

Professional Job Search Strategies

6 December 2016

Sue Ellson - Author of

‘120 Ways To Achieve Your Purpose With LinkedIn’

‘120 Ways To Attract The Right Career Or Business’

‘ 120 Ways To Market Your Business Hyper Locally’

Important Principles

Database – Size Matters

Algorithms – Change Frequently

Signals – Indicators of Interest

Behaviours – Experience you have

Effectiveness – Use tested strategies – how or what?

Networks

Social – friends and family

Professional – industry and profession

Personal – hobbies and interest

Network = Net Worth

Build Network

In person and online

Find networks or create one

Maintain presence in best three networks

Become a part of your professional association

Consider international connections

Maintain Network

Add everyone to LinkedIn

Tag with Categories

Set Reminders / Follow Up

Maintain presence

Mentor / Coach / Adviser

Branding

Decision makers will Google you

And check Facebook etc

What message are you sending?

Photos, Text, Video, Audio

Essential Branding

LinkedIn – excellent framework data collection

Google+ / Gmail – link to all of your content

Own Domain Name / Website

**External publications – openforum.com.au
theconversation.com, professional association**

Employer Insights

Cultural Fit

Breadth and Depth – not just academic

Transferable skills – describe

Interests – sport, music, arts etc

Extra involvement – teams, leadership, awards

Don't tell, can't sell

LinkedIn



480+ million members

8+ million members Australia

Network → Publisher → B2B

LinkedIn

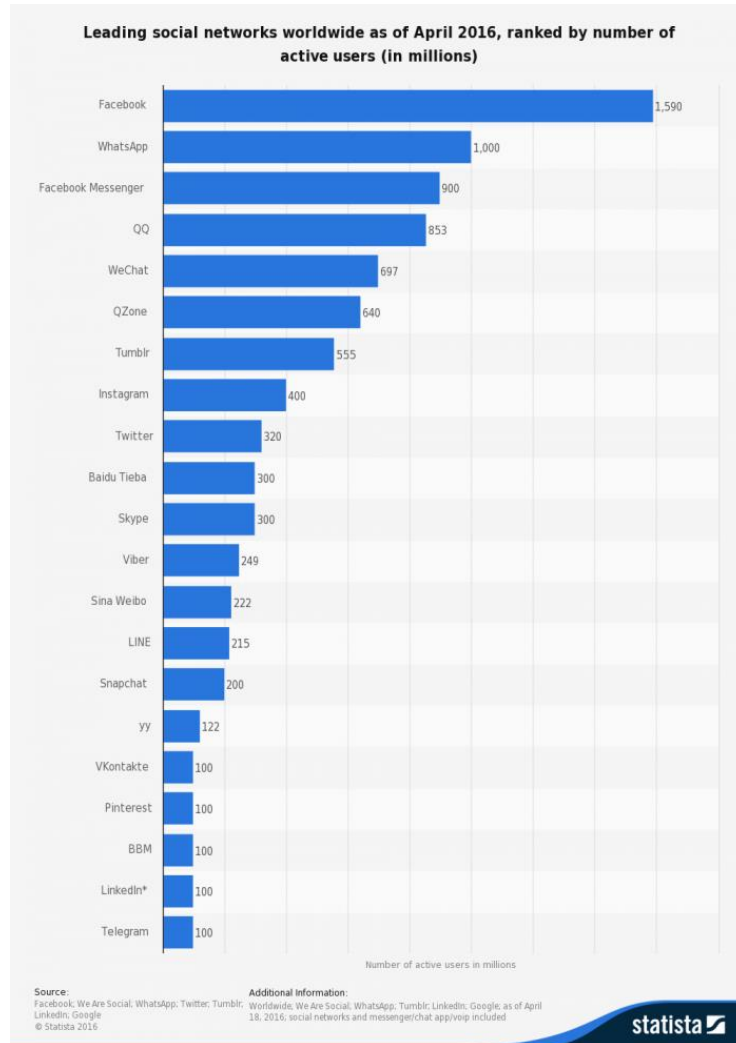


In Australia 2016

**LinkedIn 7M, Facebook 15M, Instagram 7M,
Twitter 5M, Pinterest 4M, Snapchat 3M**

Source: <http://www.businessinsider.com.au/this-is-how-many-people-use-snapchat-linkedin-twitter-and-facebook-in-australia-2016-3>

Social Media Worldwide – Active Users



‘This compilation of the most popular social networks worldwide prepared by Statista gives a clear picture with Facebook ruling supreme. With over 1,590 million active users, it holds an 18% market share, 7% more so than its closest competitor, the Facebook-owned, WhatsApp.’

Source: <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

LinkedIn – Stats Worth Getting

Profile Views per 90 days – 100+

Save your Profile to PDF

Export your LinkedIn Connections

6+ Recommendations

10+ Endorsements

Fully completed profile with transcript of subjects

LinkedIn - Students

Describe transferable skills from all part time jobs

Focus on your future and share your personality

Be strategic – seek information and referrals

Find mentors – in Melbourne and overseas

Explain details – especially if not common knowledge

Multiple Concurrent Strategies

Networking, Referrals, Voluntary Work

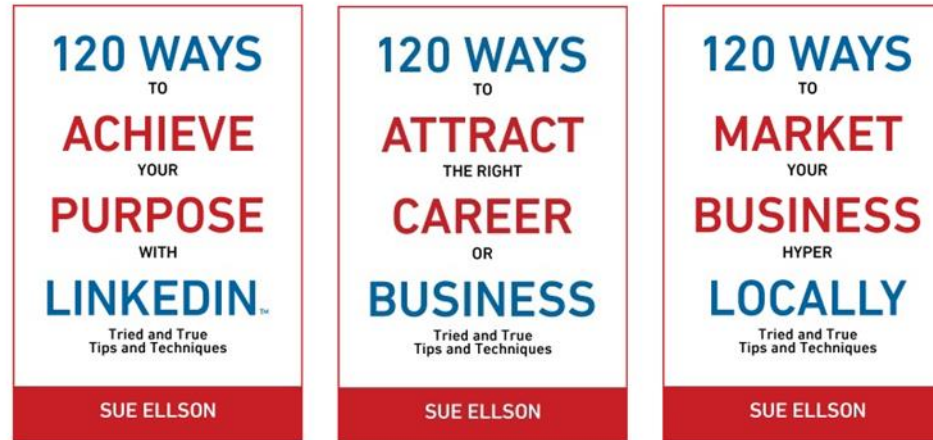
Job Applications, Direct Approaches, Company Websites

Connect, Inform, Follow Up

Ask Questions!!! Don't demand favours

Be Proactive – You are most interested in your success

Smile and personally say Thank you - ALWAYS



**Free information sueellson.com
Buy books 120ways.com**

Complete first name and email address (PLEASE WRITE CLEARLY)

- 1. Copy of the top 20 tips all three books**
- 2. Invitation to connect on LinkedIn**
- 3. Link to audio recording of this session**
- 4. Chance to win a book!**

**Any feedback, reviews or thank you messages will be appreciated
Additional services will be outlined in your email**