

Using LinkedIn to Get the Job You Want Without Going through Frustrating Job Search



While you can't control destiny, the past doesn't define your future, and your choices determine the path you tread.

~Kokab Rahman

Most people are using LinkedIn wrong. But you don't have to be one of them.

Did you know that you can use LinkedIn in a manner that enables you to be headhunted rather than you looking for jobs yourself?



That is right. This is because, while job seekers are looking for jobs, recruiters are on the search for talented individuals to fill vacancies and are even more fervent to do so. Their job is to fill vacancies with the right individual quickly.

Organizations hire recruiters so they can get the right individual for a job.

Thus, it is not just you looking for a suitable position.

**Recruiters are just as much looking for suitable job candidates to fill
job positions.**

**The key is to put yourself on the pursued end rather than be on the
seeker end.**

And you can use LinkedIn for this.

LinkedIn is the largest professional network in the world. Recruiters and hiring managers use it to find talented individuals they can hire. Recruiters are always eager to find job candidates to fill a vacancy and go so far as to steal top talent from competing organizations. This is because their income depends on filling a job vacancy with a suitable job candidate. And the more fitting the job candidate is, the more likely it is that the recruiter will get continued work from the hiring company. LinkedIn is where recruiters and job candidates can come into contact and benefit from the association.

This provides a great opportunity for job seekers to present their skills where decision-makers can become aware of them. Don't think of LinkedIn as a social network but as a place where you can display your skills.



Disclaimer: Don't expect results over night. This is a slow process that may take weeks, years.

This guide shows you just how:

1. Ensure your LinkedIn profile is conveying the right information quickly.

Your LinkedIn Profile is not a CV and shouldn't read like one.

Although you can enter the details about your work / education history from your CV, you need to look over the profile once done and make sure the most information stands out and is visible where it can be seen most.

The top of your profile is the most read and should contain the most vital information.

This includes:

- **Summary of your most important career accomplishments, specifically related to the job you are interested in. (The more recent, the better.)**

Examples include:

- **Sales (or reduction of expenses) amount (\$ million per quarter)**
- **Increase in sales by % (200% increase in sales)**
- **Decrease in customer wait time by %**
- **Increase in client satisfaction**
- **% increase in repeat sales**
- **Market research and how you helped a business successfully venture into new market or geographical regions**

Whatever items you include here should be quantified and should not be arbitrary information that can't be measured.

- **Projects you worked on (and a link to an online portfolio).**

This is also a good place to link to your YouTube channel where you post your job related videos / videos of you working on various projects, presentations you give, and the like.



- **Publications.**



- **Awards / commendations you received at work.**



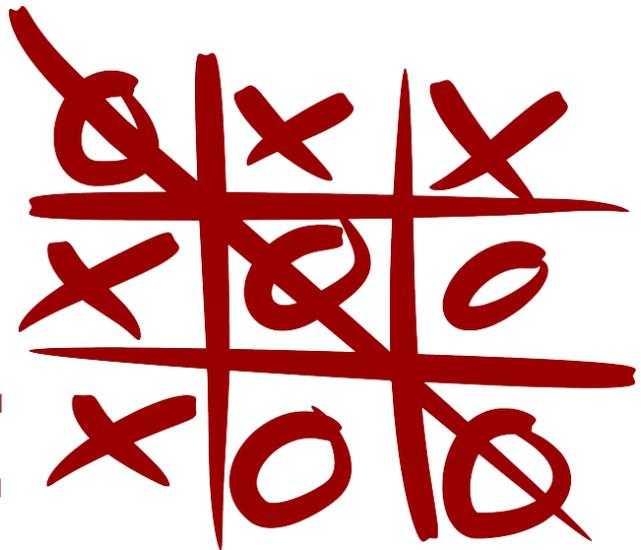
The aim is to give the viewer at a glance information about your abilities.

What you shouldn't do:

- ✗ Send unsolicited mailings to company managers asking to be hired.**

This is bothersome and your profile won't even be looked at.

- ✗ Send connection requests if you don't know the person. Most likely it will be rejected and you might get barred from sending further connection requests if you send too many. Let them send you**



a connection request in response to your engagement with their posts. (You would want to include your email address on your profile to make it easier to do that.) Alternately, wait until you have participated in group discussions and people know you more.

X Accept connection request from everyone. Of course having many connections is good, but you might want to set up a different profile for that purpose. Your main profile should be for connecting with specific people based on a defined strategy. The reason is that you want to have your LinkedIn space include only those people's engagements. You also need to be able to find important contacts easily without having to go through thousands of people who won't benefit you in anyway. (Make sure you check out the profile of the people who send you a connection request and if they're related to a company you want to work at, then accept connection request.) If you do have lots of connections, unfollow unimportant ones so your feed contains only discussions from your main connections. The reason is so you can engage on important discussions and not miss them due to too much unimportant content entering your LinkedIn feed.

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