



Three Tips To Get The Job You've Always Wanted

by Catherine Fisher, Career Expert (NAPSA)—We spend an average of 45 years in the workplace. Are you doing what you love? Is it time to take a step back and evaluate if your job is really the right one for you? Do you want to learn more about what other opportunities are out there? The first thing you need to do is:

1. Make it easy for recruiters to find you. According to the 7th Annual Social Recruiting Survey by Jobvite, 95 percent of all recruiters and hiring managers search for candidates on LinkedIn. Networking starts with establishing your professional brand identity. Do you have a profile on LinkedIn? If not, it's time to sign up. Here are the most important parts of your search rankings to make sure you're seen by your next employer on LinkedIn:

- *Your photo:* Your photo is your virtual handshake, so upload a photo that aligns with your role as a professional but that makes you approachable. Members who include a profile photo receive 21 times more profile views.

- *Current position:* One of the most important parts of your profile is job history, including your current position, industry and time period there. LinkedIn members with current positions receive up to five times more connection requests. If you're just entering the workforce, then include your education and add a summary of who you are and what you aspire to be.

- *Your location:* More than 30 percent of recruiters use advanced search based on location, so be sure to have yours listed.

- *Your skills:* Make sure to list skills—include a mix of high-level and niche skills and be specific. LinkedIn members with at least five skills are contacted (messed) up to 31 times more by recruiters and other LinkedIn members.

These steps will ensure that your LinkedIn profile is working for you even if you may not be actively looking.

2. Connect with your network. Growing your network is critical for finding a job. Did you know that an average of 50 percent of jobs are discovered from someone you know*? Networking doesn't have to be hard work. Simply start by importing your address



A fulfilling, rewarding career may be at your fingertips if you know how to network.

book into LinkedIn and connect with people you already know, search your alumni network on LinkedIn, and add colleagues. Also, when meeting someone new at an event or even in a social setting, follow up on LinkedIn to invite that person to connect—you never know when or from whom your next opportunity will come.

Remember, though, as your network grows, maintain rules for who you're going to accept invitations from, and always make sure you know them. This way, you will keep a much higher-quality and relevant network.

One additional tip: Once you have your top companies or jobs in mind, you can always look for opportunities for your connections to introduce you to people who can help you.

When you click on your friends' connections, just click on "Get Introduced."

3. Share and gain new knowledge. Evolve your knowledge, start following influencers who matter to you professionally, and engage in conversation.

Also, be seen as the expert you are. Start sharing updates, target one to two per week, and then, as you get more comfortable, increase your engagement. Being active will help you start conversations. Talk about your area of expertise in a post or share interesting reads on a topic that piques your interest.

This is about reconnecting with people you know, staying up to date with your industry, and making sure your personal brand reflects your achievements and future goals.

Be ready for when the perfect opportunity comes up, and don't let your dream job pass you by. Are you ready to jump in?

*LinkedIn Talent Trends Report, May 2016