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# **Job Search Strategies: Using LinkedIn Job Search Features Checklist**

Career Experts Group  
[www.careerexpertsgroup.com](http://www.careerexpertsgroup.com)  
[info@careerexpertsgroup.com](mailto:info@careerexpertsgroup.com)

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# Checklist for Using LinkedIn Job Search Features

Begin shaping your Job Search Strategy with these essentials for success: Setting Up Your Profile, Job Alerts, and Targeting 10+ companies.

Next, go beyond just applying online for opportunities. The best use of your job search time is to utilize your network to get referrals into companies. Leveraging a job search strategy opens doors to efficiently find new connections and companies to follow, engage with, and build relationships toward referrals.

**THESE NETWORKING ENCOUNTERS ARE NOT REQUESTS FOR JOBS!**  
They are an opportunity to learn and grow your network to cultivate a cold connection with someone who will refer you to a role.

Start with researching and networking with your existing contacts. If you need warm connections for targeted companies, the next step is to explore, engage with, and connect to people who work at your targeted companies. Start with people in your target roles and those who would be your manager.



# LinkedIn Job Search Strategies Checklist

## SET UP YOUR PROFILE

- Click on “Get Started” under “Show recruiters you’re open to work” on your profile.
- Select up to 5 Job Titles (start typing for drop-down menu to appear).
- Select your preferred Workplaces, Start Date, and Job Types.
- Select up to 5 Geographic Locations.

## SEARCH & SET UP JOB ALERTS

- Search for jobs using Level, Location, Industry, Job Function, Title, Salary, and more.
- Set up Job Alerts for productive searches.
- Create alerts for your target companies.

## TARGET 10+ COMPANIES

- Follow AT LEAST 10 to 25 companies on LinkedIn and **focus** on them.
- If needed, build your list using Google searches or [ONET](#) research.

# LinkedIn Job Search Strategies Checklist

## NETWORK INTO TARGETED COMPANIES

(See Messaging Templates in the Appendix)

- Find and message 1st-degree connections working at TARGETED companies via the company home page.
- Search for 2nd-degree connections starting with recruiters, fellow college/university alums, or people in the role you are targeting. Message these 2nd-degree connections.
- Get gutsy and search for managers in the position or the VP of the function. Message with a request to meet them or a team member.

## EMAIL STRATEGIES

- Find emails for target connections using [mailscoop.io](https://mailscoop.io) or a similar tool.
- Send an email message using a script, but modify the first paragraph to state you found them on LinkedIn and would like to make a connection.



# LinkedIn Job Search Strategies Checklist

## ENGAGE ON LINKEDIN WITH WARM OR COLD CONNECTIONS

SHOW GRATITUDE to your network. View your homepage at least once a week (ideally daily) to see what your network is posting. Like or comment on posts using the formula below.

For 2nd-degree or cold connections, follow their activity and comment using the formula below.

**Check for activities and comments using this formula:**

**Sentence 1:** Compliment or thank the person for something in their post.

**Sentence 2:** Add your insights. You don't have to agree but don't be rude or confrontational. Share your thought leadership without self-promotion.

**Sentence 3:** Ask a question to the person you want to engage using the @ tag, if you didn't do that in Sentence 1. Or make a connection between that person and someone you think is interested in the conversation.

If commenting on a "cold connection," decide if you will send a message after commenting on their content.

If you send a personal invitation to a cold connection, use 300 characters to connect. Mention that you are part of the same industry, group, or alumni organization. Be upfront and share why you are connecting: "I'm Interested in learning more about [company, industry, etc.]" Keep it open-ended; this is about building relationships, not asking for a job!

## MESSAGE SAMPLES

### #1: Contacting a Warm Connection – General

Hello [Name],

I am transitioning from my current position at the [position] at the end of [month/week].

My time there taught me so much and, like many good things, it must end. I'm moving forward and putting together a list of organizations where I would like to work and people I'd love to connect with. I'm sending it to people who care about me – like you! – to see if they have any advice or connections to suggest.

Could you look at the attached spreadsheet to see if your network overlaps with any of these organizations? If not, is there a [target company description] that isn't on this list with whom you are connected? That would be so helpful to know about as well.

Are you free for a virtual coffee this week or next to brainstorm ideas? Thank you in advance for your help.

With gratitude,

## #2 Warm Connection (1st Degree on LinkedIn)– Specific Referral Request

Hello [Name],

As you know, [company] has been on my target list for a while, so I was excited to see they had a [position] opening.

What advice would you share as I submit my application? Is there anyone you recommend I connect with? Please let me know if [company] has a referral program, and if you'd be comfortable submitting my application.

Many thanks,

## #3: Contacting a Company Recruiter (Direct Connect or Message)

“Hi, [Name].

I discovered your profile in a LinkedIn search and wanted to connect with you about the role of X, which looks like a great fit.

I'm interested in your company or role because.... [add your reason].

Highlights of my qualifications are ... [add an achievement or two aligned to the company's pain points].

I'd be delighted to discuss my experiences and qualifications with you this week. I would appreciate a referral if someone else is the recruiter managing the open position.

Attached is my resume.

Looking forward to hearing from you!

With gratitude,



## #4: Contacting a Cold Connection, Manager, or Peer in a Company of Interest

“Hi [Name]!

My name is [Your Name], and I'm a [position] from [company name, if applicable]. I've been following the company's journey this year and have been impressed with ... [insert... ]

I found your LinkedIn post about X interesting. Are you free for a virtual coffee this week or next to learn more about how you started at [company] and your career journey?

I look forward to hearing from you.  
With gratitude,

Name, Cell, Email

## #5: Connecting to a Manager at a Company with a Job of Interest

“Hi [Name]!

My name is [Your Name], and I'm a [position] from [company name, if applicable]. I've been following the company's journey this year and have been impressed with ... [insert... ]

I'm in the process of exploring new career opportunities. I just applied for [insert name of the role ], and I would love to speak to you or someone from your team about this role to discuss how I can quickly help you move forward with achieving your 2023 goals.

Career highlights include [Add an achievement or two that matches their needs].

Attached is my resume. I look forward to hearing from you.  
With gratitude, [Name, Cell, Email]

This informative document is presented by The Career Experts Group which is a select group of Master Career Practitioners, Personal Branding Strategists, and Diversity, Equity, and Inclusion (DEI) Consultants. We share one mission: to guide and support individuals at all stages of their career journeys, from new college graduates to C-Suite Executives.

Our clients include neurodiverse workers, professionals of color, older workers, early-career professionals, career changers, and those returning to the workforce. Our own professional backgrounds are just as diverse: high-tech, education, counseling, marketing, human resources, recruiting, and entrepreneurship, to name a few.

Each member of the Career Experts Group is passionate about helping you get to work on your career. We've got you covered, no matter where you are in your career journey.

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**LET'S GET TO WORK ON YOUR CAREER!**