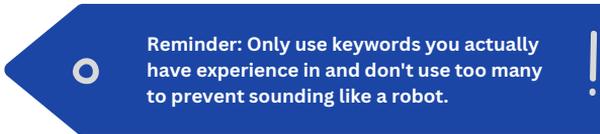
- Design, implement and maintain application phases.
- Contribute in all phases of the development life cycle.
- Write well designed, testable, efficient code.
- Ensure designs are in compliance with specifications.
- Recommend changes to improve established application processes.
- Prepare and produce releases of software components.
- Develop application code programs.
- Develop and execute unit test plans.
- Support formal testing and resolve test defects.
- Provide technical support and consultation for application and infrastructure questions.

### Qualifications

- **Full Stack Engineer** with related working experience in the IT field, **consulting** experience is a plus
- Strong in Python
- Exposure to **Django** framework is ideal
- Experience with **Angular** or other modern **Javascript** Framework
- Excellent knowledge of **Relational Databases, SQL**, and **ORM** technologies such as **Hibernate**
- Ability to handle multiple projects and assignments simultaneously and effectively in a cross-functional team environment
- Strong interpersonal skills

**Let's start at the beginning of the summary.** Utilizing 1-3 of the keywords highlighted in blue, write 2-3 sentences describing your personality, work ethic, and passions.

Under that, in 3-4 sentences, you'll talk about what you specialize in. Again, use keywords here.



*ex. With over 3+ years of experience, I have evolved from a Full-Stack Engineer focusing on JavaScript with Angular to a specialized Python Developer. I've created and deployed complex applications for hyper growth startups with Django.*

Now we're nearing the bottom! Don't worry, you're almost finished.

Next, you'll write about what you're looking for in a company/team/project with (you guessed it) keywords.

Last one, I promise.

Talk about 3-4 of your most impressive accomplishments or strengths. You can use some bits from your resume but really sell it, don't just list out your bullet points.

**Congrats!**  
**The hardest part is over.**



# SKILLS SECTION

## Use your skills wisely.

You don't have to list everything you know in your skills section. LinkedIn only lets you highlight 50 skills.

Include whatever hard skills you have according to those job description keywords. You can even use multiple variations. For example, if you're good at SQL, use both Structured Query Language and SQL.

Why do this?

Most recruiters don't write the job descriptions, so they just use the search term in the job description without realizing there are multiple variations.

### Pro Tip

The best way to see what skills you should mention is to build a resume on LinkedIn. We're not concerned about actually using it, just to see what keywords recruiters are looking for.

- Click the **Me** icon at the top of your LinkedIn homepage.
- Click **View Profile**.
- Click the **More** button in the introduction section.
- Select **Build a resume** from the dropdown.
- From the **Select a resume** popup, click **Create from profile**
- Enter your **Job Title**, then click **Apply**
- The **Suggested Keywords** will be on the right-hand side of the page.

\*\*Only use keywords you have experience in.

## Endorsements

You actually get something out of having someone endorse your skills.

Your skill needs at least one endorsement from a connection to show up in a recruiter's search.

Why do people want so many endorsements?

In your profile, you can have 99 endorsements. The more endorsements you have on a skill, the higher that skill will be ranked. Essentially showcasing you as an expert!

A person has to be a connection to endorse you since it signifies that someone who knows you is familiar with your talent.

The best way to get an endorsement is to ask for them!

## Recommendations

Recommendations are a great way for people you've worked with to rave about your work ethic and skills.

No one typically writes recommendations voluntarily, so again, you'll have to ask for them.

You want this section to reflect the same skills as your skills section.

Ask the person recommending you to be specific and detailed about a time you worked together where you clearly utilized (*skill*).

And of course, if someone endorses or recommends you, be sure to do it for them as well!

Jon is a real experienced professional in all the aspects of demand planning and a real master in SAP, beyond all regular knowledge. In his role as EMEA Demand Manager within the centralized team he is not only very helpful, but willing that the individual territory demand planners are having the ... See more

I have worked with Jon for two and half years and together we have delivered a working Demand and MRP Planning process. Jon is an knowledgeable, driven and enthusiastic Supply Chain expert in search of excellence. Apart from being a good manager I have also learned to know Jon as a very fr... See more

Show more

# CUSTOM URL

## It's free, so why not?

URL's are tough to remember and just look terrible when putting on a resume or job application [www.linkedin.com/in/samantha-sanders-618637](http://www.linkedin.com/in/samantha-sanders-618637).

Do that little extra step to stand out with a custom URL like [samantha-sanders-developer](http://samantha-sanders-developer).

### A couple of helpful formulas:

- ◆ Last Name + First Name + Title
- ◆ First Name + Last Name + Title
- ◆ Last Name + Skill

## Making a custom URL

- Click the **Me** icon at the top of your LinkedIn homepage.
- Click **View Profile**.
- Click **Edit public profile & URL** on the right side.
  - You'll be redirected to the **Public profile settings** page.
- Under **Edit your custom URL** on the right side, click the **Edit** icon next to your public profile URL.
- Type or edit the last part of your new custom public profile URL in the text box.
- Click **Save**.

Whatever you choose, try not to change it again just in case you're called about a position 2 years later.

# EXPERIENCE SECTION

**Your LinkedIn is often used as your resume.**

A vast majority of recruiters used LinkedIn to search for hot talent. The only way you're going to get contacted by them is if they see you actually have experience in the role they're trying to fill.

Here's what to do.

1

Keep your work history up to date

2

Quantify your experience

You've probably heard that your resume should be quantified to show the greatness that you've achieved. Show how much money, time, etc. you saved your previous employer with your skills.

3

*Use actions verbs*

Tasked with...  
Responsible for...  
Experience in...

These are all boring and outdated on a resume. Here's a [great resource](#) to use for actions verbs to impress a recruiter and hiring manager.

# EDUCATION & CERTS

## **Again...it's used as a resume.**

You may think that listing your formal education is a no-brainer, but here's something you might not have considered:

There are some companies that look for people who went to a certain college.

Why? Well, there are a couple of reasons.

### Competitor strategy

*There's no doubt every college has a reputation, but some companies think if their competition has people from a certain college, then their graduates are the best.*

### Common similarity strategy

*If you look at the "people" section of a company's LinkedIn page, you'll likely see a lot of employees are from the same college. This is done so the team has something in common to talk about outside their typical work conversations.*

## **Certifications show you're open to new skills**



No matter how big or small the certification you earn is, put it on your profile.

Recruiters and hiring managers love seeing industry-related certifications because it shows you're constantly improving your skills and knowledge. There are plenty of sites online that offer free and paid certification programs.

# WHAT TO POST

## Posting is important.

Don't just post that you're looking for a job all the time.

How can you communicate your value as a potential employee?

### Post about:

- ◆ What's important to you
- ◆ Your professional journey
- ◆ New skills you've learned
- ◆ Helpful industry news

Tell your unique story, both personal and professional while engaging your audience to reach out to you.

Create conversational storytelling that inspires confidence, and shows your competence and credibility.

Express your accomplishments and aspirations that are continually evolving. (i.e., lifelong learning, understanding how you want to go into a particular field).

Be relatable and authentic.



### Pro Tip



It will be easy for you to tell what's important to the company, recruiter, and employees by following what they post. If it aligns with your values, goals, and vision, then replicate it!

And for the love of all mighty, be CONSISTENT about posting. Now that you're looking for a job, you have to be highly active on LinkedIn. And I mean HIGHLY.

# CREATOR MODE

## Showcase your expertise.

Creator mode is absolutely amazing and you should utilize it!

You can create newsletters and articles that pop up on Google Search which makes your profile more searchable.

**Hint:** Sometimes recruiters use Google Search to find potential candidates.

If you're already knowledgeable in your industry, this is a great way to show you're an expert, to recruiters!

If you create a newsletter with weekly articles, your entire network automatically receives an invite to subscribe.

When I launched the "Tips for Techs" newsletters I reached over 1,600 subscribers in less than 24 hours. That was 1/3 of my network!

This means you have the possibility to automatically be in front of specific connections each week rather than at random.

Can you say, guaranteed engagement?

# WHO'S VIEWED YOU

**Available to Premium LinkedIn members only.**

This LinkedIn feature is not utilized nearly enough, especially not to its fullest potential.

**A couple of times per week, check who's viewed you recently.**

Specifically, look at the type of people viewing you.

Is it the type of people you wanted to attract?

Are any recruiters or hiring managers? From what company? What roles are they hiring for and is it a place you'd be interested in?

If you said yes to any of the recruiter questions, ring their profile bell to follow and engage on their content.

**They opened the floodgates.** They already know your name, who you are, and what you do. Now you don't have to work as hard to get them to notice you.

You'll be continually poppin up all over their feed! Making it 10x easier to develop a relationship with them.

# DEVELOP A PLAN



## Posting burnout and writer's block is real.

If you don't develop a framework, you'll quickly run out of things to talk about.

Then what usually happens is you'll post about the same topics over and over or you'll completely give up posting and lose all the momentum you had.

BIG MISTAKE!

## Some special social media strategist tips for staying consistent.

### ◆ Decide on major topics to post about

*What are 3-4 topics related to your experience that you can talk about for hours if you're, for example, a Python Developer?*

### ◆ Create subtopics for each main topic

*If programming languages is one of your main topics, think about 3-5 big topics within it that you are knowledgeable about. Maybe it's coding boot camps or frameworks.*

### ◆ Create mini topics for each subtopic

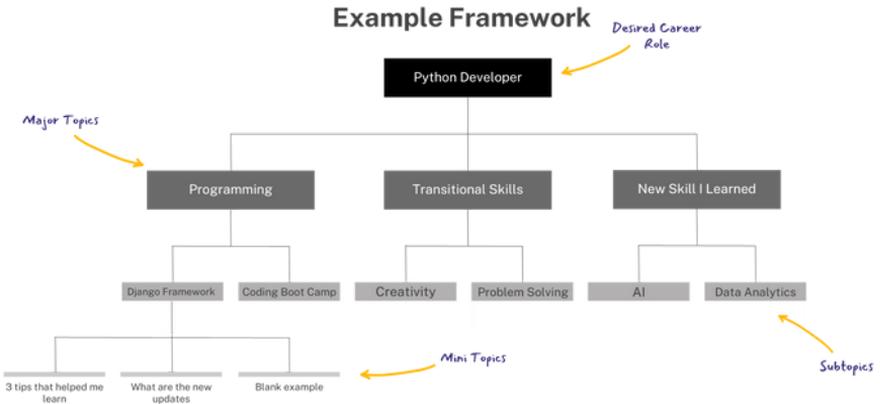
*For example, if coding boot camps is one of your mini topics, develop 6-8 questions surrounding that. These are your Who, What, When, Where, Why, How questions!*

Examples:

*"How a coding boot camp prepared me for Python development."*

*"Why this project gave me experience in complex systems."*

If that sounds confusing, here's an example.



You don't have to have all the posts written out, we're just looking for the topics at this point so you have a direction.

Once you've finished this, write out as many as you're comfortable knocking out in one sitting. When you feel inspired, is the best time to bulk write posts so you don't miss a day.

I like to create 1-2 weeks of posts at a time.

Then create a posting schedule so you're not talking about the same topic all the time.

**Example schedule:**

- Monday New skill
- Wednesday Something I've learned in my journey
- Friday Industry update

## There's no magic number of how often to post.



What matters most is that you're consistent and you're posting quality content (think about what you'd want to read if someone else posted it).

I would say 3 per week is a good start. You don't want to overwhelm yourself.

Spend an hour or so each week writing out all your posts. Bonus points for creating cool Canva graphics or posting pictures of your journey.

Use a social media scheduler (I like Buffer, it's free) to load them all up and schedule them to post throughout the week.

There's no magic time to post either, but on LinkedIn, I find that I get the most engagement around 7 am, 1 pm, and 7 pm EST.

### Pro Tip

It's okay to post something and then post again on the same day but wait around 6 hours before doing so, so you don't hurt the previous post's reach.



Now people will think you are constantly active.

## Samantha's Job Search Posting Schedule

**During my job search, I focused on posting about what was important to me.**

Your schedule should look however you want it to! It doesn't matter how often you post, what matters is that you're consistent.

- ◆ Mondays - Milspouse Mondays are where I share a glimpse of what life is like for military families.
- ◆ Tuesdays - A "now hiring thread" for recruiters to post the roles they're trying to fill.
- ◆ Wednesdays - Updates about my process on career pivoting to project management.
- ◆ Thursdays - I feature hot talent in my network looking for their next career #hirethishuman
- ◆ Fridays - Open door Google Meet. Network with me and some amazing other professionals for an hour.
- ◆ Saturdays - Inspiration or appreciation day!
- ◆ Sundays - Tips, tricks, and struggles about mastering and living with ADHD as a professional.

# A little look at my posts when I was job searching

Here's actual snapshots of my posts when I was job searching.

- ◆ Post about what's important to you
- ◆ Ways you use new skills you learned
- ◆ Progress and achieved certifications
- ◆ Struggles or wins in your journey

**Samantha Sanders** (She/Her) · You  
# Culture Fit, Hire, & Retain New IT Employees w/ Holistic Recruiting Ta...  
3mo · Edited · 🌐

Y'all, do a little happy dance with me. I'm celebrating.

No, I haven't gotten callbacks for jobs yet and I haven't come into money.

BUT...I have completed 6 weeks of my Google Project Management Course in 3 days scoring 80%-100% on all tests. This is a 6-month program. 🙌

#recruiters I may not have the required 3+ years in a project management role you're seeking, but I have damn good determination to learn and am a very fast learner.

And THAT is what I'm celebrating. The little achievements in life 🙌

#celebratesuccess #projectmanagement #opentowork

Matt Wood, CPM, LSSBB and 322 others · 97 comments · 4 shares

Like Comment Share Send

18,341 impressions View analytics

**Samantha Sanders** (She/Her) · You  
# Culture Fit, Hire, & Retain New IT Employees w/ Holistic Recruiting Ta...  
3mo · 🌐

Over the past 2.5 weeks, I've accomplished a LOT.

Still no callbacks...

But I've Earned:

- Project Management Fundamentals IBM SkillsBuild Badge
- JIRA Fundamentals Certification
- Trello Fundamentals Certification

- After 5 days, I'm half way done with my Google Project Management Certification (6-month program).

- After 2 days, I'm almost a quarter of the way done with my Salesforce Administration Certification prep.

- Attended 6 networking meetings.

And submitted countless applications for entry-level project management roles.

I had to get breaks in between because I couldn't even see straight. But I'm still at it!

#recruiters for #projectmanagement roles, if you need someone who has proven desire and ability to learn and thrive in a diverse team, and has a strong project management foundation...my inbox is open.

Just sayin. 🙌

#networking #opentowork #connections #worksmarternoharder

**PROJECT MANAGERS ARE THE MOST CREATIVE PROS IN THE WORLD; WE HAVE TO FIGURE OUT EVERYTHING THAT COULD GO WRONG BEFORE IT DOES.**

- Frederick Haren

Elfrida Ogoe and 23 others · 21 comments

Like Comment Share Send

1,034 impressions View analytics

# A few more posts.

**Samantha Sanders (She/Her) · You**  
 Culture Fit, Hire, & Retain New IT Employees w/ Holistic Recruiting Ta...  
 2mo · 🌐

It had dream benefits and amazing company culture, but I didn't get the job. 🙁

This morning I woke up to the dreaded email "We loved learning about you, but the hiring team has decided to move on with other candidates". I was so excited to finally have my first interview after applying to jobs for over 2 months.

I've done everything right:  
 ✓ Changed my resume for every job to reflect the description  
 ✓ Upskilled and continuing upskilling through courses and certifications (most couldn't fit on my resume)  
 ✓ Networked with a lot of the right people  
 ✓ Been and maintained super active on LinkedIn

So now I'm asking the amazing network I've created and gotten the pleasure to know, for help. 🙏

I'm looking for an Assistant Project Manager role.  
 - Must be 100% remote with a flexible schedule  
 - Must have awesome company culture

#Network, if you know of a company that would appreciate my background, please tag them or share! 🙏

#opentowork #militaryspouse #remotework #projectmanagement

---

**Samantha Sanders**  
 Assistant Project Manager

**Project Manager**  
 2018 - Present

**IT Support**  
 2015 - 2018

**Customer Support**  
 2013 - 2015

**Administrative Support**  
 2011 - 2013

**IT Support**  
 2009 - 2011

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# HASHTAGS #

## Not just any will do.

Each social media platform is a little different, so hashtags actually took me a while to figure out on LinkedIn.

- ◆ Use relevant hashtags

- ◆ Use hashtags with massive followers

*Unlike Instagram, using hashtags on LinkedIn with a lot of followers actually gets you better reach and engagement! Check out the [top LinkedIn hashtags](#).*

- ◆ Use no more than 3 hashtags

*This is the max LinkedIn suggests on posts. Although I've gotten good reach on more than 3, I recommend sticking to what LinkedIn suggests.*

- ◆ Use hashtags on EVERY post

Unless you're a famous influencer, you won't get much engagement without hashtags.

# CONNECT

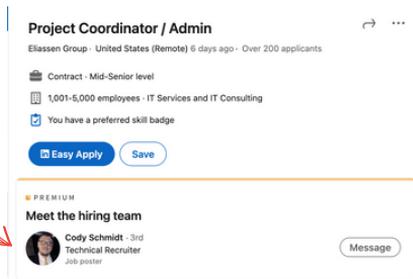
## Find the recruiters!

**1** Find out who's hiring for the roles you want at the companies you're interested in.

**2** Sometimes the LinkedIn job board will show the person who posted it. (Premium Feature)

If it doesn't, you can look for the recruiters on the company's LinkedIn page.

Job Poster



**3** Check out the recruiter's content first to see what type of roles they fill.

Most recruiters specialize in specific types of roles. But if all else fails and you still can't figure it out, it's ok to message them.

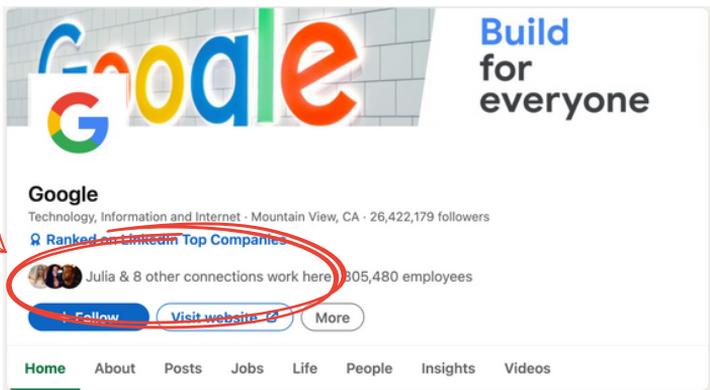
**4** Let them know you're interested in applying  
Message them about the job role you're interested in, a brief description of your experience, and if there's any advice they want to give before you apply. It can sometimes help you jump the line.

## Find the employees!

**5** Send them a connection request afterward  
Whether they accept it or not, ring the notification bell so you don't miss any of their content. If you're using the standard free LinkedIn, you'll have to wait for them to accept a connection request before messaging them.

**6** Actively engage on their content often  
Make sure what you comment is actually meaningful. The more often you engage, the more they'll see your name, remember you, and take an interest in you.

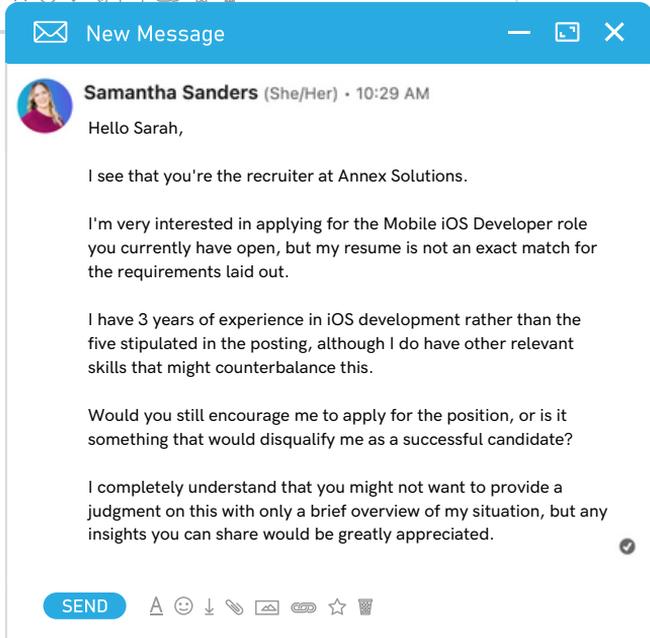
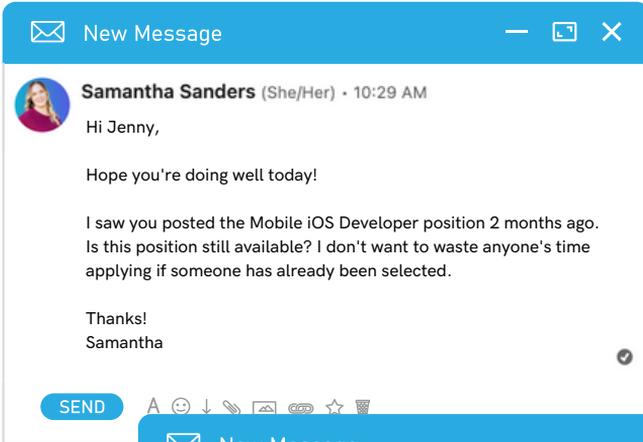
**7** Now find the employees!  
Find people who work at the company in the same role as you're applying for. Send them a connection request and message saying you've applied recently. Ask them if they have time to meet over Zoom to see what a day at COMPANY is like, the pros and cons, tips on getting hired, etc.



# SAMPLE MESSAGES

It's natural to feel intimidated messaging a recruiter, but don't. They're just people.

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## There's no magic message, but there are some rules

Recruiters get messages all day, every day. To get a thoughtful response from them, you need to be strategic.

Send a message with:

- ◆ What role you're interested in
- ◆ A BRIEF description of your experience
- ◆ What makes you special
- ◆ What you want from them

Despite opinions on some blogs, do not - let me repeat this, **DO NOT**:

- ◆ Send a recruiter your resume without asking  
*Isn't it annoying when random people send you links to join groups or watch videos? That's how we feel when we receive a resume. If we want it, we'll ask for it.*
- ◆ Ask if they have any roles that would fit your experience  
*They don't know your experience.*
- ◆ Ask if they have any open roles  
*They'll be on the company website or LinkedIn page, just do the 5-minute research.*
- ◆ Just send a "Hi" or "How are you?"
- ◆ Be generic, send lengthy messages, or copy and paste messages.

# ENGAGE

## Don't just stop there though...

Find, connect, and engage with other people who share your industry, skills, interests, and viewpoints that resonate with you.

Don't forget to send a message thanking them for the connection and letting them know you're here if they need anything.

You can schedule tons of "coffee chats" over Zoom to get to know people to see how you can help each other in the future. LinkedIn is all about developing relationships.

I used to completely book my week full of coffee chats!

You never know, someone you meet may be able to help get your foot in the door to your dream job! Or maybe you can refer someone else to their dream job.

Always keep in mind that if you engage on people's content actively throughout the week, and consistently, they'll do the same for you!

Share your knowledge, opinions, and support...and of course, have FUN!



# ENGAGING TO GROW

**In order to get recruiters to notice you, you need to grow.**

When you post, people inside and outside of your network will like, comment, and share your content.

Here's what you need to do:

EVERY TIME someone:

- ◆ *Comments on your post*
  - ◆ *Reacts to your post*
  - ◆ *Shares your post*
- 
- ◆ *React to their comment or share*
  - ◆ *Tag them in an appropriate response - like this @name*

*You're tagging them because it makes **people feel special seeing their name** AND because when someone mentions their name they're more likely to **come back to the post to engage** again.*

## Pro Tip

Tag people whom you know will enjoy your post, but don't tag for the sake of spam. When someone is tagged on your content, their entire network will see it.

## Sharing posts.

Sharing people's posts actually doesn't really do much. A very small percentage of your network will actually see it.

If you really want to share a post:

Make sure you add your own thoughts to it so it gets a little more reach or you can copy the post and re-post it on your feed (make sure to give the original author credit).

### Pro Tip

Spend at least an hour per day scrolling through your feed, reacting, and commenting on posts inside and outside of your network.

This may sound like a lot of time, but just do it in small increments.

Why is this important?

You'll get more engagement if you engage with other people outside of your posts. That means more opportunities for coffee chats and connections.

**Don't overthink this, your comments don't need to be long. Just simple and insightful!**

# GROUPS

## A great place to connect with industry specialists.

Yes it's true, LinkedIn groups aren't anywhere near as popular for engaging as Facebook groups.

However, groups provide a place for professionals in the same industry or with similar interests to share their insights and experiences, ask for guidance, and build valuable connections.

If you're using the standard free LinkedIn, this is especially useful because you can't really engage with 3rd connections typically and it will cost you money to send an InMail.

But when you're in the same group as them, you can connect and send an InMail for free!



### Pro Tip

Don't just join groups for professionals in the same industry, also consider joining groups for job-seekers or hobby/special interest groups.

Who knows? Maybe a CEO of a company likes to crochet too and you can build a relationship on that!

# BONUS: TOOLS

## Keeping up with who you need to, fosters relationship

LinkedIn allows you to have a max of 30,000 connections.

It just goes to show that you need to build solid relationships with specific people at least once a month. It could be as simple as engaging on their content, messaging them, or having a virtual coffee chat with them.

A CRM software will help you keep track of the people you want to keep in touch with regularly. You can enter the person's contact information, notes, industry, and set reminders for when to follow up.

## Best Free CRM Software

HubSpot

Monday.com

insightly

Virtual coffee chats are a huge trend since COVID-19. They allow you to have a "coffee meeting" with people all over the world even when the coffee shop is closed.

There are some great software systems out there that make scheduling chats easy, send automated reminders, and automatically sync with your personal calendar so you don't accidentally double-book.

P.S. You don't actually need to bring any drinks

## Best Free Appointment Schedulers



**Doodle**

**SimplyBook.me**

## Best Free Design Software



 PicMonkey

## Best Free Social Media Schedulers



HootSuite



**buffer**



SocialPilot

## Best Free Virtual Meeting Software



Google Meet

**zoom**



LinkedIn Meeting

# THAT'S IT!



**Congratulations! You're officially on your way to being employed for the job you want.**

You can also help other job-seekers learn how to get the job they want on LinkedIn by leaving a 5-star Amazon review.

Read our other "The No Bull\$h!t Guide" series:

Writing a Resume that Actually Gets Seen

Mastering the Interview to Get the Callback

Career Pivoting Like a Pro

Nailing the Job Search Strategy

*Coming Soon!*

**Looking for a career in:**

Manufacturing

Healthcare

White Collar

IT

Marketing & Sales

*Apply at  
[missionboxsolutions.com](https://missionboxsolutions.com)*