



30 Day CHALLENGE

MATCH RÉSUMÉS AND CAREERS

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LINKEDIN 30 DAY CHALLENGE E-BOOK

Strategies to optimize your online professional network and increase job opportunities.

LinkedIn® 30 Day Challenge

60 activities to keep your job search on track.

LinkedIn is one of the top jobseekers' tools to help you build your network, connect with recruiters and hiring managers you don't yet know, boost your online presence, and stay top of mind with people you know — and people you want to know.



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INTRODUCTION

This 30-day challenge will give you 60 possible LinkedIn daily actions to choose from – you will complete one activity each day. Choosing from actions in six different areas, you'll execute 30 days of consistent activity to:

- ✓ Improve Your LinkedIn Profile
- ✓ Connect with Contacts, Companies, Recruiters, and Hiring Managers
- ✓ Create Content (Status Updates and LinkedIn Publishing)
- ✓ Get Involved in Groups
- ✓ Give and Get Endorsements and Recommendations

PLUS a Grab Bag of additional activities to promote your professional brand to get the most out of LinkedIn.



HOW IT WORKS

Take one action each day (reference the list later in the document for ideas). This challenge will reward *effort*, not *results*. But results will come when you take consistent action day after day.

You can choose your activity based on the amount of time you have available. Some actions will take five minutes or less – others may take 15 minutes or more.

For example, a timed action would be: *Spend 20 minutes researching possible LinkedIn Groups to join.*

If time is limited you can choose to complete a specific task such as: *Send connection requests to two former coworkers.*

For best results, enlist an accountability partner to help you complete the challenge. Ideally, it will be someone who wants to improve his or her LinkedIn profile too, so you can keep each other accountable and on track. Check in with each other daily.

You can choose either the Challenge Calendar or the Challenge Planner(*available FREE from Match Resumes and Careers) to plan and track each day's activities. Record the challenge activity you will do and put a big red 'X' on each day you complete the activity. At the end of the month, you want your calendar or planner to be full of Big Red X's to highlight your progress and success in completing the challenge.

There are three ways to conduct the challenge:

- Do one action item each day for 30 days straight
- Take action six days each week for five weeks
- Take action for five days each week for six weeks

It's up to you – it's your CHALLENGE!

The next sections list a total of 60 activities you can select from to plan your LinkedIn Challenge.

*The Challenge Calendar and Challenge Planner are available FREE by request: info@matchresumes.com



GETTING STARTED

If you are new to LinkedIn (or even if you already use LinkedIn regularly) you may not be familiar with many of its features. Not to worry. LinkedIn provides users with excellent How-to instructions to help you with the activities referred to in this Challenge program.

For assistance with most, if not all, of the stated activities, click on your account/settings in LinkedIn (can be accessed by clicking your photo). At the bottom of the menu you will find the help center.

For example, if you want to learn more about requesting recommendations, LinkedIn's help center provides everything you need to know, including tips on how to obtain the best and most effective responses from colleagues. Use the help center often to get the most out of leveraging LinkedIn to build your brand, expand your network, and ultimately increase your job opportunities.

IMPROVING YOUR LINKEDIN PROFILE

- Check your LinkedIn privacy settings.
- Add a header image to your LinkedIn profile.
- Update your LinkedIn Headline.
- Set up your personalized LinkedIn URL.
- Review your list of LinkedIn Skills (and delete any Skills that aren't relevant).
- Update your LinkedIn profile photo.
- Add your contact information to LinkedIn (either in the Advice for Contacting section or Summary, or both).

TIP

Customize your LinkedIn URL from the edit menu 'Public Profile URL'. Include your new LinkedIn URL on your resume header.



IMPROVING YOUR LINKEDIN PROFILE

- Review your current job position/description and make any updates/changes.
- Make sure the industry you've chosen to feature accurately describes your professional direction.
- Review (add to, update, and/or edit) your Summary.
- Research other people with your job title on LinkedIn and compare profiles for ideas to improve yours.

TIP

Craft your profile summary incorporating keywords recruiters use to search for talent on LinkedIn.

IMPROVING YOUR LINKEDIN PROFILE

- Add a project you've worked on to your profile.
- Go back and review/edit your previous Experience descriptions.
- Update your list of courses on your LinkedIn profile.
- Evaluate your profile and decide if you need to re-order any of the content for higher impact. (i.e., current positions, publications, or education).
- Spend 20 minutes researching possible LinkedIn Groups to join. (maximum allowed is 50)
- Review your education descriptions on LinkedIn and make any necessary changes.
- Add any publications to your profile you've contributed to or published.

TIP

Joining relevant career groups and contributing to discussions is an excellent way to establish credibility.



CONNECTING WITH CONTACTS, COMPANIES, RECRUITERS, HIRING MANAGERS

- Connect with one of your references on LinkedIn (be sure to personalize your invitation).
- Send a message to one of your existing contacts.
- Reconnect with someone on LinkedIn and invite them to meet up with you 'offline' (in person).
- Send connection requests to two former coworkers.
- Follow one company that you'd like to work for.
- Spend 15 minutes reading and responding to other people's status updates (without posting a new status update for yourself).
- Connect with a recruiter who places candidates in your industry.

TIP

Remember the importance of personal networking. Suggest meeting up for coffee with new and old contacts when appropriate.

CONNECTING WITH CONTACTS, COMPANIES, RECRUITERS, HIRING MANAGERS

- Spend 5 minutes endorsing your existing connections.
- Engage with 5 people through the “Keep In Touch” box on your LinkedIn home page (‘Like’ or ‘Comment’ on their new job or work anniversary).
- Send a LinkedIn message to an existing connection you haven’t talked to in more than a year.
- Use LinkedIn’s “Find Alumni” feature to connect with someone who went to your college/university that you didn’t know personally but who would be a good addition to your network.

TIP

Endorsing your LinkedIn connections for specific skills strengthens their credibility and often results in reciprocation.



CREATING CONTENT: STATUS UPDATES AND LINKEDIN PUBLISHING

- Post a LinkedIn status update asking for help in your job search (if you're in confidential job search).
- Comment on a LinkedIn Publishing post written by a hiring manager or recruiter.
- Read your LinkedIn news feed and comment on someone else's update.
- Share a photo as a status update.
- Add a Slideshare presentation, video, or other "rich media" content to your profile.
- Interview someone in your industry and post it as a LinkedIn Publishing post.
- Post a request for advice or assistance in a LinkedIn Group.
- Share a resource posted by another LinkedIn member (either on their own status update or in a Group).
Note: give credit to the person for the resource.
- Start a discussion in a LinkedIn Group you're a member of.
- Write a LinkedIn Publishing post.
- Come up with 10 ideas for LinkedIn Publishing post topics.

PARTICIPATING IN GROUPS

- Join a LinkedIn Group (one for your industry, one for your alma mater, or one for jobseekers).
- Ask a question in a LinkedIn Group.
- Post a link to a valuable (not self-promotional) article or resource in a LinkedIn Group.
- Spend 15 minutes reading and responding to other people's posts in a LinkedIn Group.
- Start a LinkedIn Group.
- Remove yourself as a member from a Group you're no longer actively participating in.

TIP

Sharing a link to a relevant blog post is easy. Be sure to include a comment about why you think it's interesting.



GIVING AND GETTING ENDORSEMENTS AND RECOMMENDATIONS

- Ask someone for a LinkedIn Recommendation.
- Thank someone for giving you a LinkedIn Recommendation.
- Make a list of five people you want to give a LinkedIn Recommendation.
- Give a LinkedIn Recommendation.
- Spend five minutes giving Endorsements to your connections.
- Check the settings on your existing Recommendations and make sure they're visible.
- Send a LinkedIn message to one connection and ask if they'd like you to write a Recommendation for them.

TIP

When crafting recommendations, be sure to showcase specific strengths or successes. 'Joe's a great guy to work with' really doesn't convey a person's value to a prospective recruiter.

GRAB BAG

- Set up a LinkedIn Job Alert.
- Spend 20 minutes reading and commenting on other people's LinkedIn Publishing posts.
- Check out 'Who's Viewed Your Profile' and make any recommended adjustments based on the statistics generated.
- Use LinkedIn's 'Jobs' function to search for advertised jobs that you may be interested in.
- Go to the 'LinkedIn Pulse' page and spend 30 minutes reading (and commenting on) posts NOT related to your job/industry.
- Use LinkedIn's 'Follow' feature to follow 5 companies you're interested in learning more about (or working for).
- Spend 15 minutes reading through your LinkedIn news feed (without posting a status update of your own).

COMPLETING THE 30 DAY CHALLENGE

At the end of the 30 days, review your progress.

- How many LinkedIn connections do you have now, compared to how many you had 30 days ago?
- How many hiring managers or recruiters are you connected to now?
- Has your involvement in LinkedIn Groups led to any new job leads?

Next, celebrate your completion of the program! By sticking with this challenge for 30 days, you have improved your LinkedIn profile and grown your network! You've shown that you can make LinkedIn an important component in your job search.

TIP

Did you know if you have a complete profile and active online presence LinkedIn will email you job opportunities that match your profile and region?

COMPLETING THE 30 DAY CHALLENGE

This is a 30-day challenge that you can complete over and over again. If you're just getting started on LinkedIn, focus on the activities in the first two sections:

- Improving Your LinkedIn Profile
- Connecting With Contacts, Companies, Recruiters, and Hiring Managers

After 30 days of actively using LinkedIn you have developed new skills that will benefit your career for years to come. LinkedIn is the defacto professional social media tool. Continue to expand and nurture your online network after completing the challenge to get the most out of LinkedIn.

Please use the website contact form to request the Challenge Planner and the Challenge Calendar forms to track your 30 Day LinkedIn Challenge. Or email your request to info@matchresumes.com

30 DAY CHALLENGE SAMPLE

Day 1	Update my LinkedIn Headline.
Day 2	Check my LinkedIn privacy settings.
Day 3	Set up my personalized LinkedIn URL.
Day 4	Add my contact information to LinkedIn.
Day 5	Spend 20 minutes researching possible LinkedIn Groups to join.
Day 6	Join a LinkedIn Group.
Day 7	Spend 15 minutes reading and responding to other people's posts in a LinkedIn Group.
Day 8	Send 2 connection requests to former coworkers.
Day 9	Follow one company I'd like to work for.
Day 10	Add a header to my LinkedIn profile.
Day 11	Review/update my Summary.
Day 12	Share a photo as a status update.
Day 13	Spend 15 minutes reading and responding to other people's status updates.
Day 14	Set up a LinkedIn Job Alert.



Day 15	Connect with a recruiter who places candidates in my industry.
Day 16	Spend 15 minutes reading my LinkedIn news feed.
Day 17	Use LinkedIn's "Jobs" function to search for advertised jobs.
Day 18	Give a LinkedIn Recommendation.
Day 19	Check the settings on my existing Recommendations to make sure they're visible.
Day 20	Update my LinkedIn profile photo.
Day 21	Ask a question in a LinkedIn Group.
Day 22	Send a LinkedIn message to an existing connection I haven't talked to in more than a year.
Day 23	Spend 5 minutes giving Endorsements to my connections.
Day 24	Comment on a LinkedIn Publishing post written by a hiring manager or recruiter.
Day 25	Send a message to one of my existing contacts.
Day 26	Ask someone for a LinkedIn Recommendation
Day 27	Review my list of LinkedIn Skills.
Day 28	Write a LinkedIn Publishing post.
Day 29	Reconnect with someone on LinkedIn and invite them to meet up "offline."
Day 30	Spend 20 minutes reading and commenting on other people's LinkedIn Publishing posts.

ABOUT MATCH RESUMES AND CAREERS

Match Resumes and Careers collaborates with job seekers and employed professionals to develop powerful and relevant career documents and online profiles.

Expertly crafted resumes, cover letters, e-notes, thank you letters, reference lists, Bio's, and LinkedIn profiles are the essential tools candidates need to effectively compete for jobs in today's dynamic market.

All services are provided by a certified professional resume writer. Deborah Olson is a former corporate business executive with an emphasis in marketing and recruiting.

Contact Match Resumes and Careers for more information and for a custom quote:
info@matchresumes.com
Or visit our website:
www.matchresumesandcareers.com

