

**FOURTH  
EDITION**

# **I'M ON LINKEDIN**

*Now What???*



**JASON ALBA**

FOREWORD BY BOB BURG

Happy **Ab**out



**FOURTH  
EDITION**

# I'm on LinkedIn—Now What???

## Book Excerpt

A Guide to Getting the Most OUT of  
LinkedIn

**By Jason Alba**

Foreword by Bob Burg  
*Author of Endless Referrals and  
Coauthor of The Go-Giver*



Happy About

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## Foreword by Bob Burg

Several years ago, I began receiving requests from friends inviting me to join a new online membership site called LinkedIn. Soon I was getting emails from people I barely knew, asking me to “join their LinkedIn network.” Although I’d been using the Internet for networking and relationship building for some time, I really wasn’t all that interested in LinkedIn. Still, not wanting to hurt these people’s feelings, I accepted.

I went through the process of posting my profile, but didn’t do much with the site. As time went on, more and more people sent me invites.

Every so often, I’d be asked for help connecting someone with someone else, who apparently knew someone who knew someone I knew. From time to time, people from specific groups who’d read my book, *Endless Referrals*<sup>1</sup> would notice I was a LinkedIn member and ask me to contribute an article for their newsletter. I guess you could say I’d become a part of the LinkedIn community. But I wasn’t really utilizing LinkedIn in any active or significant way.

Why not? No perceived need, and no desire. (You might remember those two reasons from Sales Training 101 as the two most common reasons prospects say “no.”) And why didn’t I have any perceived need or desire? Because I had no idea what to do or how to make LinkedIn a positive experience for me.

That’s exactly where this book comes into play.

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1. Bob Burg, *Endless Referrals*, McGraw Hill, 2005

Jason Alba has done a first-rate job of solving that challenge for me, and he will for you, too.

A former unemployed IT professional and business strategist, Jason found that finding a good job, even in a “job seeker’s market,” was a pretty daunting task. Today, he runs JibberJobber.com, a CRM website that helps job seekers organize their job search. In *I’m on LinkedIn—Now What???*, he presents us with an actual system to tap into the power of the LinkedIn service.

And that’s the key word here: system. That’s what I was lacking in my early LinkedIn experiences.

Why is having a system so important? I define a system as “the process of predictably achieving a goal based on a logical and specific set of how-to principles.” In other words, if it’s been proven that by doing A, you’ll achieve B, then you know that all you need to do is follow A and you’ll eventually achieve B. As Michael Gerber points out in his classic, *The E-Myth Revisited*<sup>2</sup> (slightly paraphrased): systems permit ordinary people to achieve extraordinary results—predictably.

Whatever the B is you want to achieve here, *I’m on LinkedIn—Now What???* provides you with the A for getting it. After an excellent introduction explaining exactly what LinkedIn is and how it (basically) works, Jason then walks you through a guided tour of clear principles and powerful strategies for getting the most out of your LinkedIn experience.

While Jason sees LinkedIn as an excellent business-building tool, he also looks at the site with

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2. Michael Gerber, *The E-Myth Revisited*, HarperCollins, 1995

a carefully critical eye. Jason himself began achieving great success utilizing LinkedIn only after floundering with it his first few months, and he does not hold back in pointing out its weaknesses and suggesting areas where LinkedIn could improve and make its service more valuable for its members. I found especially re-freshing those passages where he points out the areas of LinkedIn where he has still not grasped its highest use. Someone that humble, I tend to trust.

Jason tells us that LinkedIn is not a replacement for your networking efforts (online or offline); rather, it is an excellent tool for facilitating some facets of your networking strategy. I absolutely concur. The creed of my Endless Referrals System<sup>®3</sup> is that “all things being equal, people will do business with, and refer business to, those people they know, like, and trust.” And no computer or online medium is going to replace that personal connection—but it certainly can enhance it and provide potential networking contacts with more opportunities to connect. In this book, you’ll learn how to do exactly that, whether it’s for direct business, resources you need, helpful information, finding joint venture partners, hiring a new employee, or getting hired for a new job.

Something I particularly appreciate about Jason’s approach is that he shows us not only how we can gain value from LinkedIn, but, just as important, how we can utilize LinkedIn to provide value to others. As any true networker knows, this is not only immensely satisfying in its own right, but it is also the best way to receive even more value oneself.

As you travel through this excellent guide, be prepared to learn from a man who has done his homework. Jason has learned what he knows the hard way, through trial and error, both his own and

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3. <http://www.burg.com>



many other people's, and put it all between the covers of a book so that you and I can learn it all the easy way!

Best wishes for great success.

**Bob Burg**

Author of *Endless Referrals* and Coauthor of *The Go-Giver*

<http://www.burg.com>

# Introduction

When I revised the first edition of this book, back in 2008, I was embarrassed to find over five hundred changes that I needed to make. I was shocked to find more than a dozen changes, much less hundreds and hundreds! I spent a lot of time researching and writing, editing and revising, and by the time the last draft went to the publisher I was sure it was as close to perfect as it could be. But when I sat down to update the book for the second edition, it seemed as if my highlighter deceived me. I actually agreed with the people who gave me poor reviews on Amazon. I almost went to Amazon myself just to give my own book a one-star review!

This is the fourth revision. The other editions of this book were based on changes in the technology. That is, changes that LinkedIn made, adding new features here, taking old features away, and adjusting the layout. I have not been alone in my frustration as LinkedIn makes changes. I've found LinkedIn advocates and evangelists who get weary of feeling like they aren't listened to, and they continually question why changes are made. I've even seen a fair amount of people who were once evangelists simply lose their enthusiasm for LinkedIn.

I feel like this revision is not based on LinkedIn's changes in technology and features. Of course, I'll update you on what you should know based on the new features, and removal of once-favorite features, but I have trained tens of thousands of people on using LinkedIn. I've heard a lot of questions and seen a lot of different uses and

approaches. I've worked with college students from community colleges to the most elite schools, and trained and talked with people from many industries and professions. I've found there isn't necessarily a "best" answer for many strategies, and have grown to respect where you are, who your audience is, and what your objectives are. There are a lot of similarities in what we do and want to achieve with LinkedIn, and there are a lot of "yeah but" exceptions that I've seen. Some of the advice I'll share in this book might not apply to you directly, but it might make sense to think about something that doesn't exactly fit your strategy and see if you can creatively adjust it so you bring something new and fresh, and perhaps something novel that your audience hasn't seen before.

Over the years, social networking, social marketing, and corporate and personal branding have evolved. The tools we use to network and market and brand have also evolved. Online tools have come and gone. It's headspinning to try and keep up with the changes, especially with online tools. I don't have time to focus on whimsical fads, I'm interested in finding the best and the right tools, and learning how to exploit them to help me achieve a greater objective. I'm not an early adopter, but I do appreciate an effective tool and learning to use it the right way. If you want to learn how to make LinkedIn an effective tool for you, join me on this journey, in this book and on my LinkedIn blog.

Even as the tools have evolved, my own understanding of networking, relationships, marketing, and branding have evolved over time. I went from a job seeker who no one would talk to, to a new startup-CEO, to an author, to a speaker, to a seasoned startup-CEO. My goals and my relationships are different. My strategies and tactics are more refined. I follow up better and I am more strategic with my time. I also have an acute awareness of how overloaded professionals are.

If I had the time and resources, I might do a new edition of this book at least every six months. I can't do that, but I have something better for you. I blog regularly, sharing personal epiphanies, stories from others, and changes to my thinking based on what I continue to learn. If you are interested in personal career management, whether you are in a job search or you are preparing for a job search, check out the JibberJobber blog, which I update almost every day: <http://www.jibberjobber.com/blog>. If you are interested in LinkedIn strategies, whether for your personal career or for the company that employs you, check out my LinkedIn blog: <http://imonlinkedinnowwhat.com>.

I was first introduced to LinkedIn in February 2006 when I was walking out of a job seekers network meeting with a guy who came to tell us he had just landed a new job and wouldn't be coming back to our weekly meetings. I had connected with him because his resume looked almost

identical to mine, except he had about 20 years more experience than I had. As we were walking out, he recommended I create an account on LinkedIn. I didn't want to get an account on yet another website. I seriously doubted it would add any value to my job search.

Because I trusted him, I relented and finally joined LinkedIn. In early 2006, I found it to be a very lonely place. For the first few months, I had only six connections. I tried searching for important contacts, based on a target company I wanted to network into, or a name or title. At the time, there were only about eight million members in LinkedIn (now there are over two hundred sixty million members, which is more than thirty times bigger than when I signed up), but my searches produced no results. I thought the search function was broken! I couldn't find anyone I was interested in contacting. My search for "manager" or "CEO" in "Salt Lake" produced nothing! What was wrong? I knew there were thousands of people I could have networked with, but nobody was showing up in the results.

"LinkedIn just wasn't working for me," I thought. But I continued to hear a lot of buzz about LinkedIn. I hoped I could just figure out what all the buzz was about and learn how professionals were using LinkedIn to improve their businesses and careers. If they were benefitting from LinkedIn, perhaps I could benefit. But I had no idea what I needed to do. LinkedIn didn't have their learning center put together, their help support was virtually non-existent, and there weren't any books on how to use LinkedIn.

And so began my journey to learn what LinkedIn was all about: how to use it, how to benefit from it, and what its limits were. Once I began to understand how LinkedIn was intended to be used, it became much more valuable to me in my personal career management, and later as I developed my own business.

As I learned the hows and whys of LinkedIn, I found a lot of people were still confused by the same things that had confused me. It was obvious why you would use LinkedIn if you were a recruiter (the first book<sup>4</sup> on LinkedIn was written specifically for recruiters) or a job seeker. But the "why" wasn't the problem—it was the "how"! Even recruiters, who should have been power users, were confused on how to use LinkedIn!

As a business owner, I use LinkedIn to bring considerable value to my business. I use it to find the right contacts as I work on business development and grow my network strategically. I use LinkedIn when doing company research as I prepare proposal or do competitive

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4. Bill Vick and Des Walsh, *Happy About LinkedIn for Recruiting*, Happy About, 2006

intelligence research. I've used LinkedIn to enhance my personal and my corporate brands. I've positioned myself as an expert and gotten in front of other LinkedIn users. LinkedIn has become an indispensable tool for me in my marketing strategy.

I hope this book can serve as a reference for you to get the best out of LinkedIn. We'll talk about networking and social networking, borrowing from the experts, and using examples from my contacts, but I'm on LinkedIn—Now What??? is not a comprehensive book on networking, nor is it a general book on social networking. There are plenty of great books on those subjects. We'll combine principles of networking and marketing with the LinkedIn tool. By the time you finish this book, you should have a solid understanding of what LinkedIn is, how to use it, and most importantly, what you should do to get value out of LinkedIn.

A quick word about my online strategy: LinkedIn is NOT the only social tool I use. I use Facebook, Twitter, blogs, Yahoo! Groups, and other tools to help grow my network, nurture relationships, and share my brand. I use these tools as part of a complementary strategy, connecting and participating as appropriate. But I don't spend a lot of time on these tools. I do what I can, and then move on so I can do my day job. In other words, I don't spend all day (or even a large portion of my day) using these online tools. Over the years, my strategy and tactics have changed, and I continue to get a lot of value out of my multi-tool strategy. I don't foresee the day when I would stop using any of these tools and try to replace them with just one tool. These tools complement one another, and they make up my comprehensive social strategy.

I hope you will implement some of the tactics in this book to find new business, customers, employers, vendors, partners, employees, or even friends. While there are no guarantees, I know that many people have had their professional and personal lives enriched because of LinkedIn, and I hope you can, too!

Now, let's get started!

## Chapter Summary

- This book came about because of my own journey with LinkedIn.
- LinkedIn is not the only online networking tool you should use, but it is definitely one of the most powerful.
- How you get value out of LinkedIn might be different than how I get value out of LinkedIn, but many of the ideas and techniques shared here will help you.

# 6 Finding Contacts

Searching for contacts on LinkedIn was my first great frustration. I had fewer than five people in my network when I searched for management jobs in Utah. I was totally surprised to see no results on this simple and general search! This chapter talks about having a better search experience than I had, as well as how to find relevant contacts outside the search box.

Here's what I've learned since those early days when I had only five connections:

**Increase the size of your network.** If you are interested in people and opportunities in your city, look for more local connections. If you are interested in people and opportunities in your industry or profession, expand your LinkedIn network with industry and professional contacts. As your network grows with relevant connections, you are more likely to get relevant search results. Your search results are based on your connections. Here is a key concept I teach with regard to growing your network: grow your network with RELEVANT contacts. The more relevant your contacts are (regardless of how strong your relationship is with them), the more relevant your search results should be.

**Connect with a few super-connectors.** Super-connectors are LinkedIn users who have many connections, usually in the thousands. Connecting with super-connectors significantly increases your visibility in the system. These connections

enhance your ability to find (because you have access to their network) and to be found (because their connections are likely doing searches, and now you are a second-degree contact to the super-connector). You don't have to connect with very many super-connectors. Some of them are general connectors, while others might be highly relevant to you, based on their location, profession, or industry. Connecting with even two or three super-connectors could give you a significant boost in visibility and greater reach. As you connect with super-connectors, try to get to know them. Learn how you can add value to them, and become more than just another connection. Also, look for super-connectors with networks that are relevant to you.

**Use the basic search forms.** It is easy to overlook the basic search tool in LinkedIn, but it should be a significant part of your user experience. The search form allows you to search people, jobs, companies, groups, universities, and even your LinkedIn inbox, using whatever keywords you want. Try a few searches based on industry or professional keywords, perhaps words that are on your resume, or that are in a job opening you are interested in, and see what comes up. You'll likely find some new potential contacts to reach out to. You might see some profiles with information that you want to borrow for your own profile.

**Understand advanced search options.** Usually the quick search allows you to find what you're looking for. However, there is significant power in the advanced search page. Scott Allen has talked about using LinkedIn to fill your spare time on business trips by meeting new contacts you find through LinkedIn. He suggests you search for people in the city you will be in, which you can do with the advanced search.

Choose the country and zip code filter (which is only available if you are in certain countries, including the United States, Canada, and United Kingdom). If you are an international traveler you won't always be able to do a zip or postal code search, but you should be able to use the country name to narrow your search.

Here are some of the useful features in the advanced search form:

**Keywords**—This could be a company name, a technology, the name of a certification, a club or school, or a person's first or last name. A search here is the same as using the simple search at the top of any page. Note that if you want to get results based on a company name, you should put that name in the Company field. On the advanced search, use as many of the boxes as you can to be more specific before using the Keywords box.

**Title**—This is one of the most important advanced search boxes. When I was in my job search, I wanted to network with "CEOs," "managers," and

“project managers.” Since I’ve been in a sales role with my company, I’ve looked for “career center directors,” “career coaches,” “resume writers,” people who work in outplacement, and other career professionals. I leave all other fields blank and then fill in the Title box with an appropriate title for a prospect, and choose to limit the search to current titles only (the option from the drop-down menu below the titles field).

**Company**—Use this field to do company research as you prepare to network into a company, or research competitors or an industry. Try various versions of a company name (e.g., GE and General Electric), as well as names of subsidiaries, competitors, etc. You can limit the results to current companies only, or search for current and past companies, the same way you can with titles.

**Location**—Choose the country (and zip or postal code, if possible). I would use the local search option with other search criteria, such as “project manager” in Seattle (you’ll need the zip code). This is a powerful way to find contacts that are local to you, are in the same city you’re traveling to, or are in the industry you are trying to prospect into.

**Industry**—If you don’t know who you are looking for, but know what industry you want to target, this is a great search. Leave all of the search fields blank and select the industry you are interested in.

**School**—I did a search on one of my alma maters and got different results when I used the school acronym (BYU: 1,454 results) than I did when I used the full name (Brigham Young University: 81,690 results). There are two lessons here. First, when you are searching for people by school, try it both ways. Second, make sure you have both versions in your profile. Unless you are using other search criteria (like name, title, etc.), I encourage you to check out [LinkedIn.com/alumni](https://www.linkedin.com/alumni), which is a relatively new view that gives you really interesting insight into where people at a university have ended up and what they are doing.

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**NOTE:** Any search criteria with a gold/orange LinkedIn icon is not available unless you upgrade. I suggest you try in-depth searching with the free fields before considering an upgrade.

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The bigger your network, and the better connected they are (do they each have five connections, or do they each have fifty or more connections?), the better your results you should be. As I mentioned earlier, the more contacts you have that are relevant to you (based on geography, profession and industry), the more relevant your search results will be.



You can also incorporate Boolean criteria into your searches. This means you can use AND, OR, and NOT; quotes (“product manager” instead of product manager); and parenthesis. For example, try any of the following searches in the Advanced Search page (you can put these in the Keywords or Company or Title fields), or the simple search box at the top of any page:

- Google NOT Microsoft (I got 294,281 results)
- Microsoft NOT Google (I got 101,719 results)
- Google AND Microsoft (I got 2,773 results)
- php -programmer -linux -javascript -css +html -mysql (a “+” means it has to include the phrase, “-” means the profile cannot include the phrase)
- “project management institute” (use quotes for an exact match of the term)
- “project management institute” AND (Microsoft OR SUN); (combine term in quotes, parenthesis, and AND/OR operators for very specific results)

Combinations of these tricks will be enough for most people. For more in-depth information on really advanced searching, steal some tricks from Google’s search tips page.<sup>11</sup>

One of the techniques that recruiters and savvy prospectors use is called x-ray searching. I’ll let Glen Cathey, a master of this technique, teach you more on his blog, [BooleanBlackBelt.com](http://BooleanBlackBelt.com). He has done extensive research on different ways to construct an x-ray search and how these compare with searching from with LinkedIn.

The basic premise of an x-ray search is using a search engine’s ability to return results from only one website. For example, in Google you can do a search on just LinkedIn by putting this in the search box:

site:linkedin.com alba

The “site:[website]” is the way you specify which website you want Google to return results from. In the example above, it is simply asking for results of anything that has “alba,” from the LinkedIn website. After

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11. <http://google.com/support/websearch/bin/answer.py?hl=en&answer=134479&rd=1>

the site:[website], you can put in whatever criteria you want. Glen's examples show some pretty sophisticated searches, narrowing down your results by LinkedIn Group, location, etc. X-ray searches are really quite powerful, although Glen's comparisons show that x-ray search results are not always necessarily complete.

In addition to using the search and advanced search tools, you should be able to find relevant contacts by participating in LinkedIn groups discussions, as well as browsing through the group members. Look for people with whom you share common interests and reach out to them. Don't overlook the Jobs section as a place to find decision makers at various companies.

## Chapter Summary

- Finding people is a major reason most people are on LinkedIn. Don't expect everyone to find you—take the initiative to look for them through various channels.
- The quantity and quality of profiles you see in search results can be tied to the size of your network (and to how good your search criteria are).
- The advanced search form allows you to really narrow down your search, based on industry, job title, company, location, and more.
- Use Boolean and advanced search techniques to further narrow down the search results.
- Look for contacts and prospects in other parts of LinkedIn, such as groups, jobs, and the homepage.

*“Take the time to look through the networks of your direct connects. This is where you can easily find people you’d like to connect with, and you’ll know you can ask your contact to help with the connection.”*

**Scott Ingram, CEO and Founder, Network In Austin**

*“Be sure to search the actual leadership competencies that matter, instead of keywords like job title and company name. Some of the best and most interesting thought leaders of the future I’ve met on LinkedIn are the ones who haven’t worked at cookie-cutter company X doing cookie-cutter job Y. The team you assemble won’t be filled with the limiting beliefs of your competitors from several years ago, which is a major plus.”*

**David Dalka, Senior Marketing and Business Development Professional, <http://www.daviddalka.com>**

# 15 Complementary Tools and Resources

I have grown to love and appreciate real networking. I've loved destroying my assumptions of what networking was, including simply collecting names and numbers, passing out as many business cards as I could, and collecting business cards. I've enjoyed focusing more on developing and nurturing real relationships. LinkedIn has been an important, valuable part of my networking strategy. There are other network tools I recommend that complement LinkedIn. This chapter lists those tools.

In addition to networking and relationships, many people use LinkedIn as a part of their online personal branding strategy. They develop a profile much like they would develop a resume, trying to optimize it so people will

- a. find it when searching for keywords (such as "project manager"), and/or
- b. be interested in working with, hiring, or learning more about the person.

If you are interested in developing an online presence, there are other ways to do it. A public profile on LinkedIn should only be one part of your multi-faceted strategy. Here's a short list of ways to enhance your online presence, and even get your name on the front page of search engine results:

- Find other sites that allow you to have a public profile, such as JobSpice.com and VisualCV.com. There are easily dozens of sites that allow you to have a profile that search engines can access. However, the list of websites changes regularly as companies go out of business. The previous edition of this book had three other websites that I had to remove. Don't spend too much time on other sites that might not be around next year.
- Set up a blog that allows you to brand yourself and quantify your professional **breadth** and **depth** in a very powerful way.
- Consider a Twitter account. I have used it for many years and honestly, I've fallen out of love with it. But some people are still finding value in Twitter.
- Comment on other blogs to establish your online presence and footprint, pointing back to a central place. This central place can be your blog or one of your online profiles, like your LinkedIn Public Profile.
- Develop a Squidoo lens where you can list things such as your online profiles, favorite books, and blog feeds. The goal is to help people understand your professional interests and abilities and to be found when people search for certain keywords.
- Write articles and post them for free online (search for article directory, or ezines, to see where you can easily post articles online), or volunteer to write a column for a magazine or newspaper.

All of these tools and tactics complement one another. On your LinkedIn profile, list your other websites, profiles, and articles. On your blog, list your LinkedIn profile and links to your articles and other online activity. This allows someone who finds one of your profiles to visit your other pages where they might learn more about you.

Having a presence on many different platforms might help you connect with others in a place where they feel comfortable. For example, your target audience might be on Twitter or Facebook, but not on other sites. Or maybe they aren't on any of the social sites, and they will most likely only find you when they use a search engine. Having multiple profiles can help search engines find you.

In addition to social tools and online profiles, use a CRM. There are hundreds of relationship management tools available to help manage your relationships. Recruiters use a relationship tool to track their job candidates, which they call an applicant tracking system. They make notes on candidates, and create log entries and action items to help them as they try to fill job openings. Salespeople have customer relationship management tools. They use these to help manage information about

prospects and clients. Why shouldn't you have something to help you manage your own relationships, especially if you are serious about being CEO of Me, Inc.?

I'm a strong advocate of using a relationship management tool. In 2006, shortly after I got laid off, I realized my networking efforts were significantly lacking. To help other job seekers and professionals who might be in a transition, I designed a system for the average person who had no experience in sales. JibberJobber.com has become my relationship management tool, and has helped many people network better.

The relationship management tool you use could be as rudimentary as an Excel spreadsheet (good luck with that), as complex as a salesperson's contact relationship management suite (which might require weeks of training and customization to use), or as simple and common as Microsoft Outlook's Contacts section (which can be good enough for very small networks and no follow-up, but lacks important CRM features).

Industrial-level tools, such as the salesperson's ACT!, GoldMine®, or Salesforce.com, are quite common. JibberJobber.com was designed to manage your personal relationships in a career management context. Anyone interested in climbing the ladder, creating "job security," or developing and nurturing a professional network would find JibberJobber.com useful. No matter what you choose, use something in addition to LinkedIn.

Other social networking sites have made considerable progress as they offer professional networking opportunities. Twitter and Facebook are regarded as tools where professionals can network, but Facebook lacks degrees of separation, as well as a strong search interface. If they were to add or enhance those two features, they would present a considerable threat to what LinkedIn offers. Twitter can be powerful, but it has a very simple feature set and lacks a lot of features that LinkedIn offers.

I don't advocate the use of one social network over another since they might be perfect complements. When I consider using a new networking tool, I ask a few questions. Will this tool help me:

- Expand my network within my country?
- Expand my network internationally?
- Voice my opinion and develop my personal brand with a targeted audience?
- Learn from other like-minded professionals?

There are many resources to keep up with what's going on at LinkedIn. LinkedIn's own blog and learning center have matured significantly and can provide you with information on new features. Here are some other resources:

- My **ImOnLinkedInNowWhat.com** blog—I started this blog to serve as a supplement to this book. It has become a great resource where I can flesh out ideas from the book, talk about current issues, and respond to readers' questions. There are many years of blog posts here.
- The **Linked Intelligence** blog<sup>13</sup>—Scott Allen's blog which has some great posts explaining techniques and strategies to help us understand how we can get more value out of LinkedIn.
- The **LinkedIn User Agreement** page<sup>14</sup>—If you are serious about using LinkedIn, you should read this at least once. Don't worry, it is short and fairly easy to read. There are a number of violations that might cause LinkedIn to freeze your account. Get familiar with the rules and philosophies behind the rules and you should be okay.
- The official **LinkedIn Blog**<sup>15</sup>—This blog has excellent information and news for LinkedIn users and fans, and it's directly from LinkedIn. There are many authors on this blog so you get a good mix of information, including recent feature updates, LinkedIn best practices, etc.
- The **LinkedIn Users Manual** blog<sup>16</sup>—Peter Nguyen has good ideas on making money with LinkedIn, selling knowledge, etc. I don't subscribe to any "get rich quick" methodology and haven't followed his stuff that much, but he has some great ideas, even if he doesn't post frequently
- Deb Dib's article, "**LinkedIn—What It Is and Why You Need to Be On It**"<sup>17</sup>—This is an excellent article written for executives in career transition. There are eight links to very compelling LinkedIn profiles that you must check out as you optimize your own profile.
- The **LinkedIn Personal Trainer** is a book by Steve Tylock. I wish I could say I wrote the first book on LinkedIn, but Steve got his

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13. <http://www.linkedintelligence.com>

14. [http://linkedin.com/static?key=user\\_agreement&trk=fr\\_useragre](http://linkedin.com/static?key=user_agreement&trk=fr_useragre)

15. <http://blog.linkedin.com>

16. <http://linkedinusermanual.blogspot.com>

17. <http://job-hunt.org/executive-job-search/linkedin-for-executives.shtml>

book out shortly before the first edition of mine came out. Steve's book has worksheets you can use as to help get your LinkedIn strategy up and running. You can find more information at <http://www.linkedinpersonaltrainer.com>.

In addition to these resources, do not underestimate a solid networking book to learn some networking basics. Online networking and offline networking have many things in common, the greatest of which is that networking is all about relationships. Here are some great networking books I recommend:

- ***Never Eat Alone***<sup>18</sup> by Keith Ferrazzi—I read this book when I thought networking was all about desperate people schmoozing and passing business cards for self-gain. Keith changed my perspective on what networking is and how to do it. I strongly, strongly recommend this book to anyone who asks about networking.
- ***Some Assembly Required*** and ***The ABC's of Networking*** by Thom Singer<sup>19</sup>—Thom's books are great resources with hundreds of practical, right-now relationship building tips. I've found his writings to be especially applicable in the corporate environment, because he gives many examples on how to enrich customer and prospect relationships.
- ***Dig Your Well Before You're Thirsty***<sup>20</sup> by Harvey Mackay—This has been a staple of networking books for many years. Harvey Mackay has written a number of best-seller books on networking and career management, and is an authority in this space.
- Jeffrey Gitomer's ***Little Black Book of Connections: 6.5 Assets for Networking Your Way to RICH Relationships***<sup>21</sup>—I got this book as a gift from a friend, and it's a gift I cherish. I've been asked by multiple people to include this book as a recommendation.

Use the Google Blogs search at <http://blogsearch.google.com> to see current buzz about LinkedIn from bloggers. I've listed some of my favorite resources, but I'm sure there are other helpful gems I haven't come across yet.

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18. <http://www.keithferrazzi.com>

19. <http://thomsinger.com/>

20. <http://harveymackay.com>

21. <http://gitomer.com>



## Chapter Summary

- Tools to complement LinkedIn include CRM software, discussion forums, and other online profile, networking, and social websites.
- Resources to complement this book include blogs, websites, and other books.
- LinkedIn should be only one facet of your online social strategy.
- Subscribe to **ImOnLinkedInNowWhat.com** to keep current on LinkedIn issues, news, thoughts, and techniques.

## About the Author



Jason Alba is *the* job seeker and networking advocate. He got laid off in January 2006, just a few weeks after Christmas. Even though he had great credentials and it was a job-seeker's market, Jason could hardly get a job interview. He decided to take a step back and figure out what the job search process was all about. Within a few months, he designed the personal job search tool, JibberJobber.com, which helps professionals manage career and job search activities the same way a salesperson manages prospects and customer data with a CRM.

Jason is a highly regarded speaker, sharing career management and social marketing messages with thousands of professionals each year, from California to Istanbul. Learn more at **JasonAlba.com**.

*"I was ready to abandon my LinkedIn account before I read Jason Alba's concise and remarkably useful guide. Jason writes with remarkable clarity, provides one useful tip after another about how to use it most effectively, and unlike so many user guides that offer breathless and uncritical hype, Jason candidly explains the virtues and drawbacks of LinkedIn's features. Beyond that, Jason has such deep experience with the Web that the book contains hundreds of broader lessons about how to get the most of the Web. I learned an enormous amount from this little gem."*

**Robert Sutton, Professor, Stanford University, and Author, *The No Asshole Rule*, <http://bobsutton.typepad.com/>**

*"Jason has written a great book I'm on LinkedIn—Now What??? for the beginner and those that need some more detailed instruction. This book is an easy read with some great descriptions of how to accomplish your LinkedIn networking tasks. I recommend this book for all users of LinkedIn."*

**Jim Browning, Co-owner/Lead Moderator, LinkedIn Atlanta; and President, Browning Business Solutions, LLC, <http://www.networkingga.com>**

*"... You really need to invest in learning how to get the most out of your membership. I'm On LinkedIn—Now What??? is a guidebook that will help you fast-track your success by navigating the powerful features of the platform whether you are at the start of your career or a seasoned professional."*

**Krishna De, Online Visibility Expert, Social Media Speaker, and Mentor, <http://www.bizgrowthnews.com>**



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