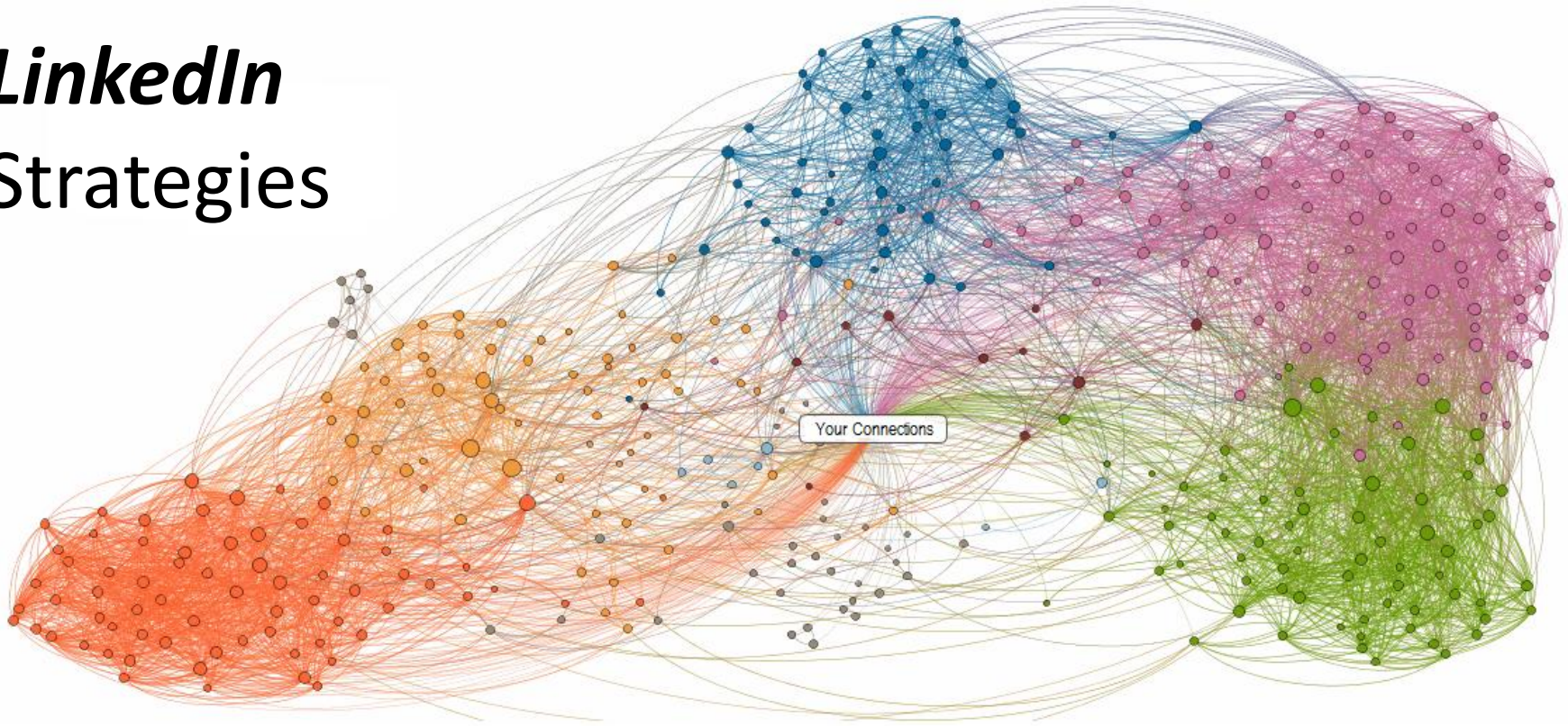


LinkedIn Strategies



Community Presbyterian Church

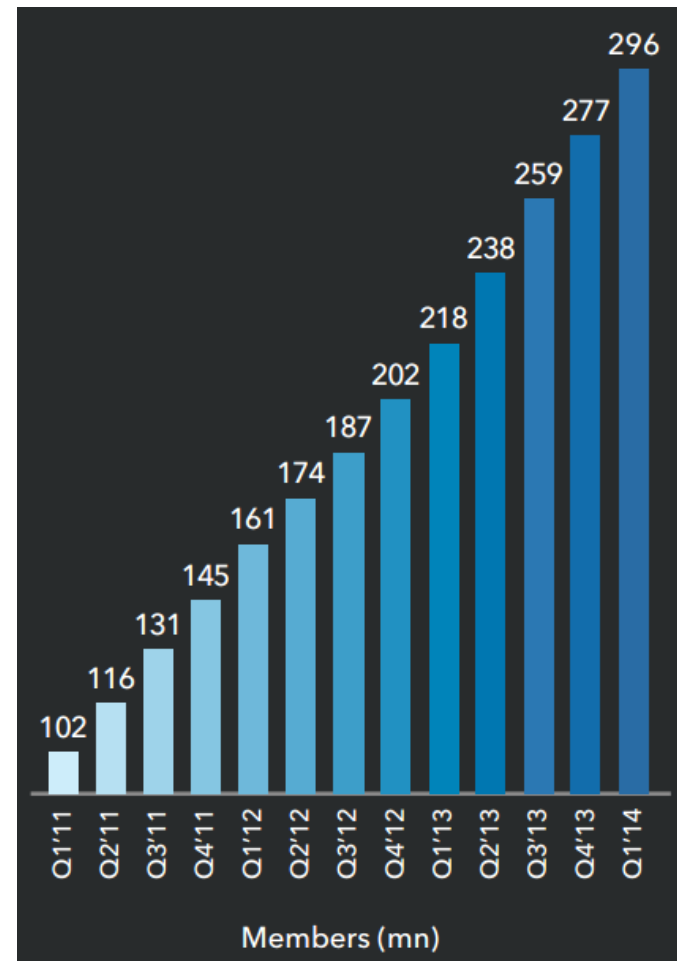
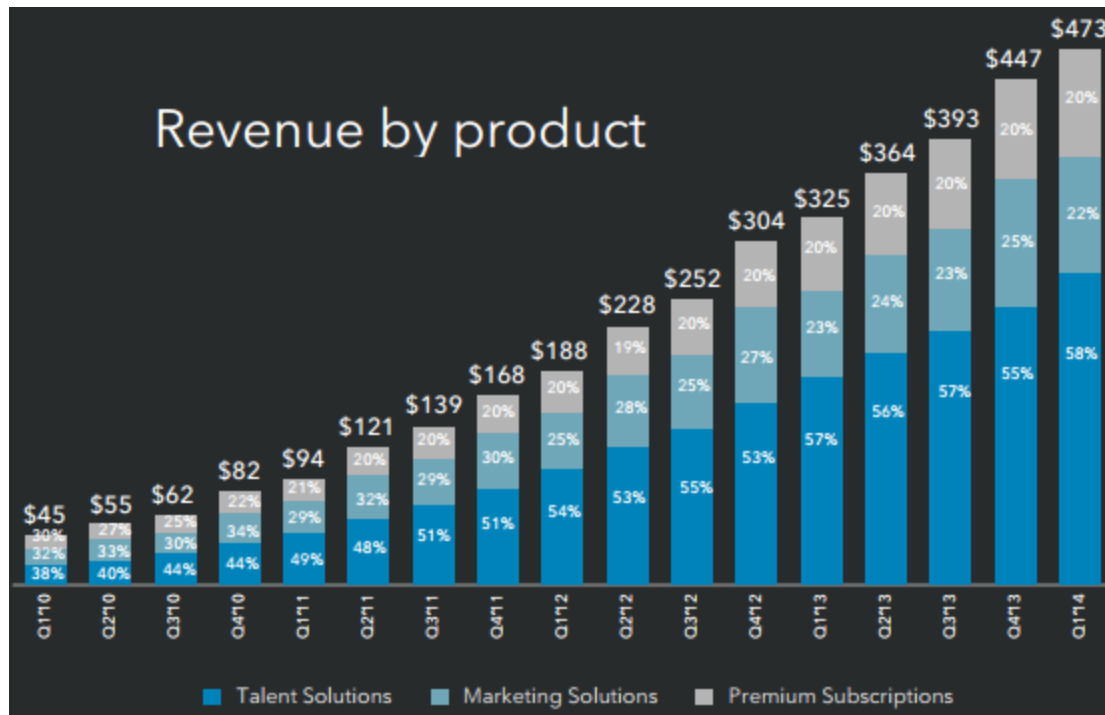
Doug McKenzie

doug@aspirationalcoaching.com

[linkedin.com/in/renewabledoug](https://www.linkedin.com/in/renewabledoug)

June 7, 2014

- Quick Survey of LinkedIn Services
- Driving LinkedIn



LinkedIn interface showing the Home feed. The top navigation bar includes Home (highlighted), Profile, Connections, Jobs, Interests, Business Services, and Upgrade. The search bar at the top contains the text "Search for people, jobs, companies, and more...".

The main feed displays a post by "RenewableDoug" with the text "Your fascinating update..." and a count of 26. Below this, a section titled "Pulse recommends this news for you" features a cartoon of Pinocchio and a headline "Five Lies That Are Ruining Your Car Life) Theresa Sullivan on LinkedIn - We hum great at telling ourselves stories. That voi our head recites some pretty interesting... Sh". Other recommended articles include "Entrepreneurs, Don't Hire Employees: Hire your Next CEO" by Bernie Schroeder (21h) and "The Information Age to the Networked Age: Are You Network" by Reid Hoffman (4h).

A dropdown menu for "All Updates" is open, showing options: Top, Recent, All Updates, Shares, Connections, News, Groups, Profiles, Companies, Your Updates, and Customize.


On the right sidebar, the "People You May Know" section lists Anil Advani, John Santos, and Katie Slack. The "Ads You May Be Interested In" section includes an advertisement for "Real Estate Agents." and "Solar Leads That Convert".

Home: Read/Share updates (auto-forward through Twitter)

in Search for people, jobs, companies, and more... Advanced 153

Home **Profile** Connections Jobs Interests Business Services Upgrade

Close the Gaps! - Close the Gaps in your Quality System with a Gap Analysis at your site. | [Read More »](#)



Doug McKenzie

Owner: LightsOnSolar; Provider: MapHR; Director: NorCalSolar & SunWork; Coach: AspirationalCoaching; Consultant: IHS

San Francisco Bay Area | Renewables & Environment





[Edit experience](#)
[Edit education](#)

Done editing

500+ connections





www.linkedin.com/in/renewabledoug/ [Edit](#) [Edit Contact Info](#)

Background







 **Summary** [Edit](#)   


- ♦ Solar Educator, Analyst and Consultant (lightsonsolar.com): Solar electric (photovoltaic) power is the future—elegant and excellent in many ways. It's also a complex mix of physics, product selection and construction, sales and finance, bureaucracy, and wild misinformation all over the media. I will help you get started, or deepen your understanding.
- Guest Lecture: "Solar Myths and Truths" to Stanford's EE 237 class in April 2014
- Elected to the Board of Directors of NorCal Solar (norcalsolar.org) in January 2014
- Periodically teach the "Solar Power 101" workshop for the City of Palo Alto
- Elected to the Board of Directors of SunWork Renewable Energy Projects (sunwork.org) in 2011
- ♦ Livelihood Coach (aspirationalcoaching.com): I will help you boost your actual and perceived performance at your current work, and if you're looking for work, I'll help you turn your search from discouraging frustrations into energizing steps leading directly to your chosen career path.
- Contributor to MapHR - a full-service portal offering innovative HR solutions to small and medium businesses
- Periodically teach LinkedIn Strategies workshops to job-seekers groups

Recommended for you

-  Projects +
-  Languages +
-  Publications +
-  Organizations +

You can also add...

-  Honors & Awards +
-  Test Scores +
-  Courses +
-  Patents +
-  Certifications +
-  Volunteering & Causes +

Notify your network? 

No, do not publish an update to my network about my profile changes

Profile: View/Edit your profile

The screenshot shows the LinkedIn interface with the 'Connections' tab selected. A green circle highlights the 'Connections' tab in the top navigation bar. Below the navigation bar, there's a header section with a search bar and a 'Connections' dropdown menu. The dropdown menu is open, showing options: 'Keep in Touch', 'Add Connections', and 'Find Alumni'. The main content area displays a list of connections with filters for 'Last Name' and 'Connections Only'. A dropdown menu for 'Connections Only' is open, showing options like 'All Contacts', 'Connections Only', 'Company', 'Tag', 'Location', 'Title', 'Source', and 'Saved'. The main content area displays updates from connections, including job announcements and work anniversaries.

Connections

- Search/Sort/Tag/Filter/Import your connections/contacts
- Find where alumni from your schools work (good tool)

Jobs: LinkedIn-network-related job postings; research companies; post a job

LinkedIn interface showing the 'Interests' dropdown menu. The menu options are: Companies, Groups, Pulse, and Education. The 'Interests' tab in the top navigation bar is circled in green. Below the menu, the 'Your Groups' section is visible, showing a grid of group cards including Career Action Ministry-MPPC, Northern California Solar Energy Association, NOVA Job Center, Solar and Photovoltaic (PV) Professionals Network, IEEE SCV PhotoVoltaic Joint Society Chapter, and CSIXConnect.

Interests

- **Companies:** Updates from followed and/or similar companies; create your company page
- **Groups:** Participate in your groups (discussions, search, members); create a group
- **Pulse:** “The news and insights you need to know”
 - Your News, Influencers, Channels, Publishers
- **Education:** Education/School-focused portal into LinkedIn’s services
 - For: you, prospective students, students, alumni, schools, employers

SEARCH

Advanced >

All

People
Jobs
Companies
Groups
Universities
Articles
Inbox

Relationship

- ☒ All
- ☐ 1st Connections (5)
- ☐ 2nd Connections (2087)
- ☐ Group Members (983)
- ☐ 3rd + Everyone Else (27773)

Location

- ☒ All
- ☐ United States (18771)
- ☐ Greater New York Ci... (1941)
- ☐ United Kingdom (1874)
- ☐ India (1801)
- ☐ Canada (1880)
-

Current Company

- ☒ All
- ☐ Microsoft (54)
- ☐ SendOutCards (48)
- ☐ Google (37)

30,589 results for **entrepreneur books**

Save search



Loui R. Byrdziak 1st

CEO Founder | 20+ Startup | 6 Continents | 10 Diverse Industries |
Freak Entrepreneur | Startup Freak
United States • Information Technology and Services
[▶ 8 shared connections](#) • [Similar](#) • [22 500+](#)

Current: CEO and Founder (age 56) at Sanya Dolphin World
I have been a freak'n **entrepreneur** and startup... solver at all
levels, a true self-made **entrepreneur**...

Past: Born A **Freak Entrepreneur** at Publishing **Entrepreneur**
My transformation to a self educated book... one of my **books** on
her desk. In the late 80's early...

Education: University of Oregon
Utah State University

[Message](#)



Tony Seba 1st

Lecturer in entrepreneurship and clean energy, Stanford University
San Francisco Bay Area • Renewables & Environment
[▶ 17 shared connections](#) • [Similar](#)

Summary: ...- **Entrepreneur** - Founder and CEO of PrintNation.com...
/books/solar-trillions/ Working title for new book...

[Message](#)



James Altucher 1st [\[Following\]](#)

Entrepreneur, Started & sold several cos, Author 11 **books**
(latest "Choose Yourself"), Angel Inv., JamesAltucher.com
Greater New York City Area • Investment Management
[▶ 1 shared connection](#) • [Similar](#) • [44,924 followers](#)

Current: Owner at Formula Capital
Columnist at TheStreet.com
Columnist at Financial Times
Writer at The Wall Street Journal/WSJ Digital Network

[Recently published by James](#) • [More influencers](#)



If I Were 22: 11 Regrets I'd Try To Avoid
June 5, 2014

[View Posts](#)

Jobs for **entrepreneur books**



State Farm Agent - Financial Services *Books of Business*****
State Farm Insurance Company



Find the right person faster

Focus your search with powerful Premium filters like

- ☒ Seniority level
- ☒ Job function
- ☒ Company size

[Upgrade](#)

[PREMIUM](#)

Ads



Log Management Solution

World's Most Popular
Cloud-Based Log
Management Service.
Signup Today!

Feedback



The screenshot shows the LinkedIn homepage with the 'Business Services' dropdown menu open. The menu options are: 'Post a Job', 'Talent Solutions' (highlighted with a green circle), 'Advertise', and 'Sales Solutions'. Below the menu, the 'Pulse' section features a video of Matthew Caldwell, Director of Talent Acquisition at Mozilla, with the quote: "The best change to recruiting that I've seen in my career." Below this, three recruiting solutions are listed: 'LinkedIn Recruiter' (for finding candidates), 'Jobs Network' (for job boards), and 'Career Page' (for employer branding). The footer includes a 'Sign in to Recruiter' link, the 'LinkedIn.com' logo, corporate sales contact information (1-855-655-5653), and a 'Contact us' button.

Home Profile Connections Jobs Interests Business Services Upgrade

Become A Google Partner - Be Found by New Clients Today. Show Up on Google Partner

Pulse The news and insights you need to know.

"The best change to recruiting that I've seen in my career."

Matthew Caldwell
Director, Talent Acquisition at Mozilla

Request free demo For recruitment firms

Recruiting solutions on the world's largest professional network

Can't find the ideal candidate?
Source anyone on LinkedIn.
[LinkedIn Recruiter](#)

Job boards attracting the wrong crowd?
Target just the right person.
[Jobs Network](#)

Do prospects know your employer brand?
Showcase your company's culture.
[Career Page](#) [Work With Us](#)

Sign in to Recruiter LinkedIn.com Corporate Sales: 1-855-655-5653 [Contact us](#)

- **Business Services:** Post a job, or Advertise on LinkedIn
- Talent Solutions: Ads for Recruiter Premium Accounts
- Sales Solutions: Ads for Sales Premium Accounts

Advanced
136
+

Home
Profile
Network
Jobs
Interests
Business Services
Upgrade

LinkedIn Premium
For Recruiters
For Job Seekers
For Sales Professionals
PREMIUM

Accelerate your career

Upgrade to Job Seeker Premium

- Rise to the top as a Featured Applicant
- See how you stack up to other applicants
- Contact anyone with InMail
- See the full list of who's viewed your profile

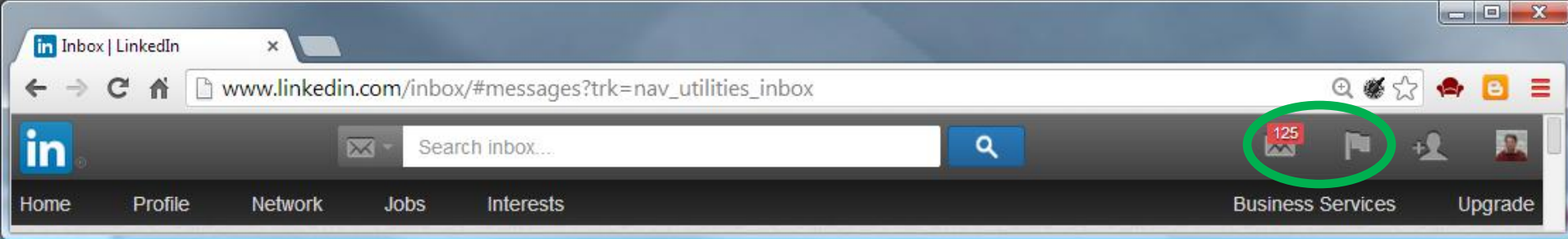
☐ Annual: **US\$23.99/MO**
☒ Monthly: **US\$29.99/MO**

Upgrade

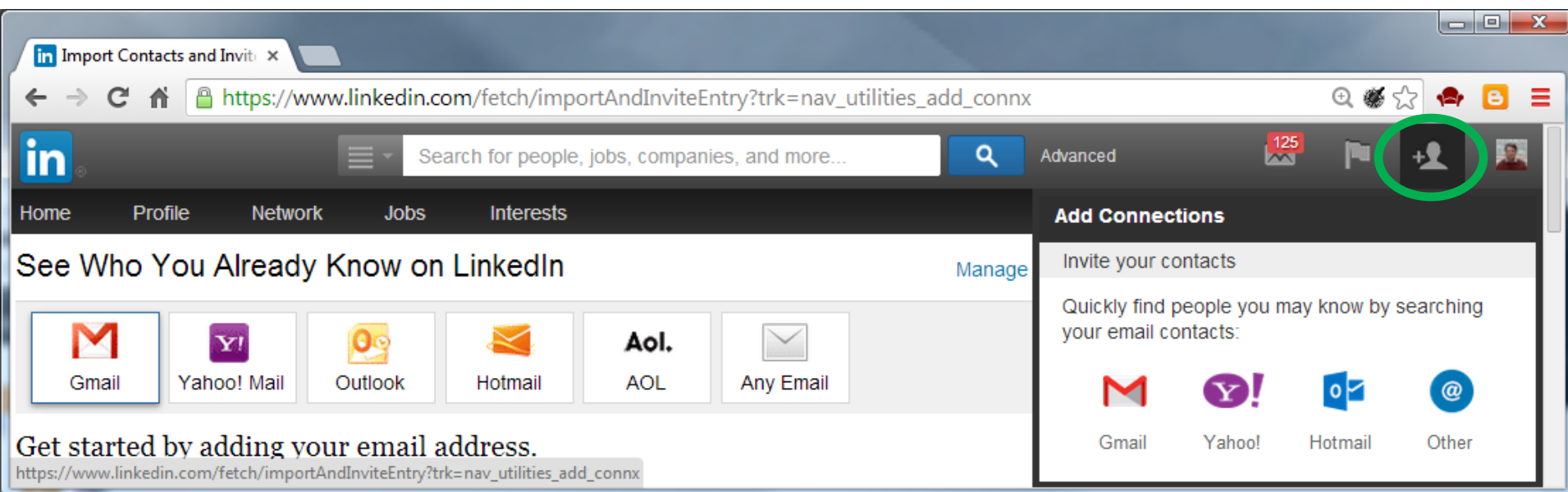
Compare Plans	Free <i>Your Current Plan</i>	Job Seeker Basic	Job Seeker	Job Seeker Plus
Pricing: Annual Monthly		US\$19.99/MO ¹	US\$29.99/MO ¹	US\$59.99/MO ¹
		Start Now	Start Now	Start Now

- **Upgrade:** Compare features and prices of 12 different premium account types

Compare Plans	Free <i>Your Current Plan</i>	Job Seeker Basic	Job Seeker	Job Seeker Plus
Pricing: Annual Monthly		US\$19.99/MO ¹	US\$29.99/MO ¹	US\$59.99/MO ¹
InMail Messages Send direct messages to recruiters on LinkedIn. Response guaranteed. ²			3 per month	10 per month
Who's Viewed Your Profile See the list of people interested in your profile.	Limited	✓	✓	✓
Get noticed				
Featured Applicant Move your job applications to the top of the recruiter's list.		✓	✓	✓
Premium Badge Stand out in search results with a premium icon on your profile.		✓	✓	✓
Get premium insights				
Applicant Insights See how you compare to other applicants for any job on LinkedIn.		✓	✓	✓
Salary Data See detailed salary info for each job.		✓	✓	✓
Job Seeker Group and Webinar Get support and advice on landing your dream job.		✓	✓	✓



- **Invitations:** LinkedIn email, invitations sent/received
- **Notifications:** Newest-first list of your new connections, endorsements, comments on your postings, ...



- **Add connections:** LinkedIn wants access to your email accounts

The screenshot shows the LinkedIn interface for a user named Doug McKenzie. The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, Profile, Connections, Jobs, and Interests. The user's profile header shows their name, member since date (December 11, 2005), and primary email address. A dropdown menu for 'Account & Settings' is open, listing options like Sign Out, Upgrade, Manage, Change, Review, and Get Help. The 'Privacy & Settings' option is highlighted with a green circle. Below the profile header, there are sections for 'Privacy Controls' and 'Settings'. The 'Privacy Controls' section includes options to turn on/off activity broadcasts, select who can see the activity feed, select what others see when you've viewed their profile, turn on/off How You Rank, select who can see your connections, change your profile photo & visibility, show/hide "Viewers of this profile also viewed" box, and manage who you're blocking. The 'Settings' section includes options to manage your Twitter settings, manage your WeChat settings, and helpful links to edit your name, location & industry, edit your profile, edit your public profile, and manage your recommendations. A notification box on the right says 'You are using the new settings page. Send us feedback'.

Account & Settings

- Doug McKenzie [Sign Out](#)
- Account: Basic [Upgrade](#)
- Job Posting [Manage](#)
- Company Page [Manage](#)
- Language [Change](#)
- Privacy & Settings [Review](#)**
- Help Center [Get Help](#)

[See all frequently asked questions](#)

Profile

- [Communications](#)
- [Groups, Companies & Applications](#)
- [Account](#)

Privacy Controls

- [Turn on/off your activity broadcasts](#)
- [Select who can see your activity feed](#)
- [Select what others see when you've viewed their profile](#)
- [Turn on/off How You Rank](#)
- [Select who can see your connections](#)
- [Change your profile photo & visibility »](#)
- [Show/hide "Viewers of this profile also viewed" box](#)
- [Manage who you're blocking »](#)

Settings

- [Manage your Twitter settings](#)
- [Manage your WeChat settings](#)

Helpful Links

- [Edit your name, location & industry »](#)
- [Edit your profile »](#)
- [Edit your public profile »](#)
- [Manage your recommendations »](#)

You are using the new settings page. Send us feedback

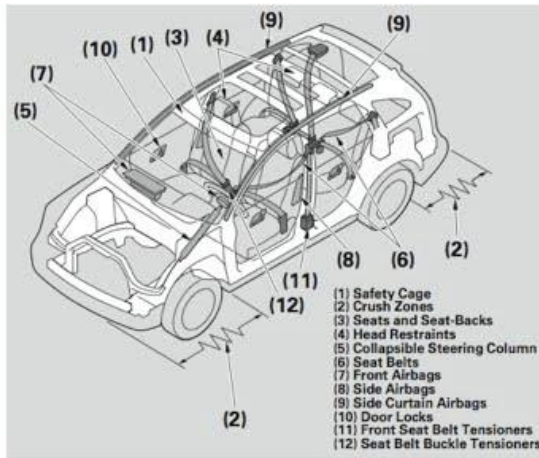
- **Account and Settings - Set your Privacy Controls!**
- **LinkedIn Help**

- Quick Survey of LinkedIn Services

➤ Driving LinkedIn

Driving LinkedIn

Your Vehicle's Safety Features



Your vehicle is equipped with many features that work together to protect you and your passengers during a crash.

Some features do not require any action on your part. These include a strong steel framework that forms a safety cage around the passenger compartment, front and rear crush zones, a collapsible steering column, and tensioners that tighten the front seat belts in a crash.

However, you and your passengers can't take full advantage of these features unless you remain sitting in a proper position and *always wear your seat belts*. In fact, some safety features can contribute to injuries if they are not used properly.

The following pages can take an active role in protecting yourself and your passengers.

“Survey of Services” is like an owner’s manual (how does it work?)

“Driving LinkedIn” is like driving the car (how do you maneuver it?)



Driving LinkedIn

Attracting / Targeting / Confirming / Actions

Attract the interest of employers

- Get an “All-Star” Profile:
Find Profiles of recruiters and do what they do
- Connections: Get many
- Use Keywords
- Recommendations: Get at least a few
- Endorsements: May not help much, but can't hurt
- Send Updates to Home, Groups, Twitter: Get known by sharing fascinating things

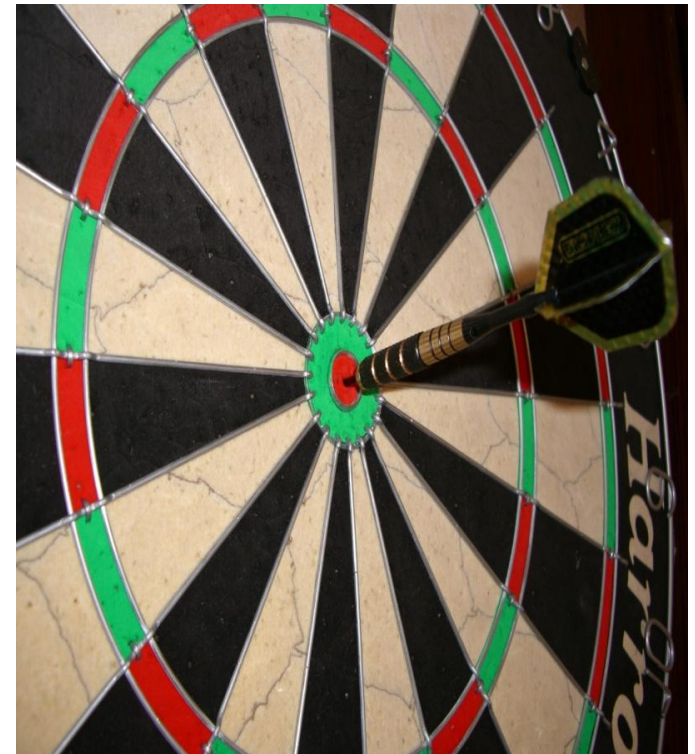


Driving LinkedIn

Attracting / **Targeting** / Confirming / Actions

Target organizations & individuals

1. Research & choose organizations & positions where you *want* to work
2. Discover your existing network and the people near your desired jobs at these organizations
3. Find their email addresses
4. Strategically, email and then meet with them to assess the position, organization and culture
5. Navigate to initiating contact with the hiring manager(s)



Driving LinkedIn

Attracting / Targeting / **Confirming** / Actions

Will people assessing you confirm your qualifications?

- Does your Profile conflict with your resume?
- Are you who & what & all that you claim to be?
- Are your objectives & qualifications clear?
- Does your Profile lead clearly from your past into your chosen future?
- Will recruiters feel safe when they forward your resume to a hiring manager?



Driving LinkedIn

Attracting / Targeting / Confirming / **Actions**

Actions to take

- **Headline:** OK to show multiple positions (120 char. limit)
- **Summary:** Fill in gaps, describe synergy of multiple careers, assert expertise gained before listed positions, add links or files, reveal the arc from your past to your desired future work
- **Experience:** More job titles/keywords, no ancient history, goldilocks amount of text per job, add volunteer experience
- **Groups:** Join lots of groups, check privacy and digest settings
- **Recommendations:** Should have at least 3
- **Interests:** Add some for being found (keywords)
- **Profile Review:** Ask friends/connections/coach
- **Hire a Coach?**

Driving LinkedIn

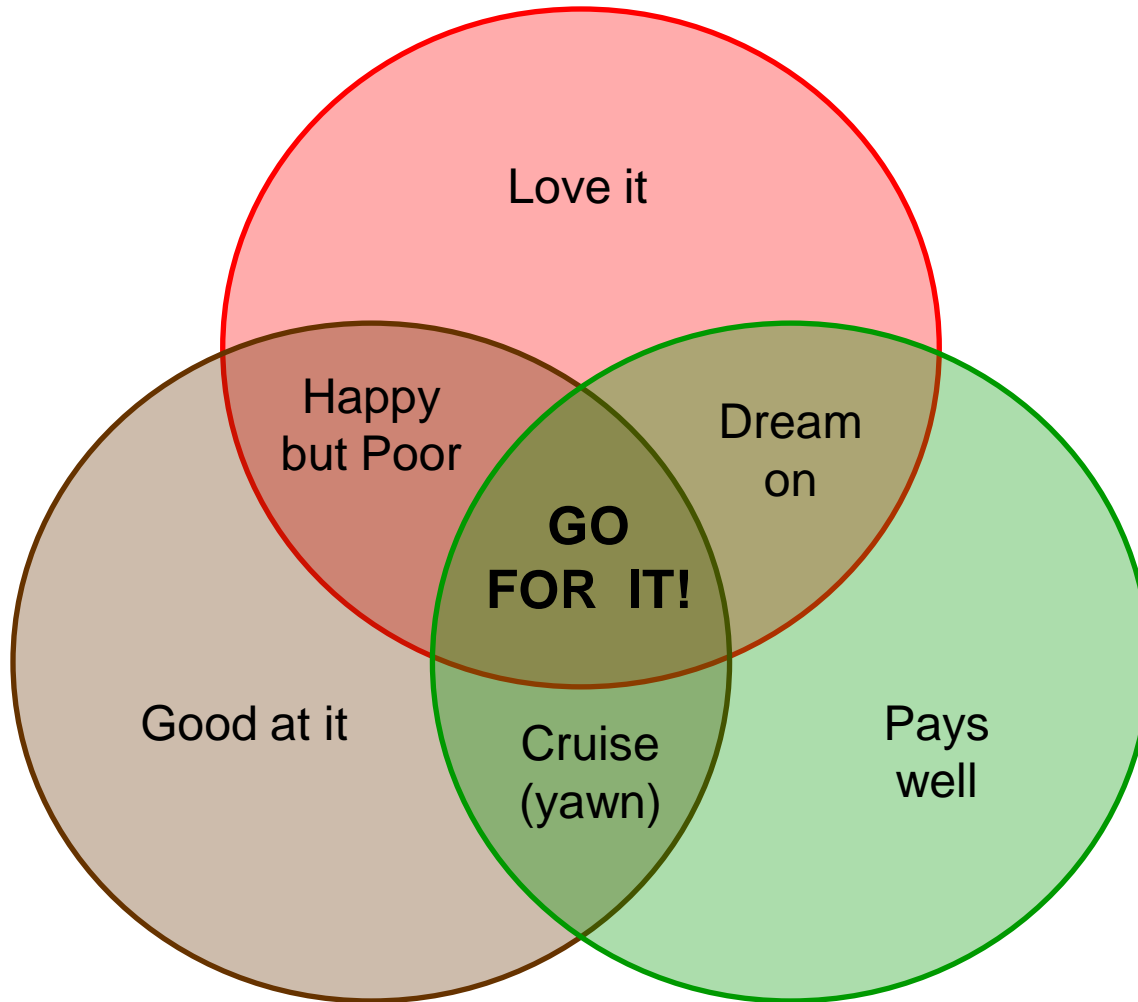
Attracting / Targeting / Confirming / **Actions**

Actions to be careful about taking

- Multiple Profiles: Against LinkedIn's User Agreement (UA)
- Making your email visible to all (outside your network): Against LinkedIn's UA
- LinkedIn wants to search your email accounts to suggest possible connections
- Accept *all* invitations to connect?
- Upgrade to Premium? LinkedIn wants you
- Don't accept default Privacy Settings (without checking them)



The ~~Zen~~ Venn of Work



Thank You

Doug McKenzie

doug@aspirationalcoaching.com