

MELBOURNE
CAREER
EXPO

26-28 JULY 2019

Online & Offline Marketing - how networking and referrals can secure work



Melbourne Career Expo

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV

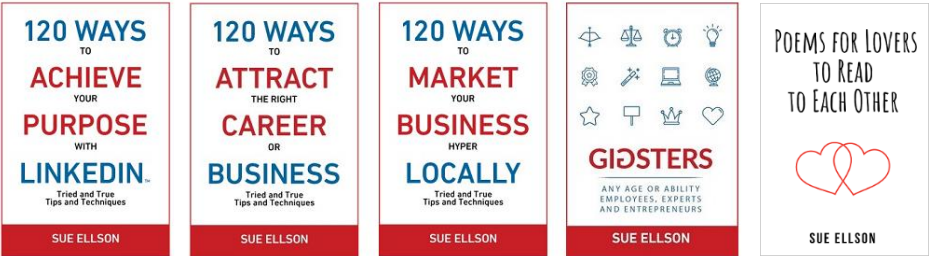
2:30pm

Melbourne Convention and Exhibition Centre

28 July 2019

Sue Ellson BBus MIML MAHRI CDAA ASA MPC WV - Professional

1982 Started work at Westpac in Adelaide
 1987 Started digital literacy and training
 1994 Moved to Melbourne from Adelaide
 1994 Consulting – careers, business, marketing, training
 2001 First website online NewcomersNetwork.com
 2001 Member of the Australian Institute of Management
 2003 Joined LinkedIn now 17,000 Connections, 18,000 Followers, 1,400 profile views last 90 days, 1,300 search appearances 7 days
 2005 Member of the Australian Human Resources Institute
 2008 Independent LinkedIn Consultant
 2012 Started Camberwell Network
 2014 Teaching at the Centre for Adult Education (current)
 2015 Associate Member of CDAA and Member of Australian Society of Authors
 2016 Teaching at General Assembly and RMIT Short Courses
 2016 wrote and self published three books –
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
 2017 Teaching at Monash Training and Professional Development
 2018 Answering questions on Quora.com – Top Writer 2018
 2018 Member of Career Development Association of Australia (CDAA) and Writers Victoria
 2018 Top 10 LinkedIn Expert in the Asia Pacific Region
 2019 Writing and self publishing
Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs
Poems for lovers to read to each other (2020 release)
 International research project follow up to 2004 Newcomers Network Research Project



Sue Ellson - Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



#1

Understand your highest values and purpose

- visualise very clearly what you are seeking
- create a framework for decision making
 - make sure it is realistic

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

#2

Understand your greatest skills – natural and learned

- clearly define these
 - understand what is truly in demand
 - be ready to showcase these skills online

<https://www.linkedin.com/pulse/share-your-story-let-world-know-name-sue-ellson>

#3

Understand your current context

- are you using anecdotal information?
- are there issues affecting your options?
- are other people influencing you negatively?

<https://www.linkedin.com/pulse/can-unemployment-good-you-sue-ellson>

#4


Online Networking – be found for

- **Your Name – “Sue Ellson”**
- **Your Keywords – “LinkedIn Specialist Australia”**
- **Your Business – “120 Ways Publishing”**
- **Your Reviews – “Sue Ellson Reviews” in Google and others**
- **Your Reputation – Risk mitigation strategy – be responsive**
- **Your Authenticity – Consistent frequency and quality, digital competency**


#5

Start with a LinkedIn Profile

- 10 million Australians already have one
- be found in Google Search Results for your name
<https://www.linkedin.com/public-profile/settings>
- discuss your achievements using keywords

 Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/sueellson 

<https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>
<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

#6

Let people know you are in the market

- turn on Career Interests on LinkedIn
- follow target companies on LinkedIn
- visit the careers section of company websites and register

<https://www.linkedin.com/pulse/multiple-job-search-strategies-work-sue-ellson>

#7

Tidy up your social media accounts

- when was the last time you updated them?
- do you need to remove any inappropriate content?
- link all of your social media profiles to your Google Account, LinkedIn Profile and Website and post monthly

<https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>

#8

Other online marketplaces

- Professional associations <https://myfuture.edu.au> (find yours by occupation)
- Industry portals i.e. <https://www.artshub.com.au>
- Jobs websites <https://au.indeed.com> <https://www.seek.com.au> <https://au.jora.com>
- Apps <https://www.weployapp.com> <https://sidekicker.com/au> <https://found.careers>
- Marketplaces <https://www.airtasker.com> <https://www.freelancer.com>
(provided it leads to more)

#9

Network, Network, Network

- attend live events – especially local events
- research decision makers and ask for information
- prospect personally (one page introduction letter)

<https://www.linkedin.com/pulse/20140407042716-77832--authentic-networking-on-linkedin>

#10

Referrals, Referrals, Referrals

- ask who to speak to and follow up
- thank the person who gave you the referral and tell them the outcome
 - connect with every person for more referrals in the future

<https://www.businessinsider.com.au/how-to-use-linkedin-to-find-a-job-2018-8>

#11

Voluntary Work

- get out of the house and do something new
 - meet people, gain skills, get referrals
- add achievements to your resume and LinkedIn Profile

<https://www.linkedin.com/pulse/how-help-someone-career-when-wont-listen-your-advice-sue-ellson>

#12

Specific Networking Tips

- arrive early, leave last, engage with three people
- introduce yourself, especially to people on their own
- ask how did you find out about this event and what keeps you busy during the day?
 - consider how you can add value and connect on LinkedIn, FOLLOW UP

<https://www.kochiesbusinessbuilders.com.au/networkinglocal>

#13

Say Thank You

- a card is more likely to be kept
- say thank you even if you miss out and keep the connection open
- consider writing a review, recommendation or letter of thanks to a referrer
 - say thank you to the friends and family who support you

<https://sueellson.com/blog/my-other-family>

#14

Prepare yourself

- have you dealt with your current issues?
- are you presenting the best version of yourself?
- do you know how to find a job not just do a job?

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-under-30-years-age-sue-ellson>

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-between-30-50-years-sue-ellson>

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson>

#15

Be Courageous

- anything you do that is difficult but not dangerous
 - celebrate your achievements
 - no regrets, just from now on

<https://sueellson.com/blog/difficult-not-dangerous>

Action Steps

Email [sueellson @ sueellson.com](mailto:sueellson@sueellson.com) or

SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Top 20 Tips from three books

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

