



HOW TO LAND MULTINATIONAL JOBS USING LINKEDIN

LEARN THE SECRETS TO LANDING
HIGH PAYING JOBS IN ANY INDUSTRY
OF YOUR DREAM

BY VICTOR OJO

*LEARN HOW I GOT 4 MULTINATIONAL JOB OFFERS
VIA LINKEDIN JUST BEFORE I GRADUATED FROM
THE UNIVERSITY.*

DISCLAIMER

While all attempts have been made to verify the accuracy of the information provided in this book, the author assumes no responsibility for any errors or omissions. Should the readers' encounter any loss as a result of trying out any of the models discussed in this book, the author won't be held responsible for that. You will need to fully implement the information contained in this book in order to get your desired result.

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DEDICATION

This book is dedicated to almighty God who gave me this idea and the Resources to execute it.

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CHAPTER ONE

INTRODUCTION

Why LinkedIn?

LinkedIn is a business and employment-focused internet service that operates through websites and mobile apps in the United States. The website, which was launched on May 5, 2003, is primarily used for professional networking and career advancement, and allows job seekers and employers to publish CVs and job positions. LinkedIn has 774 million registered members from over 200 countries and territories as of September 2021. With more professionals signing up daily.

With millions of members worldwide, LinkedIn has become the world's largest social networking site for professionals, companies, organizations, human resource personnel, and recruiters. LinkedIn is used by recruitment agencies all around the world to find and source the most competent people, meaning that it could be a major means to land a specific position (I'll explain this later).

LinkedIn is underutilized because people dismiss it as a "social platform" and are unaware of its ever-growing and useful professional networking advantages. But, having a LinkedIn profile sets the tone for your online presence. It's a high-end social business platform. It gives you the opportunity to market your abilities. It makes you visible to others and alerts you to new possibilities. It serves as both an email address and a substitute for your online resume.

The things you can do on your LinkedIn profile includes:

- Promoting yourself and your brand.
- Listing your education in detail
- Listing your professional membership
- Getting references from colleagues
- Marketing your individuality.

Now you know how important LinkedIn is, so go over to your app. store and download this awesome app if you haven't signed up before now. You can also sign up on your web browser if you're using a laptop. Just type LinkedIn on Google, you'll easily find your way around signing up. All you need is a valid email address and phone number and some other details about you.

If you've already signed up, cheers to you!

Your Connections

After you create a LinkedIn profile, you will be asked to start sending out connection requests. LinkedIn will usually ask a few information about you so as to guide them on which connections to suggest to you.

Actually, connections are like your Facebook friends, just that on LinkedIn, they're called connections not friends. This is because, LinkedIn is a corporate platform unlike Facebook where you primarily operates with family and friends and have informal conversations. It Allow you reach as many top ranking professionals in your field as possible. One thing I do often is to check people's profile before I send them a request. I target HRs, Top Managers, or people who have attained roles that I look forward to attaining also.

This is the most important part of the LinkedIn optimization process. The saying "show me your friends and I will tell you who you are" is very valid

You can also use the search bar to locate potential connections e.g. type project manager if that's the kind of connection you want to have

Also, you can type company names to find the people who are working there e.g. type Nestle if that's your dream company.

As you do these search or view the profiles of your potential connections, you'll notice they have rankings in front of their names, what do they represent?

Actually, they represent the degree of your connection with those individuals.

1st degree connections are the Individuals you're directly connected to, either because you've accepted their Invitation to connect, or they've accepted your invitation to connect. They usually have the 1st degree icon next To their names in search results and on their profile.

2nd degree connections are the Individuals who are connected to your 1st degree connections. You'll see a 2nd degree icon next to their names in search results and on their profile.

3rd degree connections are the Individuals who are connected to your 2nd degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile.

Fellow members of your LinkedIn Groups refers to those who are considered part of your network because you are both members of the same group.

LinkedIn Member (Out of your Network) refers to LinkedIn members who fall outside the categories listed above.

So, the higher the degree, the less likely they are to accept your request especially if you do not have any mutual connections. This is where the quality of your profile comes in handy. We will look into this in more details later. This is why I advise that you send connection to as many relevant individuals as possible, especially those who are relevant to your dream job as your profile will most likely look attractive to them If you have optimized it well.

Also, the higher the degree, the less likely they are to appear on the search engine. This is particularly applicable when you're searching based on position or company name.

Using LinkedIn Effectively

As we proceed, I want you to take a moment to determine the major industry that is relevant to you based on your current previous work or educational experience. Narrow down from the broadest term to the most detailed term that best describes your portfolio. For example, as at the time I am writing this book, I am a graduate of Mechanical Engineering with training experience in HVAC design, sales and projects engineering. I am also the founder of Victor_Charis Wears, an e-commerce platform for men's clothing (victorchariswears.xyz). You should notice, Mechanical Engineering is broad, HVAC is more specific, and then I narrowed down on which part of HVAC I am specialised in. Then I picked up on my entrepreneurial

status. You should come up with something similar, we'll use this later. In summary, identify what you do or can do very well and what you enjoy doing.

Furthermore, you must be intentional about your profile. This includes your picture, the "about" section, certification, education, experience, accomplishment, volunteering activities among others as these are the things that will increase your probability of showing up on LinkedIn's search engine when recruiters search for those that they need. Your profile is like your sales page where you sell yourself, you try to be as modest as possible while convincingly proving your potentials. Your profile should effectively communicate your value and uniqueness in a way that influences opportunities to achieve your goals. We'll look at this in more details shortly.

After your profile is set and properly optimized to show up on search engines, you should also put in efforts to publicise your profile. You can do this by consistently creating or sharing posts relevant to your industry. I personally do more of sharing posts relevant to my industry with my own comments added. Also, to enhance the visibility of your post, tag relevant industries or individuals who are relevant to your post (please be very wise about this). You can as well use hashtags in your posts, just like you do on Instagram. Upload photos alongside your write-ups too, to catch people's attention. You can create posts about relatable stories or experiences, educational contents or insights, corporate tips.

CHAPTER TWO

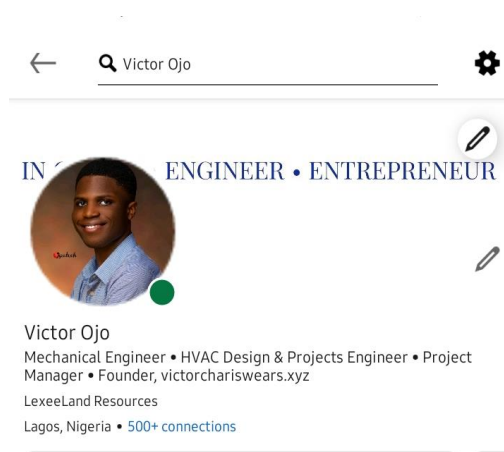
LEVERAGING CONNECTIONS

After people accept your connection requests, especially top ranking officials relevant to your industry, send a message (InMail) to introduce yourself, tell them what attracted you to their profile. Start a conversation and build the relationship. Some will usually give out their WhatsApp contact so you can better keep in touch. Please be polite and moderate in your conversations, don't sound too desperate as this might put them off. Your first chat could be something like; "...Hello Mr Kelvin, thank you for accepting my request. I looked through your profile and I must confess that I find your achievements quite inspiring, I wish you great success in your future endeavours..." This format works like magic, I've personally had people attend to my questions and continue with conversation with me.

Things You Should Do On LinkedIn

Firstly, please use professional profile pictures, in fact, post professional pictures whenever you want to post your pictures there. This is very important because it's the first thing potential connections notice about you. You can get a photographer to take your picture in a professional outfit. You can also use your phone it has good camera all you'll have to do is dress responsibly and use a good background.

The second thing people notice on your profile is your headline. Ensure you tailor it to portray your industry, skills, what you offer, what you can do and not just a job title or educational status. Your headline should look like what you see in the picture below.



Thirdly, intentionally add as many new connections in your industry as possible. Type your industry on the search space or use the name of your dream company. You can also connect with applicable professionals in other countries different from yours.

If you have corporate experience or academic background, you can reach out to past and present colleagues for endorsement and recommendations. I personally do this by first writing them a recommendation and then asking them to return the favour.

Things You Shouldn't Do On LinkedIn

Please, don't send your CV to recruiters or HR personnel except requested for.

Also, please don't "beg" for job on LinkedIn. Recruiters want certain qualities, if you have them or at least tailor your profile to show it, they'll reach out to you. Also, please don't use that open to work tag that stays on people's profile. I don't use it, what I do instead is set my open to work status to be visible to just recruiters alone. Please, this is my personal opinion, you can do more findings on it and use it if you feel it will work for you. I don't use it and as at the time I am writing this book, I have received over 5 InMails from recruiters from multinational companies offering me job opportunities.

Please, don't comment on individuals' physical features either in the comment section or in the InMail. This can be very unprofessional and may deprive you of being in people's good books.

Also, please don't lie or exaggerate on your LinkedIn profile. Be truthful! Please, make sure your profile doesn't contradict your CV. Yes you should package yourself as it's your profile. But then you must be honest.

Be Smart

Please, ensure not to waste your time and energy trying to figure out LinkedIn all on your own. Check other leading people's profile to get ideas on how to tailor your profile. You don't have to copy and paste o!

Let me also stress this, you must prepare your CV / Resume, Cover Letter, Evidence of Work & References. This is because most recruiters will often request for these documents and you

have to provide it as soon as possible. Please remember to ask them for Job Description whenever they are requesting for your CV, this is so that you can quickly tailor your CV to align better to the job role you're applying for. I'll shed more light on this later.

CHAPTER THREE

LINKEDIN OPTIMIZATION PROPER

To optimize your profile is to maximize the available tools on LinkedIn to sell yourself. It usually involves filling up sections, and features provided on the platform to achieve your intended goals.

Please note that optimization is not a one day activity, you keep optimizing as you make progress in your career. You keep updating your profile with certifications, accomplishments, endorsement, skill badges which you get by taking quizzes on LinkedIn. In summary, you have to be dedicated and committed to this process. The beauty is, you will always get the reward if you put in the work.

Furthermore, please note that the goal of optimization is to get an “ALL-STAR” ranking and be visible whilst positioning for suitable opportunities that enable career growth and development.

Benefits of Optimizing Your LinkedIn Profile

First, it gives you a wider reach so as to achieve your desired goals whilst growing your network of relevant professionals across the world exponentially. LinkedIn makes it possible to connect with professionals whom you would normally need to secure appointments or travel far before you can see them in person. These people will become accessible if you know how to use your InMail (or inbox) well.

Second, it increases your visibility as you have to know that you’re competing with millions of other professionals in your field or industry. It’s therefore, paramount as a strategy for LinkedIn optimization to be consistent in your use of it by sharing other individual’s posts or posting articles written by you. You can write on relevant industry topics, insights or suggestions. Also, you can write inspiring stories about your small and big wins.

Feel free to share your ideas, views, opinions, perspectives, experience, and passion. Endeavour to deliberately make comments or reactions (likes / clap / love / insightful / curious) on other posts and articles to enable Engagement with other connections.

Remember to be intentional as posts shared and authored by you, gives an idea on your thought process and expertise while reactions and comments gives an idea about how you communicate, engage and collaborate. Use Grammarly or QuilBot to assess your articulations and verify correct use of English. Also ensure you put out quality content.

Be informed that Building a network is only half the step while the other half is growing the relationship with your connections. So connect yourself with like minds and relevant individuals in your field of industry or interest as that will enable you attain to a wider reach!

LinkedIn's Features

Profile Pictures

You can change your profile picture using your app or browser. It's critical to have a good profile picture because people will interact with your profile picture first when attempting to connect with you, so make a good first impression. It's a good idea to take a professional photo because it conveys professionalism. A professional picture also enhances your visibility.

Please look at the camera and smile so that your eyes are visible in the photo. When you smile, people will be more drawn to you. Also, take a headshot or just capture your head to shoulder body region in your pictures. Please use photos that are clear! I'm sure you understand what I'm talking about.

Because the background isn't the main focus, you can use a plain background, such as a wall or a photo studio, or a camera that blurs out the background. Simply ensure that your photographs portray you in a positive light - as a responsible and professional individual.

Lastly, you don't need Snapchat filters, or excessive make ups, neither should you use group photos in your profile picture. Just be you!

Cover or Header Picture

The Cover Picture is the image that appears behind your profile picture. Both the mobile app and browser can be used to change the cover image. It should display or imply additional information about you. It can be a picture of your favourite quote, the logo of your current industry, or a written description of your talent and knowledge. The header image I used as

at the time I wrote this book is seen below. I created it using Sparkpost on my phone and these three words are a perfect description of who I am.

IN CHRIST • ENGINEER • ENTREPRENEUR

Intro (Bio Data)

The intro's structure looks like this;

NAME: First & Last | Headline | Current Position | Education | Country / Region | Industry

Name:

You should use your official name and make sure everything is in order. This is the most fundamental, but it is also the most important. Your name may be the first thing people see, and if it's improper, you're shooting yourself in the foot. So, no matter how tempted you are to do so, don't use your nickname here.

For instance:

First Name – 'Dapo'

Middle Name – 'Obinna' (Optional and depends on your documentation)

Last Name – 'Musa'

Professional Name Formats:

Type 1: Dapo Obinna Musa

Type 2: Musa, Dapo Obinna

Type 3: MUSA Dapo Obinna

There are situations where you add a Prefix or Suffix to a name e.g. Doctorate degree holder (PhD), COREN Registered Certified Engineer (Engr.) or other forms of Certifications e.g. Dr. Dapo Musa, PhD. Or Engr. Dapo Musa (COREN)

Feel free to use acronyms that pertains to your field or Industry. You can also flaunt your professional membership here.

Headline

Make sure your headline is eye-catching and reflects who you are as a person. Your headline gives a high-level overview of your skills and objectives. It should establish relevance and connect quickly; avoid ambiguity by avoiding overly complex terminology. In the headline, use keywords relevant to your industry, sector, expertise, or services you offer. It should provide answers to a few questions about you. Are you a graduate? Are you seeking for employment? What's your area of specialization? What skills do you have? What services can you render?

Your headline could look like this:

Chemical Engineer (BSc.) | Project Manager | Lean Six Sigma | Pipe Fitter | IWCF Level | MNSE | HSE | NEBOSH

Your headline should tell them about your present status, industry, skills, what you can offer, and what you can do, not just a job title or position. If you're a recent first-class graduate, brag about it. Recruiters, on the other hand, are seeking for competence and skill. As a result, you should be able to sell yourself with far more than just a first-class. One piece of advice I can give is to look up Job Descriptions for the types of jobs you're interested in online or on LinkedIn. Incorporate these words into your headline in some way. The strength of your headline will determine how well you rank in LinkedIn's search engines, especially when recruiters are searching for you. A headline is crucial since it can be used in search phrases by recruiters or anyone looking for a specific sector, discipline, or specialisation. A headline identifies you as belonging to a specific industry or providing a specific service.

The amount of people who view your profile will almost certainly grow as a result of your headline. The more compelling your headline, the more likely people will view your profile, and the more people who view your profile, the more opportunities you will be offered.

Also, ensure that your headline is not scattered. Put related terms, if you're an Accountant for example and you also have a personal baking brand, please chose one out of the two and be loud on that one while you're brief about the other, if you feel you must include both in your headline. Your headline should look like this;

Headline and Industry must go hand-in-hand. e.g. If a headline says Business Analyst; Industry might be Banking, Finance etc.

If you're undergoing a degree program and have acquired applicable skills; headline could be like this:

Mechanical Engineering (In-View) | CAD Operator | HSE | Data Analyst

If you are undergoing a certification program; headline could be like this:

ICAN (In-View) | Business Analyst | with other applicable skills and keywords

'In-view' shows or connotes you are still under going training.

Current Position Section

If self-employed (update)

Currently unemployed – Go to current experience, add job title; freelance and put Open to new Opportunities in the company name section (the goal is to fill each section to optimize your profile to attain ALL-STAR ranking and enjoy accompanying benefits).

The goal of optimization is to position yourself for applicable and suitable opportunities.

Job Preference Section

A Job Preference shows the type of job; job title or job position you are seeking for or open to. Please remember to specifically set up your "open to work" status as available to "recruiters only" instead of "everyone".

Even if you are currently employed, you can set your job preference to be active and available to recruiters or employers, indicating or implying that you are open to job offers.

A job preference can be switched on or off, and the demographics of those who can or will view it can also be selected. Use this to target countries like the United Kingdom, the United States, and Canada, especially if you have skills that allow you to work remotely, such as programming, digital marketing, or copywriting.

Job Preferences can be set based on job titles, and there's also the option to search for job titles and modify preferences depending on what's available on the search dialogue. For

example you can type in, HVAC Engineer/Architect/Graduate Trainee/Senior Geologist/Business Analyst e.t.c

Please note that you can only have 5 Job Preference so choose wisely!

You can also add job types that is; Full-time, Part-time, Contract, Internship, Volunteer, Temporary.

Job locations; Africa, Europe, North America...etc.

Like I mentioned earlier, you can select who sees that you are open to jobs offers via job Preference and also who can view it, e.g. All LinkedIn members or Recruiters.

About or Summary Section

Here, you simply tell us about your past, present, and future self. Your achievements and aspirations. A summary (typically up to 2600 characters) should provide information about you, as well as what you can offer or have offered (whether you are currently employed or not), and what problems you can provide solutions to. It should indicate the extent to which you have developed and continue to develop intrinsic knowledge, skills, information, or experience.

A thorough summary should demonstrate your attention to detail, intent, and efforts you put towards developing yourself. It's where you describe your qualifications, skills, experience, and career background, as well as the value you can provide. It should be engaging, as if you were conversing or interacting with another person.

It's generally advised that when a Summary is being read, it should be in the first-person continuous tense.

Writing Procedure:

- Begin with a short paragraph on who you are as a person before moving on to describe who you are professionally.
- Share your skills and qualification in specific disciplines where you have applied them or where you wish to apply them.

- Next, make a bullet with four (4) or more points on your current and prior accomplishments, they should be quantifiable and understandable. You can use percentages to explain e.g. “while serving as the sales head at XXX, I was able to increase the company’s monthly sales by 5%...”

This is where you sell yourself if you have special qualifications or licences. State in clear terms, the things you can do.

Be free to sell your self in the summary section. Use the space well. This is where you answer the “tell us about yourself?” question. Make it known what you can do, what you are good at, what you can offer, your level of experience, your areas of interest, where you have developed specialization, or where you are working or have worked, or your location. Make sure you sound confident but don’t exaggerate! Just simply state where you’ve worked or how you have applied your skills and the accomplishments you have had so far.

Remember, it’s a professional story of your past, present and future ambition and please, don’t put “I’m seeking for job” on your summary this is because, recruiters rarely read that first. Just ensure you integrate key words from Job Descriptions like is stated earlier. That is what will capture their attention.

Featured Post and Articles Section

Here, you get to add, pin and share posts or articles to the forefront on your profile page.

Uploads (Media)

Here, you get to share media (pictures via ‘take a photo’ or upload) of your curriculum vitae or resume or cover Letter or certificate(s) or the industry, association, or trainings that you have attended or awards you won at conferences or exhibitions or company recognition and achievements etc. to strengthen your profile.

Please note that you have the opportunity to upload 10 media files so be sure to make it count. Also note that media (picture) files have to be in .jpeg or converted to applicable picture format.

Links:

If you have a link to a paper, article, book, or publication in a journal or newspaper that you wrote as an author or co-author to the information, simply upload it here. It will give a direct link to the page or file or documentation. You can also link Dropbox / Google drive to the file or documentation.

Profile Strength

The 'Profile Strength meter' gauges how robust or how fully completed a profile is. This function suggests which profile sections should be filled or completed in order to boost the profile's visibility in search results and get an "All Star" ranking. Because you are competing with millions of professionals in your field and positioning yourself for opportunities, boost your profile search appearances in the search section to attract quality connections and increase your visibility to recruiters.

The ranking: Beginner *to* Intermediate *to* Advanced *to* Expert *to* ALL STAR

Be informed that the strength of your profile increases as you add more relevant content to the profile. So, you grow your profile from Beginner to ALL STAR. The higher your ranking, the more visible your profile will be, and your profile will appear at the top of most search results, especially the ones related to your industry.

Here, the goal is to get an ALL STAR ranking, ensure you optimize your profile until you get the ALL STAR ranking status.

How do You Track Your Dashboard?

Your dashboard is private and only you, the profile account holder, can see it. It keeps track of your profile's visibility and search activity:

It tells you who viewed your profile per week, where they work, all views and how many individuals found you via the search menu.

It is represented with a weekly progressive graph.

It also show Post Views from which you can know how many individuals viewed your post. Although, it doesn't tell you how many people actually read it.

Your dash board also gives data on Search appearance which is where you can see how many times you appeared in searches over a period of time. You can also see information on where the searchers work and the jobs they do.

Also, it's important to note the LinkedIn Premium Services for Account Profile which costs a certain amount monthly or yearly for subscription which makes it possible to see everyone that has viewed your Profile without restrictions. They usually allow free access to the premium plan for 30days after which they begin to charge you from your registered ATM card.

Saved Items Section

This shows your history of saving interesting posts, articles and jobs for later reference.

Activity Section

Under Activity Section, you can manage your Networks and Followers. This section also tracks and shows...

- All activity (shows everything under this tab);
 - Posts you have shared, re-posted or you have reacted to.
 - Articles you published, re-posted or you have reacted to.
 - Information or documents you have shared e.g. certificates or result that you uploaded and shared via a post.
- Post – tracks only & all your shared posts on your profile.
- Articles – tracks only & all your articles published on your profile.
- Document – tracks all the information (files in doc. or pdf and pictures in jpeg) that you have Uploaded and shared on your profile.
- Interest – tracks all your interests
 - Shows influencers you follow e.g. Jeff Bezos, Mark Zuckerberg, etc.
 - Companies you are following.
 - Groups you joined.
 - Schools / Alumni / Alma Mater you are following.

If you're connected to someone, you'll see all of the activities (posts and articles) they share on your timeline. Also, you will receive notifications whenever someone you follow shares a post or publishes an article.

So, if you come across a profile that regularly shares relevant industry posts, articles, information, or insights, FOLLOW them regardless of whether they are your connections or not, so you can stay up to date with their activities.

LinkedIn's maximum connection capacity is 30,000, so if you find a profile with 'Follow,' check to see if the account has reached its maximum connection capacity or if they simply want followers.

Experience Section

Experience – this tracks your work or professional experience. It should be arranged chronologically from Current or Most Recent to previous roles.

Understanding your job function and responsibilities is easier with the experience section. It's critical to include accomplishments in the job description write-up that demonstrate your efforts and contribution towards productivity (value addition) in either your current or previous job.

As an Undergraduate or Graduate – always add Industrial Training or Attachment and Virtual or Remote Internship experience as they also count.

Education Section

Here, just include your highest level of education. You can include secondary school education if you want to. By I personally didn't add it.

Fill in the details there and write few description of your undergraduate activities such as your projects/ thesis, the organisations in which you participated e.t.c.

Remember, every space you fill is an opportunity to sell yourself.

Licenses and Certifications Section

This section gives an idea of both your skills and learning ability. You get to upload Certificate or License or Result to show evidence of completion, competency, specialization or training:

Adding Certificate & License

- Name – You fill the name of the certificate / license.
- Issuing Organizations – type & search.
- Issue date & expiry – choose & select (self-explanatory).
- Credential ID – check the certificate or license and locate the identification Number or sometimes some certificate or license don't have so don't worry.
- Credentials URL – the web link which links a Copy (picture / PDF) of your Certificate or License to the credential.

Credentials URL

You get to link a copy (Picture or PDF) of the Certificate or License to the credential.

- First, upload the Certificate or License to your personal Dropbox or Google drive.
- Upon uploading your certificate to Dropbox or Google drive – you click on the certificate / document or file and 'copy the link'. It is usually – https:// - (hypertext transfer protocol)
- After copying the link from Dropbox or Google Drive, you may either paste it straight into the Credentials URL under certificate & license (this is generally a very long text) or copy it and paste it into the Credentials URL under certificate & license (this is usually a very long text). Go to your web browser and type "bitly.com" (it's a website that shortens URLs) – paste the link on the platform to shorten the URL, click Submit, and it will be shortened, after which you can copy the shortened URL and paste it on the Credentials URL under certificate and license.

Volunteering Section

Volunteering means doing something for a good cause and willingly completing tasks in order to achieve desired outcomes without necessarily being paid. Here you can talk about any volunteer work you've done or are now doing by providing the following information: Organization, Role, Causes, Start Date / Expiry, and Description. I advice undergraduate students to apply to volunteer at industries during their holidays. Graduates can also volunteer at industries while job hunting. This will also count as work experience in your resume, plus you will learn a lot.

Skills Section

These are what you can do practically, in terms of using a technical tool or application with practical operational knowledge. This could also be in terms of knowledge with an accompanying skill. e.g. As a Geologist – your skills may include – Sample Collection / Research methodology, etc.

As a Petroleum Engineer – your skills may include – Drilling (well construction), Project Management, etc.

As an Industrial Chemist – your skills may include – QA/QC, Chemical Analysis etc.

And so on....

Skills are arranged in sections:

- Top skills (maximum of 3)
- Industry Knowledge
- Tools & Technologies
- Other Skills

Endorsements Section

Endorsement is done when a connection endorses a skill that is, the individuals (connection) has Either seen, heard about, worked with, managed, or knows you acquire this skill or it is evidentiary that you have these skills through acquired. As the endorsements are done for each skill, the total will be written in numerical terms beside each skill.

Recommendations Section

Recommendation connotes that you exhibited the required capability for a job role through Knowledge, behaviour, attitude, experience, skills and specialization in a specific area. Recommendations can be given or request for.

When asking for recommendations;

- Select the relationship you have with the individual (connection) you are requesting a recommendation from or giving a recommendation to – (there are options to choose from).

- Select the position at the time that is, in what position did you work with the individual (connection) you are requesting or giving a recommendation to? (e.g. Boss or Colleague etc.).

After that, a message (InMail) will be sent to the connection's account.

Accomplishments Section

- Courses – Training or Courses you have embarked on e.g.
- Projects: School project, work project etc. that you have embarked on alone or with others (other creators – there is an option to give a co-author acknowledgment).
- Organization: Professional association or affiliation with a professional body or association (NSE, SPE, EAGE, SEG, etc.).
- Honors & Awards – Did you win award as best graduating student? / were you honoured at a Conference or seminar?
- Language – English language and other professional communication language.
- Test Score – IELTS, GRE etc. (results of international exams or certification) you took. e.g. IELTS – if you have taken IELTS, put it there. It is important because it shows your level and command of English language.

Contact Section

- Address – Just put your state and country as location (for security reasons).
- Email – With your email on your account, it enables you receive InMail on the platform and also Provides the opportunity to be contacted via email by HR Personnel or recruiter for job placement or Availability.
- Telephone – If you want (but for security and privacy – I would say No or be conscious).
- Birthday – If you like birthday messages, then go for it.
- Website – If you have a personal website (not twitter or Instagram), indicate here. If you have WordPress or BlogSpot, you can share but be careful, especially if your content is not professional.

Editing Your Public Profile

You can personalize the URL for your Profile

Default: www.linkedin.com/in/james-bond-0a1111114

Log-In to Edit Your Public Profile

<https://bit.ly/2AG07g0>

After Personalization: www.linkedin.com/in/jamesbond

WAYS TO GROW YOUR NETWORK ON LINKEDIN

LinkedIn is all about making connections, from individuals you know personally to individuals you wish you knew. So...,

- Accept and Send Requests.
- Personalize Your Connection Request to be tailored for each Individual.
- Do appropriate introductions and Follow Up.
- Deliberately Set Monthly Growth Goals.
- Be Consistent; share posts & publish articles often, comment, and react (Like / Insightful / Love / Curious).
- Use Images & Links to Make References.
- Engage with Existing Connections.
- Use Hashtags, Interacts & Mention Others.
- Promote Your LinkedIn URL on Other Social Channels.

Suggested Individuals to Follow On LinkedIn For Insights

- Brigitte Hyacinth, Kirsty Bonner, Dr. Glory Edozien, Funmilola Kehinde (CareerswithFunmi), Dare Abinde, Fiyin Toyo.

Feel free to reach me [here](#) for a free LinkedIn profile review so as to give an estimation of how well optimized your profile is.

If you feel the LinkedIn Optimization process is too tedious, kindly [reach out to me](#), I'll help give your profile a professional Optimization for a small fee.

CHAPTER FOUR

EMPLOYABILITY SKILLS

Now that your LinkedIn profile has been optimized, it's time to move on to the next step which is to develop your employability skills. The significance of a good CV cannot be overstated. During your application, employers will ask for your CV first. You may miss out on opportunities if your CV is poorly packaged or written. That is why it is critical that you have a strong CV that effectively communicates your qualifications.

The ATS System/Selection Process

An applicant tracking system (ATS) is a type of software that allows for the electronic management of recruiting and hiring processes. Applicant tracking systems collect resumes and store them in a database that hiring managers can access. The technique is similar to that of a funnel, and most organizations have automated these processes. It begins with;

- a. Acceptance of all applications
- b. Qualifying criteria: applications that meet the minimum requirements. This is a keyword screening that is connected to the job description.
- c. Scored Criteria: applications are scored and ranked using keywords from your CV that correspond to the job description.
- d. The best are ranked first so, you should use the keywords from the job description in your CV packaging.

How to get your CV ready for the ATS:

1. Each time you apply for a job, carefully customize your CV to the job description.
2. Match your resume keywords to the job description to optimize for ATS search and ranking algorithms.
3. For optimal searchability, use both the long-form and acronym versions of terms (e.g., "Master of Business Administration (MBA)").

4. From a design standpoint, make your resume as simple as possible. Use Helvetica, Garamond, or Georgia as your resume font. Tables and columns are not to be used. Don't put headers or footers because the ATS will not read them.

5. Rather than trying to be witty or smart ("Where I've Been"), use normal resume section headings like "Work Experience."

6. Only send your resume as a PDF if the system clearly states that PDF files are accepted. Some ATS software analyses a PDF as if it were a single large image, obliterating all of the information in your resume. Keep everything in a Microsoft Word document (primarily)

Your CV is a Marketing Tool

See yourself as a brand, and your CV is how you demonstrate your abilities and what you stand for. The average recruiter looks at a resume for roughly 3-5 seconds before deciding whether or not to study it further. Your CV is designed to present you in the best light possible. Your resume should always make you stand out.

Consider the following points when you prepare your CV:

- Think like an employer.
- Write relevant information on your resume: You won't be able to apply for all the positions you want with just one CV.
- Determine the relevant experience you'll be highlighting, and tailor your resume to the position you're looking for.
- Layout and design: keep your resume simple and avoid using too many colours. Use only one typeface.
- Correct Spelling and Grammar

Important Note: When putting together your CV, try to fill in any gaps in your work experience section. Meaning, don't put something like; Sales Representative (2012-2013) and Sales Manager (2015-2017). What did you do between 2013 and 2015?

What qualifications do you need to have for a job?

- Work experience or skills: industrial placement, teaching, casual work, volunteer work, commercial work, military service

- Academic credentials: appropriate modules, research experience, academic accomplishment, scholarships, accolades, and prizes
- Research experience/success: practical work, laboratory or field, research assignments and projects, research skills, publications, conferences, funding, training (research training program)

Sections of a CV That Must Be Included

- Personal Information: Name, Surname, and Contact Information
- Work experience: Use action phrases to emphasize your duties and quantify your accomplishments whenever possible.
- Skill, interests, and accomplishment: this section combines all of your relevant skills; list what you can do in bullet points. Don't merge it all together.
- Education and credentials: Begin with the most current. Normally, your elementary and secondary school education is not required because you would not have been able to attend university if you did not have it. So, you can save space by not including it.
- Training: make a list of all the different types of training you've had.
- Professional Credentials

Some Helpful Tips for Writing a Good CV

- Tailor your CV to each job advertisement by using the exact keywords and skills listed in the advertisement.
- Include only important facts.
- Clearly express your accomplishments and how you accomplished them.
- Check your CV for spelling and grammatical issues. Use Grammarly. Just type Grammarly on Google.
- Be as honest as possible. Don't include jobs you haven't done or achievements you haven't earned.

- Referees are not required on your CV during the application process. Simply type “References available upon request” on the last line of your CV.

Tips for Writing a Cover Letter

Your cover letter is crucial because it positions you as the best candidate for the job. It's like adding a personal touch to your resume. Your cover letter demonstrates your seriousness while also showcasing your writing abilities.

Cover Letter Structure

- Paragraph 1 (2 sentences): who you are, how you found the application and what you are applying for.
- Paragraph 2 (3–4 sentences): a summary of 'YOU,' that is, your knowledge, skills, and experience
- Paragraph 3 (3-4 sentences): why you are so committed to the job (your uniqueness), what ties you to the industry, company, and position, what makes you a good fit, and why you should be hired. Demonstrate your understanding of the firm and its culture.

Paragraph 4 (1-2 sentences): here you inform the employer that your resume is attached to the cover letter. Call to action to follow up, then thanks.

If the position for which you are applying is not specified, you should nevertheless indicate the position for which you are applying.

Techniques for Job Hunting

You must have a clear idea of the direction you want your career to take before you begin seeking for work. The career development cycle is a lifelong process of personal growth that comprises creating and implementing a personal professional strategy.

Stages of the career development cycle

- Self-Assessment (Gaining clarity and direction)
- Researching and Exploring Options

- Creating a Strategy and Conducting a Job Search
- Developing and Expanding Professional Skills

Your Network

It is critical to have a strong network. Nearly 70% of jobs are never advertised on a website or in the newspaper. The majority of your job search time should be spent networking with people who can assist you find chances that aren't advertised on any job boards or websites. Make contact with persons who are currently employed in that profession or industry you are aspiring to join. They will be able to provide the most useful guidance.

Job Search Methods

- Attend Job fairs, they're usually advertised on LinkedIn if you know how to use LinkedIn well, you'll get notified on Job fairs relevant to your interest.
- Leverage on online Job Portals, you can search for them on Google or YouTube.
- Volunteering: This usually involves you offering to work for free. It's usually good platform to gain work experience and acquire Industry relevant skills as you work alongside professionals. Some industries will give you stipend when you work as a volunteer staff.
- Recruiters/Staffing Firms: Follow them on social media. A typical example is Dagnet. You can search Google for more options.
- Networking: By this, I don't mean you should depend on family friends. Most times your job is with total stranger, this is where you need to acquire social skills. Don't be shy to tell people about yourself, what you can offer. The key decision makers you have on your contact list, do you keep tabs on them? Do you send happy new month messages? These little thing will help them keep you in mind. So, you'll be part of the first options that comes to their mind once there is an opening.

Identifying a Job Scam

- Be suspicious of Job Offer that come to you by e-mail or text message purportedly from an employer, recruiter, or job board.

- Watch out for Social Media Fake Jobs
- Watch out for corporate identity theft/fake jobs that appear to be from legitimate employers. eg a multinational firm won't ask you to send your application to a @gmail.com account.
- Be suspicious of Fake Job Postings on Legitimate Online Job Boards
- Fake job boards, fake employer websites, and fake recruiter websites are all common examples.

Interview Preparation Tips

- A terrible interview can cause the best candidate on paper to lose a job to a less experienced candidate.
- You are the best candidate for a job because you are always PREPARED to show your best self in a successful interview, not because you are the smartest.
- The Fantastic News!! You can learn how to ace interviews!

Prior to the Interview:

- Preparation and planning: think about possible questions (use Google too), map out your route to the interview, and investigate the firm.
- Your CV: Be prepared to explain any issues with your CV, such as leaving a job or having a long gap between jobs.
- Contact your references and inform them that you have applied for a position and that the employer may contact them.
- Job Role: Make sure you thoroughly comprehend the position you're applying for by reading the job description and conducting additional research on what that position generally includes.
- Prepare your own questions: You should always have a list of questions ready to ask the interviewer.

- Pick your outfit: choose a power suit or dress and use a good perfume that boosts your self-confidence. The goal is to not appear beggarly.

Common Interview Questions

- Tell me about yourself
- What are your strengths?
- What is your weakness?
- Why should we hire you?
- Why have you been unemployed for such a long time? /Why did you leave your last job?
- How long will you expect to work with us if hired?
- Describe your teamwork style?
- Where do you see yourself in five years?
- What irritates/could irritate you about a co-worker?
- Tell me about your ability to work under pressure

Interview Questions You Can Ask

An interviewer will always ask you, “Do you have any questions for us?”

- Your answer is always yes!
- What does a typical work day look like for this job role?
- What is the greatest challenge facing your team right now?
- How would you describe the corporate culture?
- What do you look for in a member of your team?
- How long have you worked here?

Interviews by phone and video

- Find a peaceful spot for the interview and direct the interviewer to your web portfolio (LinkedIn profile).

- Make sure your phone or laptop is fully charged.
- Make a list of your essential features and points to ensure that you get your message out swiftly.
- Keep a drink of water handy.
- You must have reliable internet access.
- Make sure your CV, application, and job description are visible.
- Do not smoke, chew gum, or consume food.
- Don't talk over the interviewer.
- Keep your responses brief.
- Smiling conveys a pleasant impression and alters your tone of voice.
- Speak clearly and slowly.
- Put on your best outfit.
- Maintain a good body language.

Salary Negotiation

It is important to note that there are some jobs where salary negotiation is not necessary e.g. Entry level and graduate trainee positions usually come with a fixed salary.

How to Go About Negotiating a Salary

The most important pay negotiation tip: don't be the first to offer a figure!

1. **Be Confident:** Knowing your worth and what you deserve for your skill set and the work you'll be doing demonstrates a healthy degree of confidence.
2. **Do your homework:** If you don't prepare, you're setting yourself up to fail. To support your expectations, you must be able to back up your request with industry, market, and business-based facts.
3. **Know How to Respond to Difficult Questions:** You might be asked how much money you made in a previous position. Answer this question carefully, but keep in mind that firms differ

and, as a result, pay structures differ, thus your pay should be determined by that rather than your last pay check.

4. Consider the Entire Package: Take into account everything the employer has to offer as part of the package. The total of its parts is bigger than its parts.

5. Maintain a calm and kind demeanour: It's all about having a conversation in a negotiation. Every interaction you have with the hiring manager will leave an indelible impression on him or her.

Mistakes to Avoid in Salary Negotiation

- Not being prepared.
- Consider the economic or industry timing.
- Bluffing.
- Only seeing the salary and not the whole package.
- Not acting like the professional your resume and interview portrayed.

For more details on how to write a CV please visit the link below.

<https://latestjobsinnigeria.com.ng/cv-template-format-for-all-jobs-in-nigeria-pdf-word-doc/>

CHAPTER FOUR

CONCLUSION

Thank you so much for reading this book, I hope it added lots of value to you. Please put to practise the tips shared in this book and feel free to leverage on technology (Google and YouTube) to find more information and enhance your employability skills.

Feel free to reach out to me [here](#), for a professional LinkedIn profile and CV review (at a small fee) after you have implemented all I have stated in the previous chapters.

You can also [reach out to me](#) if you feel the entire LinkedIn or CV optimization process is tedious. I'll help you do a perfect job for a token.