

# Rae Stonehouse

Wed, 8/11 8:26PM 1:01:01

## SUMMARY KEYWORDS

networking, people, job, business, card, search, business cards, contact, book, hand, presentation, resume, references, linkedin, add, person, questions, offer, handshake, connect



00:06

Thank you for joining us today for their careers speaker series. The series brings to you the nation's top career authors who provide tips, tools and best practices you can use to create a successful career strategy. Hello, my name is Dawn Philippon, and I'll be your host. With me today is Ray stone, house author, speaker, consultant, and an authority on career management in the job search process. Ray will share insights from his experiences, and his expertise from his book series you're hired. This series includes books on interviewing resumes, and much more. In the next hour, you're going to learn proven tips and strategies that will help you leverage your web network for job search success. Now have your pen and paper electronic device ready to take notes. Check the download option to gain access to resources that will help you use raise ideas as you learn more about networking. You're also invited to help influence this program by offering your thoughts on how we can continue to be a support to your career. Click on the menu option that says give us your feedback. And keep in mind you can fill the frame of your computer with today's presentation by clicking on the cross arrows on the bottom right of the slides. So if you have any questions to feel free to reach out to Sandy at Career Speaker Series calm and I'm very excited to welcome our featured speaker today res stone house. Ray is a Canadian born author and speaker. his professional career started as a registered nurse working predominantly in psychiatry and mental health and spanned over four decades. Ray has embraced the principle of Pennine constant and never ending improvement as promoted by thought leaders such as Tony Robbins and brings the philosophy to each of his publications and his presentations. Ray have dedicated to lead a segment of his journey through life to overcoming his personal inhibitions as a 20 plus year member of Toastmasters International is systematically built his self competence and communication, ability and style. He is passionate about sharing his lessons with his readers and listeners. As you will hear today. His publications thus far are of the self help

self improvement jumla and says in systematically offer valuable sage advice on specific topics, easy fast reads, and valuable information raised the founder of live for excellent productions. His writing style can be described as conversational, as an author raise tries to be having a one on one conversation with you. I very much like your very own personal self development coach. And as a matter of fact, today, Ray is going to be your personal coach and help you understand and provide insights and strategies for leveraging your network for job search success. So join me in welcoming Ray's Stonehouse. Right, thanks for joining us.



03:32

Thanks, Don, thanks for inviting me to participate in this online format. Networking is certainly something that's I'm excited about it. I love to share my information I've learned about it mainly because throughout my life, it's challenged me I've been absolutely terrified of it. And I know others have and that's why I spent time researching it and continue to practice the skills. So let's get on with the presentation. So I quite often hear it's not who you know, it's who knows you. The thing is outdated and our current reality may very well be not so much who you know, or who knows you. It's a matter who knows what you don't. That's where networking comes in as a necessary job searching strategy. It's often said, if you're not networking, you're not working. You're looking for work, or changing careers. Networking is in necessity. I've called this a crash course. These helpers. I will be presenting you with a lot of information in short time. Don't worry, though, that the delivery is too fast. You can always pause and rewind the presentation and listen to again to particular point. For the visual viewers among you. Each flight contains the main point being made. The content for this presentation is from my book, your hired job search strategies, the work which outlines a comprehensive job search strategy system. You can learn more about the book and others that the series that you're hired now.com leveraging your network job search strategies and work is another book derived from the original book. Strictly addressing networking for job searching includes bonus material, not included in the original book. But wait, there's more the content from the book. But the book is also available as an online courses at live for excellence academy.com. There are currently five courses hosted there for those that want to learn about specific topics about job searching, or the entire program. Let's jump into the presentation, creating and leveraging your network web. Not so not too distant past, there was a principle identified the six degrees of separation. According to Wikipedia, six degrees of separation is the idea that all living things and everything else in the world are six or fewer steps away from each other. So the chain of a friend of a friend statements can be made to connect any two people and a maximum of six steps. With the rapid development of online social media venues, it has been said that the degrees of separation that connect you to almost anybody in the world is now down to three degrees throughout LinkedIn and you should

be you can easily see that as your number of first degree connections increase, your second and third degree connections increase exponentially. Your third degree connections could easily be in the millions. So how do we take advantage of this world wide interconnectedness? The answer to that question was an easy one does take some work actually takes a lot of work. Don't let anybody tell you any different networking is work. The network web is a tool that helps you drop on your personal network to find the ideal job you're looking for. Your ideal job may not be posted yet. In fact, it may not even be created yet. Your network web can help put you in front of decision makers and keep people that are in the position to hire you. Step one is to make a list of your personal categories. These are your interests, and the organization's formal and informal that you belong to. These may include hobbies, family, church, professional organizations, sports teams, current and past employment. create a page for each of the above categories, as well as any others that you can think of. Make a list. Step two is to make a list of people you know in each category. Start with a list of 10 names for each organization or interest category, and then add 10 more if possible. Don't worry about considering if you have seen the recently or not. At this point, your task is to generate as many names as you can. We don't have time for you to do it right here right now. But you can come back later and complete your list.



08:24

Step three. Real straight of purpose, we'll use this drawing basically a web with you at the center, and four circles located on the web, you should create a document with the names of the circles as your headings. The first circle, this is the crisis circle, and it's closest to the center of the web. These are the people you can really count on. You should have at least for people who will be supportive in the event of death, illness, divorce, or bankruptcy. They can include family, friends, your doctor or your lawyer. The second circle, this is your buddy circle. These are friends you have fun with the people who accept you for who you are. And there should be at least three people and that circle. The third circle This is your professional circle. These are people who know you professionally and can provide reference letters and can speak about the quality of your work and your character. You need at least 12 people in this category. The fourth circle This is your casual friends circle. These are people you can share ideas with. You may work with them or know them through organizations or volunteer Work. Some may become closer friends and eventually form part of the more inner and intimate circles. Now you have some work to do, create a list of people under the four circles headings. Example my crisis circle, my buddy circle. As I said early, you do that on your own time, and then we can continue on with the presentation. Up to this point, we haven't factored in our LinkedIn connections. Likely, many of your LinkedIn connections will fit into the third circle, your professional circle. Once you've got through LinkedIn connections, go through your other social media

accounts, and your email address books. Write down names. You'll be surprised how quickly the list grows. next section in the presentation will learn how to leverage the connections you've just identified as a powerful job searching strategy. You may think you don't know anyone who can help you with your job search. But you know more people than you think. And there's a very good chance at least a few of these people might know somebody who can give you career advice, or point you to a job opening. You'll never know if you don't ask. Some job search coaches will tell you that leveraging your network is the most effective strategy you can use to find your ideal job. Network web is a powerful tool. You'll be amazed at all the contexts you do have, and can identify the gaps in your network. With your goal of finding suitable employment in mind, you might ask, Who do I need to know? Who do I need to bring into my circle? And who do I know that I can introduce them to me? Now it's time to reach out to your network. All the connections in the world won't help you find a job if no one knows about your situation. Once you've drawn up your list, start making contact with the people in your network. Let them know you're looking for a job specific but what kind of work you're looking for, and ask them they have any information or know anyone in a relevant field. Don't assume the certain people won't be able to help, you may be surprised by who they know. Figure out what you want before you start networking. Networking is most effective when you have specific employer targets and career goals in place. It's hard to get leads with a generic. Let me know if you hear of anything requests. You may think you'll have a better job searching luck if you leave yourself open to all the possibilities. But the reality is this openness creates a black hole that sucks all of the networking potential out of the connection. The generic network green networking request for a job is worse than no request at all. Because you can lose that networking contact an opportunity.



13:08

Asking for specific information leads or an interview is much more focused and easier for the networking source. If you're having trouble focusing your job search, you can turn to close friends and family members for help. But avoid contacting more distant people in your network until you have set clear goals. When you start looking for a job, start with your references. Your best references. The people who like and can endorse your abilities, track record and character are major networking hubs. Contact each one of your references to network but your possibilities and affirm their agreement to be your reference. We discussed strategies for working with your references in greater detail in the books in the course. But here's a few quick points. Describe your goals and seek their assistance. keep them informed of your job search progress. prepare them for any calls from potential employers. If you do get an interview, and the employer calls your reference, let them know what happened and thank them for the help regardless of the

outcome. And here's a few more tips for working with your references. You're nervous about making contact either because you're uncomfortable asking for favors or embarrassed about your employment situation. Try to keep the following things in mind. It feels good to help others most people will gladly assist you if they can. People like to give advice and be recognized for their expertise. Unemployment can be isolating and stressful. Your references are part of your cheerleading team, and with others on your job success team can help you through the challenging times. Almost everyone knows what it's like to be out of work or looking for a job. They'll sympathize with your situation. By connecting with others, you're sure to get some much needed encouragement, fellowship, and moral support. reconnecting with people in your network can be fun, even if you do have a nutso hidden agenda. focus on building relationships. Networking is a give and take process and involves making connections, sharing information and asking questions. It's a way of relating to others, not a technique for getting a job or a favor. You don't have to hand out your business cards on street cars. cold call everyone on your contact list, or work a roomful of strangers. All you have to do is reach out. Be authentic. In any job search or networking situation. Being new, the real you should be your goal. Hiding who you are, or suppressing your true interest and goals will only hurt you in the long run, pursuing what you pursuing what you want, and not what you think others will like will always be more fulfilling, and ultimately more successful. They consider your reconnecting with an old friend or colleague. Take the time to go through the catching up phase before you blurred out your need. On the other hand, if this person is a busy professional, you don't know well. Be respectful of his or her time to come straight out with your request. for advice, now the job don't ask for job. A request comes with a lot of pressure. You want your context to become allies in your job search, not make them feel ambushed. So ask for information or insight. Instead, they're able to hire you or refer you to someone who can they will. If not, you haven't put them in the uncomfortable position of turning you down or telling you they can't help. Be specific in your request. Before you go off and reconnect with everyone you've ever known, get your act together do a little homework. Be prepared to articulate what you are looking for.



17:27

Is it a reference an insider's take on the industry, a referral or perhaps an introduction to someone in the field. Also make sure to provide them with an update on your qualifications and recent professional experience.



17:49

Slow down and enjoy the networking process. The best racecar drivers are masters of

slowing down. They know that the fastest way around the track is by slowing down going into the turns so they can accelerate sooner as they're heading into the straightaway as your networking. Keep in mind, flow in faster racing mantra. Effective networking is not something that should be rushed. This doesn't mean you should try to be as efficient and focused but hurried. Emergency networking is not conducive to building relationships for mutual support and benefit. When you network, you should slow down, be present and try to enjoy the process. This will speed up your chances for success in the job hunting race. Just because you have an agenda doesn't mean you can't enjoy reconnecting. Be hit run networker. That means connecting, getting what you want, then disappearing, never to be heard again from until the next time you need something. Invest in your network by following up providing feedback to those who were kind enough for help. Thank them for the referral and assistance. Let them know whether you got the interview or the job, or use the opportunity to report on the lack of success or the need for additional help. Your networking efforts those seem to be going anywhere, you may need to evaluate the quality of your network. Take some time to think about your network strengths, weaknesses and opportunities. Well, that's such an evaluation, there's little chance your network will adapt to your needs and your future goals. You may not notice how bound you are to history, or how certain connections are holding you back. And you may miss opportunities to branch out and forge new ties that will help you move forward take inventory of your network, and where it is lacking is time well spent. Fulfill your network is on a date, then it's time to upgrade. Your mirror awareness of your needs will help you connect with new and more relevant contacts, and networks. Take advantage of both strong and weak ties. Everyone has a strong and weak ties. strong ties occupy that inner circle, and weak ties are less established. adding people to networks is time consuming, especially strong days requires an investment of time and energy to have multiple best friends. Trying to stay in touch with new acquaintances. There's just as challenging. But adding a new week time members is your network vitality, and even more cognitive flexibility as a muscle the ability to consider new ideas and options. new relationships invigorate your network by providing a connection to new networks, viewpoints and opportunities. In this next section, we explore tips for strengthening your job search network.



21:19

to tap into your strong ties, your strong ties will logically and trustingly lead to new weak ties that helps build a stronger network. Use your existing network to add members and reconnect with people. Start by engaging the people in your trusted inner circle. To help you fill in the gaps in your network. Think about where you want to go. Your network should reflect where you're going. Not just where you've been. adding people to your network reflect issues, jobs, industries, and areas of interest is essential. If you're a new

graduate or a career changer, join the professional associations that represent your desired career path. attending conferences, reading journals and keeping up with the lingo of your desired field to prepare you for you want to go make the process of connecting priority mega Connect connecting a habit part of your lifestyle. Connecting is just as important as your exercise routine. It breathes life into you and it gives you confidence. Find out how your network is doing, what steps are taking and how you can help. As you connect, the rule will feel smaller, and a smaller world is much easier to manage. Take the time to maintain your network. Maintaining your job search network is just as important as building it. accumulating new contacts can be beneficial, but only if you had the time to nurture the relationships. Avoid the irrational impulse to meet as many new people as possible. The key is quality rather than quantity. Focus on cultivating and maintaining your existing network. Be sure to discovered an incredible array of information, knowledge, expertise, and opportunities. schedule time with your key contacts. list the people who are crucial to your network, people who know and have been very important to you. And invariably, there'll be some you've lost touch with. Reconnect and then schedule a regular meeting or a phone call with them. Don't need a reason to get in touch will always make you feel good and provide you with an insight or to prioritize the rest of your contacts. Keeping a running list of people you need to reconnect with people whose view the world you value people you'd like to get to know better or whose company you enjoy. prioritize these contacts and then scheduled time is your regular routine, so you can make your way down the list. Take notes on the people in your network. Collecting business cards and filling them is in is a start. But maintaining your contacts new and old requires updates at those with their families, their jobs, their interests and their needs. Unless you have a photographic memory, you won't remember all of this information unless you write it down with these updates and notes in the back of the business cards or input them into your contact database. Find ways to reciprocate. Always remember Number two successful networking is a two way street. Your ultimate goal is to cultivate mutually beneficial relationships. That means giving as well as receiving, send a thank you note, ask them about their family, email an article you think they might be interested in, and checking periodically to see how they're doing. By nurturing the relationship through your job search and beyond, you'll establish a strong network of people you can count on for ideas, advice, feedback, and support. In this next section, we'll look closer at some strategies to maximize your effectiveness. When out there networking, person to person.



25:45

Starting off with dressing for success, most of us have likely been told at a very early age, you shouldn't judge a book by its cover. Yet we do it every day. Often the first seconds of having met someone, we automatically determine whether they're danger to us, whether

we want to have conversation, whether them whether we would want them as a mate, or to mate with, we do it automatically. It's part of being human and our judgment is often made with the clothing the person is wearing, as one of our decision making criteria. Thing dressed in appropriately for a given situation can set you apart so that people don't want to approach you to converse. If you're shy, having someone come up to you to talk can be a lot easier than having to make the approach yourself. So don't reduce your chances by dressing Wrong. Wrong. What What does that mean? There's a lot of room for interpretation. What is wrong for one person is right for another. Many people like to express themselves through colorful clothing, or cutting edge fashion. Once attended a black tie gala events awards event, I was in a tuxedo, as was my colleague. We observed some men in their clean his blue jeans wear this black string type. I think they missed the point. My suggestion would be that if you're attending a business networking event, then business casual would be appropriate. This can become even more casual in hot climates. If everyone is wearing shorts, and you are in your tuxedo, you may get the attention. But perhaps not the kind of you want to sort dressing for success. It's been proven over and over that most people feel better about themselves when they're dressed up. You need every advantage you get when you're out there networking, marketing yourself. Don't shut the door in your face before it's even open. People do judge others by their clothing. Don't let them judge you. They're talking to you first. Then our next section, we look at business card presentation and etiquette. There's been a lot of talk lately about whether business cards are still relevant in today's business world. Some say yes, some say no. Let's say yes, you should have the business card, and you should know how to use it effectively. Let's take a closer look at business card presentation and netiquette. If you're planning and doing some serious networking, you should have business cards available to present to another one card to present maybe a missed opportunity for you. Besides serving as an introduction for you. They will serve as a visual prompt to remind the person that they met and spoke to you. It can be difficult to think of business cards. When you're searching for work and yarn in business. It might be helpful to think of them as being calling cards. Their purpose is to provide your name and contact information for anyone who might want to get in contact with you. Hopefully to tell you about a job lead. Having business cards printed used to be fairly expensive, but now they're within everyone's reach. Companies like vistaprint I read your specials where you can order online 500 business cards or so for \$10 business cards, illustrators is a fun back at one I purchased from vistaprint a few years back. I've entered cards for 10 bucks, hard to beat that deal. Some job searching networkers struggle with the fact that they don't have a business to promote, and they're not sure to what to put on the card as a title. I believe that they tend to overthink this part of the process. If you've got professional designation, you would insert it right after your name. quick example would be using myself. re Stonehouse Rn, I'd have the RN if I was looking for a nursing position. With business cards being some inexpensive, you're searching for work in more than one field. You can inexpensively purchase additional



cards that identify you as working in those fields. When in a networking entered in direction. If you have different cards with you, you can easily produce one that connects you with a specific field of discussion. Now that you have your business card or calling card, we need to look at the process of sharing your card. Despite what some people think there is a protocol, the Japanese take the presentation of business card in a one to one networking situation far more serious than we do. To them rituals involve.



30:29

when presented with a business card, you're expected to accept it with both hands hold in front of you read the content of the card, both sides will then hold it with respect as the other person shares their elevator pitch, you would only place it in your pocket, after you have less left the person and you're never deface the card by writing. In North America, we're a little less respectful, sometimes quite a bit. I've met a fella that within the first few seconds of meeting him meeting him, he announced as well, let's get this out of the way. And he hands me his card. Expect he wasn't as comfortable or skilled at networking as he thought he was. We've also seen an influential woman, woman, walk up to a group of people and start passing out our business cards. Here we go One for you, one for you. So then left, the group went over to another and repeated the process. Just like us feeding chickens. We're passing out candy to children who were trick or treating at our door. The purpose of passing out our business card seemed to be missed. I wonder fuse exercise was covering up through uncomfortableness. So what's the correct way to present your card to another how and when I'm sure everybody has their own view in the matter. When I've been offered another's business card as part of an introduction that's underway, I will add up what I described earlier as the Japanese method. I'll accept it. quickly read the details. And I'll keep it in my hand and full view. I see the offering of a business card from another as the cue to offer mine in return. often make a comment about a detail are an aspect of the business card to reinforce that that's taken a serious look at it. But don't see any action from my partner towards offering their business card I will initiate it myself. Asking the other business card can be easier and saying here's my business card. Of course, they're providing occurred opens it up for me to provide mine. I will also listen for a view verbal cue of I should get in contact with you. I'll keep in touch or anything close to that as a signal for me to offer my card. And our next section we look at shaking hands and necessary part of networking. I titled this next section, whole lot of shaking going on. Because when you're out there networking, meeting new people and greeting people you already know there really is a lot of handshaking going on. a handshake is more than just a greeting. It's also a message your personality and confidence, confidence level. And business. The handshake is an important tool in making the first right impression. The same thing applies when you're out there job searching your business is finding yourself the job. Let's take a closer look at the simple act of shaping another's hand. It is not so

simple after all. Before extending your hand, introduce yourself. extending your hand should be part of an introduction, not a replacement for using your voice. This isn't the cue to start reciting your elevator pitch though. extending your hand without saying anything may make you appear nervous or overly aggressive. On one hand, pun intended, it would seem that shaking someone's hand should be an easy process. We've likely been doing it most of our adult life. On the other hand, some people see no problems with it. I believe that part of the problem that creates anxiety is that we overthink things sometimes we are anxious, because we give more importance to the activity than it really deserves. And it takes on a life of its own creating anxiety. A self fulfilling prophecy if there ever was one other part that likely creates anxiety is that we can only control our portion of the interaction. If our partner is an experienced handshake or not will go smoothly, but many aren't. There are a few different handshaking styles that come up in the literature. I'm sure you've likely experienced many of them yourselves. I personally don't like grasping someone's hand as the so called wet fish handshake. If you leave you with an obsessive urge to wipe your hand as soon as you can, but fight that urge. Even worse. There are times that my hand is sweating, and I don't want the label. I've developed the habit of giving my hand a quick unintrusive wipe on my pant leg before offering my hand. Then there's bone crusher bill. The offered hand comes in as occur from the hip of bill with the Express first, express purpose of crushing wallets, or so and same bill never seems to realize the pain that he causes in others, or the fact that people start to avoid them working get around



35:28

another intercept of handshake I call the Royal handshake, someone only offers you the tips of their fingers. And no matter how hard you try, you can't seem to grasp more than a few fingers. You're left feeling that you arrived. Bottom line is that you should avoid being any of these profiles you need to practice at home before going to a networking session. This seems to becoming more common as friends are hugging when meeting in a social setting. There are many people I call the hugging people. I was just waiting to see if you're offered one. Rather than expecting one. It could make for an awkward situation if you were to offer hug in a first contact, and it wasn't welcomed. Closely related to handshaking and interacting with a new contact is that of maintaining your eye contact. Many people have challenges maintaining eye contact with their conversational partner at the best of times, it's good to have different reasons. Some cultures it is inappropriate to look other people in the eyes. Building eye contact can be a sign of respect or deference to the other. For the most part, maintaining eye contact in a conversation can demonstrate confidence. A couple challenges come to mind though, the difference in height between the speakers can be challenging, probably more for the short person looking up than the taller person looking down. Another challenge in a busy room is to

focus on your conversational partner, not of people passing by, or other conversations going on. It can distract you and give the impression that you're looking for a better conversation to join. If your partner's displaying this particular behavior, they may well be scanning the room for a better opportunity. In our next section, we explore the importance of following up with what you said you were going to do. Oh up is everything. It can be a great feeling when you're coming home from a networking event. And looking at the stack of business cards you've collected. even spoken length and many of the card donators, some can be a little difficult to recall who they actually were. Now, was he the tall fella the bad hairpiece? Or was he he probably experienced this scenario more than once? You know what, perhaps some of the business people that you gave your precious business card you are thinking something similar. Hopefully not a bit too bad here though. for effective business networking, I recommend the quality over quantity method of networking. Some would say networking is a numbers game. The more you meet, the higher the chances of you're meeting someone that can benefit you. Say for example, you're meeting someone for the first time. And if the setting conditions permit, they deliver their elevator pitch and you return in years. Then comes the awkward moment what to say next. You can either carry on conversing about something and no consequence, nice day until one of your tires or you can explore common interest. Assuming you have a common interest, I would suggest you take the lead in the conversation and getting the other expand upon the commonality or something that had previously said many networks. Many networkers make the mistake of trying to sell their product, or themselves at this juncture, your goal should be arranged to arrange to meet them in another time for us for coffee, to discuss those common areas further. Even though many of us are electronically connected to our offices by our smartphones, smartphones, and can legalese, check to see if we are available to a certain date and time to make a coffee date. We likely won't contact you next week, we'll see if we can set up a time to get together for a quick coffee. Unfortunately, for many networkers, that's the first thing. They don't do the follow up, life gets busy. There's always one more thing to do with your business. And before you know it, you've lost the window of opportunity. There's a strong possibility the individual you are networking with, also as a list of people they're following up with in other commitments, far too easy to get left by the wayside, if you don't take action to stand out from the others.



39:35

At a recent morning meeting of my business referral group, we discussed the issue of follow up, follow up member related that in his experience, if you actually follow up with the lead, it puts you way ahead of those that don't. He makes a practice following up with a networking connection within three days of the original meeting, and says that it's

amazing how many people have said them, you know, you're one of the few people that have actually followed up. So yes, following up can help you stand out from the competition. The coffee get together is the opportunity for each of you to share your business or professional details and determine there's enough reason to continue in another time to develop your relationship further. And ideally, to do business together. You might ask, I've contacted them three times by email and even left a couple voicemails but they haven't gotten back to me, what do I do next? It could be legitimate reason for them not getting back to you. Life happens. But it could be acting non assertively, and are actively avoiding you have to respond to that if that was true? Is this someone you really want to network with or do business with? If you're going to continue and can easily label us as Docker? One suggestion, maybe they add them to your tickler file. A tickler file is a date. It's like a date time or a planner, you add a date and time to follow up on a specific item, a couple of weeks down the road, ignoring the fact they haven't acknowledged you yet. It could be justified in sending them a message something like I just noticed, we haven't gotten together a few weeks ago, like we said we would, where's the time go? See if you're picking up speed. Last time we met, we were discussing our common interest of filling your common interest. Are you still interested in getting together, you don't receive a response, I would put them in the inactive file. When it comes to networking, stand out from the competition. Remember to follow up. In the next section, we looked at using LinkedIn as a job searching tool.



41:41

In this presentation, we briefly mentioned utilizing LinkedIn as a tool to develop connections that can hopefully be a source of employment leads for you. In my books in the courses I promote that your LinkedIn profile should resonate with your resume. So how do you do that? Let's go back to basics and answer that question. When LinkedIn was first developed, we were encouraged to upload our resumes to our LinkedIn profile. If you had a long work career experience section, then included the duties and responsibilities you're taken on over the years could be quite lengthy. It was very much like having your resume on steroids. The more you had posted, the better. The same applies to creating your resume. The more you had written, the better off you are, as I say, the times are changing your brand. If you're brand new to the concept of LinkedIn, let me keep it brief by saying that you can easily sign up for an account for free. They understand people go to LinkedIn for three main purposes. One is to look for work or opportunities to find someone to hire for their business. And three, they're looking for a solution to a problem they have. Setting up your professional profile, you need to be thinking of self promotion. At this point in your life, that is being in job search mode, you need to be easily seen as a solution, somebody's problem. Your solution, of course is the you're willing to work for them. And you have the skills and expertise to do so. The promotional copy you add your

LinkedIn profile has to not only grab your reader's attention from the beginning, it has to quickly position you as someone who's worth digging deeper into your profile. your LinkedIn profile starting with your name, title and summary should be consistent with what you have written in your resume. Your summary statement from your resume fits in quite well as a summary for your LinkedIn profile. This is a busy slide. The content you've added to the experience section of your resume also fits in well into your LinkedIn experience section. With the added benefit of being able to expand upon your personal information that you weren't able to do within the limitations of your resume. Or any publications or examples of work that you've created. That would be a benefit in your job search. LinkedIn is a good place to feature them. The previous section, we talked about using business cards and networking, especially in job search, and there's value in posting your LinkedIn URL to your business card. The same applies that posting your LinkedIn URL to your resume. You want to make it as easy as possible for people to research you and what solution you might have to offer them. The other sections of your LinkedIn profile should also be completed with a self promotional slant, keeping in mind that you still need to be professional. Earlier we talked about creating the content for your resume and itself from motional matter, you can likely use the same content for your resume to complete your LinkedIn profile, with the added benefit of being able to expand upon. LinkedIn is not Facebook. Anything that you post to your timeline should be professional in nature, and shed you in good light, that is a should position you as a credible, experienced, if not expert person in your field. Up to this point, we've been talking about promoting yourself on LinkedIn as part of your overall job searching strategy. Another equally beneficial feature of LinkedIn is that you can search for jobs in a geographical area that you want to work in, by entering your search query in the search box on your homepage, the graphic you're looking at now, I clicked on the jobs link, then I entered the term nurse jobs in the screen that came up. You can fine tune it for different geographical areas. If you're considering relocating on your own area, or in your own area, if you are something to remember, though, is that these are just the jobs that have been listed on LinkedIn that people are trying to fill the vacancies doesn't mean that it's a complete listing of all the jobs that are available, you'll have to check out other online resources for that. Within LinkedIn, you can search for members to share similar title titles,



46:27

as a job you're interested in applying for. Take advantage of doing so is that you can look or sorry, the advantage of doing so is that you can look at their profile and see if there are any ideas or content you can leverage for your profile. That is add to it. And the graphic you're looking at. I clicked on that people link then entered health and safety specialist as my search time. There's value though, in checking out the profiles of people that you've connected with on LinkedIn. Perhaps they may have posted something that you could

that could be a resource to you by way of added knowledge or connection to somebody that can forward your job searching activities. In addition, it's worthwhile doing a search for company organization that you're interested in. Applying for, you can gain some interesting insights about them if they have a company LinkedIn profile set up. This could be the kind of information that would give you a video job or help you in a job interview, perhaps even insider information. This section on how to leverage LinkedIn for job searching could easily be a subject we get spent a lot of time on. Like every other aspect of your job searching strategies that is developing your resumes. building a network, a team of reference, it's only one piece that needs to be consistent with everything else. Make sure that you take the time to develop fully your story, make sure you take the time to develop your profile fully and start building and leveraging your connection. Remember the concept of givers game, a concept developed by Dr. Ivan Meisner, founder of business networking International. If you give something or a service to someone else, without the expectation of something in return, the odds are you will receive something in return. This could be something as simple as sending an article to someone you think might benefit, benefit from it, but perhaps writing an informational article on a subject you are experienced in and what you receive in return doesn't necessarily come from someone you give it to. It could be a connection with letters or perhaps a complete stranger. Some might call it karma. Others may call it the law of attraction in action. Either way, it's a good value and a practice to develop. Throughout this crash course, we've been looking at networking as a necessary job searching strategy. You find networking to be intimidating. due to being shy. You might be interested in taking your networking up a few notches by reading my book, power networking for shy people how to network like a pro. Even if you aren't shy, the book will provide your techniques sure to increase your networking effectiveness. Hiring managers are under pressure to hire the right candidate. Your task is to become the only choice the right choice. You can increase your chances by following the your higher job search strategies program. You'll learn to understand the psychology of job searching. envision your success, to craft and fine tune your resume to create your network web of contacts. leverage your references, how to accelerate questions, and much more. Well visiting your hired comm sign up for our newsletter receive a free copy of your hire job searching success tip list while you're out there. While you're there, check out our jobs now blog for ongoing sage advice on job searching That's very, you're looking at right now she's her family cat. And she ends all my presentations. Thanks for allowing me to share my knowledge and job searching strategies. I'd like to wish you good luck in your job search. I'm going to turn it back over to Don, I believe Don has some questions that he would like to add to her presentation. Well done.



50:21

Hey, red boy, great deal of information. Thanks so much. Obviously, you have been at this for some time, and masters and committing to an organization like that, which is a great, great strategy for anybody in any profession. I loved your word you called the Royal handshake and your discussion about handshake. And what resonated with me too, having been in Singapore, I experienced the same thing you were talking about, were Japanese. They value a business card where we hand them off. And individuals kind of shoved them quickly into the pocket without looking at the card looking at the individual concentrating on what that person's doing. I think that's such an important part of networking. I was wondering if you could talk a little bit more about what you think would be the correct steps to be able to remember someone when they hand you a card, and to be able to show them that you're interested in them. At that point in time. Well, boy



51:39

was suggested, as you know, as I said in the, in the presentation there, I think it starts with the way you accept the card, like you hold it in your hand, you read it. So right off in the beginning, you're showing your interest and what that person is, is written, we don't often realize that there's probably two, two ways of doing things. Some people just slap together a business card just so that they have something, I think others take a great deal of time and effort in creating their business card. So in many ways, the business card is a reflection of their, I guess their own personal ego. So if you disrespect the card, in essence, you are disrespecting them. So if you provide it with the proper difference, give it the respect that it needs. I think that's the first step, I think. And then tying in with the other part of it, the business card is one aspect of shaking hands, knowing when to to present that business card, and what doesn't come up in the presentation. But you know, there's times that maybe it's not even appropriate Dr. card, if you've made a connection with somebody an interaction, they don't seem interested in you, perhaps it's not a good, good opportunity. I think one of the expressions is that we have two ears and one mouth for a reason, we should be listening twice as much as talking. So when we're in a new interaction with somebody in networking, that's there's a, it's almost a power tactic to, to listen to what the person has to say, of course, you still have to fit in your turn your content, otherwise, you know that people may just walk over you take advantage of you. But if you listen to somebody, odds are when they're talking about to somebody else, they know that person's real good listener, you got to talk to them. So that's one of the things is listen twice as much as you talk. And then make sure you get your business carried across to is, I think I think other people get a little nervous. They don't know the process. So if you're, you know, the process of passing on a business card, the protocol and etiquette, I think that puts you like that puts you a step ahead. But it takes practice. I'm certain Yeah. First time. Great. I learned what worked, what worked and what didn't work, learn from it.



54:00

So if we're in a business networking environment, let's say it's the local rotary meeting, and I'm meeting you for the very first time. What is the Can you give us a couple of different ways to ask for the other person's business card?



54:23

You want to you want to make sure you're asking in an appropriate time. It's not walking up to here's my business card in yours. It's a matter of you start the interaction. There has to be some like an icebreaker. Okay, no, jokingly you know, come here often. You have to come up with your own line. You know, that speaker was very interesting. How did you find it? So if you find your own icebreaker activity, or line, it's not necessarily your elevator pitch at this time, that breaks the ice know the person starts talking. And then there's there's a little bit of back and forth where People eventually get into the the elevator pitch idea. An elevator pitch doesn't always fit in. Sometimes there's an elevator pitch, you would lose use for a group setting. But another situation like a one to one and this rotary session, going into your elevator pitch may seem too pushy. So I would I would get to know the person a little bit higher. What you are what do you what do you do? You know why? Why are you here at this event? You can do have you been here often? Are you a member, I'm raced on us is this this has to be my first time at this particular rotary meeting. I've been to other meetings, you know, what can I expect? And, oh, here's what I do for a living. Here's my business card. How about you? What do you do? And I look at the card. I've always find that with men, men tend to differentiate themselves or talk about themselves in terms of what they do for a living. I am restantes I'm a registered nurse. Women tend to say something like, Hi, I'm Mei Stonehouse, and I'm a mother of two. I think my husband's a doctor. Oh, and I'm a registered nurse. So depending on you're interacting with a male and female, I think there's a different approach than with a male, you can go to your What do you do for a living? What brings you here? I use what do you do for a living? Often? I almost ask it in all situations for males, women, okay, what brings you here, I would ease into it, rather than getting into it. There's different ways it's just a matter of developing a routine that works for yourself?



56:39

Is it appropriate to ask a question with a new person that you just met? What do you want to get out of today's event? Or what do you want to take away from today's meeting?





56:55

In a one to one situation? Yes. Appropriate or inappropriate? I don't see myself saying that. If I was a facilitator, have a group session, I would certainly ask that to the participants. But in a, in a one to one interaction, I can see that being as a question, just a general interest, I don't see that there's a lot of value to it. One of the things that I identified in one of my books on networking, is having a questions toolbox. I think there's questions that you should be prepared to answer. That means other people asking you. So they asked you, you know, what do you do for a living? If you've been here before? So these are questions that are pretty benign, that you can expect to be answered, so harassed, so that way you're not nervous answering them, then you should have your questions that you want to ask. Especially when you're in a job searching mode, you want to know what kind of field the person is in, and you want to be able to fit it into your discussion that you are indeed looking for work in a specific field. So then you want to be able to leverage it into a question such as, Do you know anybody that works in that field? Or is there anybody here at this at this networking session that perhaps might be of interest if you could introduce me to them? So the question that you asked them? It's an okay question, but I don't see this having a lot of a lot of weight behind it. And asking questions is good, but back to that, two ears and one mouth. You don't want to be playing like a detective question, asking them 2021 questions, where are you in the night? Have? You want to be able to let the conversation flow? You also want to be aware of questions that people shouldn't ask you, or you're not prepared to ask some job searchers may have a, a lapse in their timeline. Some people do end up in incarcerated for a while, you know, several years could be awkward. If somebody knows that you've met them, they're they're aware that you have you've done your, your payment to society, you need to come up with an answer for that. Be prepared for that question. So that you don't stumble over that it's a fact of life and build it and move on with the open for opportunities.



59:25

Right, this has been just great information. Thank you very much for taking the time to share all of your experiences in your books. With us today. We have on screen, your contact information for our audience to be able to reach out to you. Again, it was so great information. Thanks for joining us.



59:45

Thanks, Tom. Thanks for giving me the opportunity. And good luck everyone in your job search.



59:52

And to our audience, thank you for taking the time out of your busy schedule to join us. Your continued investment in your career will not only only gives you greater control over your career, but your personal happiness too. So we've encouraged you to stop back to the grid community, and watch on demand lectures by additional authors, who will share tips and strategies to help you advance your career.