

| Slide | Description                  | Comments for LinkedIn Overview Presentation   |
|-------|------------------------------|---|
| 1     | Title Slide                  | Our focus is on helping you get your profile found on LinkedIn.   |
| 2     | Intro Video                  | Set the stage for adapting to new technology and taking action.   |
| 3     | From Affliction to Hope      | Pain is not fun, but authentic hope is built on enduring affliction.  |
| 4     | Green & Yellow KEY           | The one-page "KEY" will help you save a lot of time on LinkedIn.  |
| 5     | LinkedIn Sign In Screen      | Note the "User Agreement" is found in the footer of every page.   |
| 6     | LinkedIn Home Page           | Who's viewed my Profile information details may be kept private.  |
| 7     | LinkedIn Network Stats       | You can see details for professionals in your network. (use LIONS)  |
| 8     | LinkedIn Help Function       | The FAQ section on LinkedIn is VERY effective in answering Q's.   |
| 9     | LinkedIn Job Search          | Left-side menu is for FACETED SEARCH to drill down by criteria.   |
| 10    | Search for PM Operations     | Note #1 among > 2 million with "PM" in profile among 60 million.  |
| 11    | Key Phrase Summary           | Use to reverse engineer placement of key phrases in my profile.   |
| 12    | LinkedIn Ranker - Lanners    | Use "DFW", then "Dallas", then "Texas", then "Global" technique.  |
| 13    | Keyword Placement Sheet      | Tally sheet available at <a href="http://www.leaderhelper.com/resources.htm">www.leaderhelper.com/resources.htm</a> |
| 14    | LinkedIn Ranker - O'Hagan    | Use "DFW", then "Dallas", then "Texas", then "Global" technique.  |
| 15    | LinkedIn Account Types       | Limited (if any) value for job seekers in upgrading account type.   |
| 16    | LinkedIn "Answers" Section   | Post questions for all 75 million to view and answer as desired.  |
| 17    | Selecting Good Answers       | Person asking question may identify <u>all</u> GOOD answers received.   |
| 18    | Selecting a BEST Answer      | Person asking question may identify <u>one</u> BEST answer received.  |
| 19    | Get Known as an "Expert"     | Green Star indicates "Expert" and displays on LinkedIn Profile.   |
| 20    | LinkedIn Settings page       | Be prepared to re-enter password to make changes to settings.   |
| 21    | Profile & Status Updates     | Turn off profile updates & status updates during profile updates.   |
| 22    | LinkedIn Profile (1 of 6)    | Top section includes Title, Headline, & highlights (1st impression).  |
| 23    | LinkedIn Profile (2 of 6)    | "Summary" section is viewed by people (but not by search engine).   |
| 24    | LinkedIn Profile (3 of 6)    | "Specialties" section is keyed by search engine (but not by people).  |
| 25    | Zoom in on "Box.net"         | Free Box.net application will host 40 ea. 25 Meg files for download.  |
| 26    | LinkedIn Profile (4 of 6)    | Frees apps include Event Scheduling, SlideShare, etc. (see Groups)  |
| 27    | Zoom in on "ReadingList"     | ReadingList Recommendations & Comments suggest personality.   |
| 28    | Zoom in on Polling           | Free Polling application allows one question (for Connections only).  |
| 29    | LinkedIn Profile (5 of 6)    | Events section shows networking activity, "Content" via SlideShare.   |
| 30    | Zoom in on Events            | Events display dates, number attending, relationship with event, etc.   |
| 31    | Zoom in on SlideShare        | Maximum Six (6) presentations show in one's Profile (use Color).  |
| 32    | LinkedIn Profile (6 of 6)    | Honors & Awards followed by more "personal" contact information.  |
| 33    | Zoom in Contact Settings     | Last chance to leave a "bottom line comment" or last impression.  |
| 34    | Ask for Recommendations      | Choose job / school & select connection to ask for recommendation.  |
| 35    | Manage Recommendations       | You can make visible or hide any recommendation at any time.  |
| 36    | Job Posting Comparison       | Posting jobs on LinkedIn are very cost effective / resume received.   |
| 37    | LinkedIn Talent Advantage    | LinkedIn is competing effectively with Monster and Career-BUILDER.  |
| 38    | Title - Recommendations      | Four "simple" steps to providing/receiving great recommendations.   |
| 39    | Recommendations 4 Steps      | Four steps (in sequence) for providing helpful recommendations.   |
| 40    | Define the Relationship      | Select "Colleague" or "Service Provider" or "Business Partner."   |
| 41    | Identify Education Role      | Select "Teacher" or "Advisor" or "Classmate" to the Recipient.  |
| 42    | Identify Colleague Role      | Select "Managed", "Reported to", or "Worked with" etc. for Recipient.   |
| 43    | Identify Bus. Partner Role   | Select "Worked with" or "Client" to define relationship with Recipient.   |
| 44    | Identify Serv. Provider Role | Select one Service Category from a long "Drop Down List" of options.  |
| 45    | Show 1st year Hired          | Note that "hired" can refer to first year in which assistance was used.   |
| 46    | Use MS Word "Spell Check"    | Be sure to "spell check" both written and received recommendations.   |
| 47    | Blasting Recommendations     | Be cautious when it comes to asking lots of folks simultaneously.   |
| 48    | Finding "Superstars" today   | Solutions are moving to toward options that leverage social media.  |