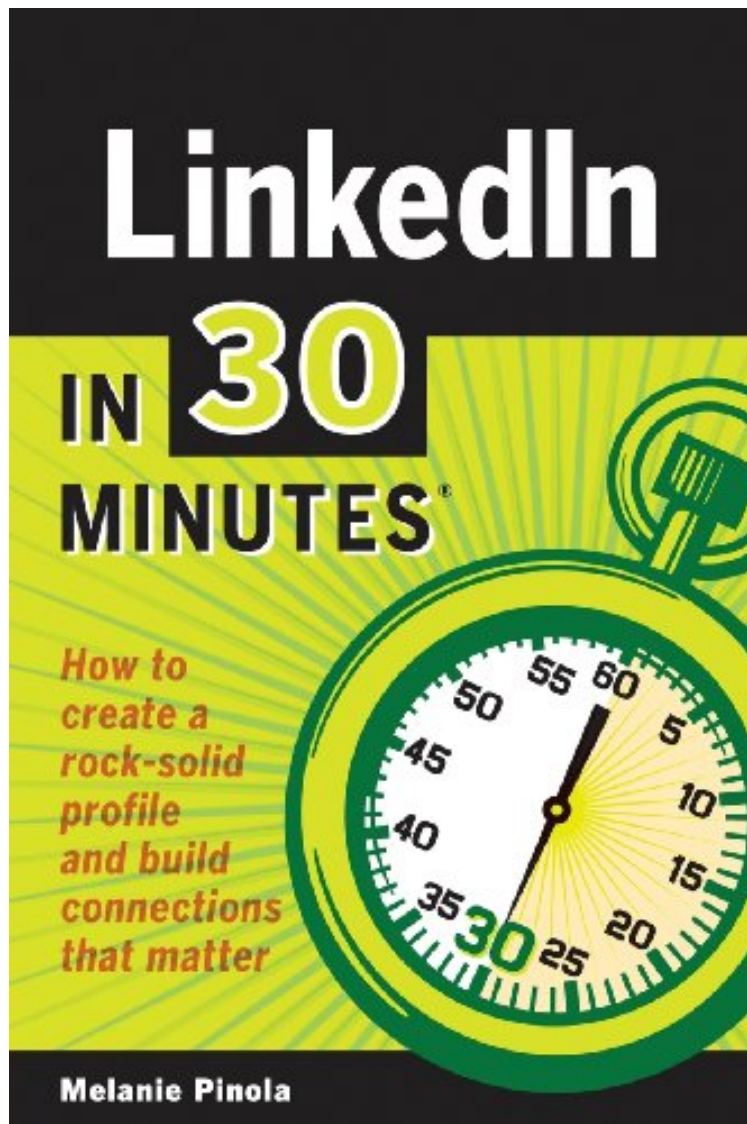


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LinkedIn In 30 Minutes: How to create a rock-solid LinkedIn profile and build connections that matter

Melanie Pinola

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Melanie Pinola : LinkedIn In 30 Minutes: How to create a rock-solid LinkedIn profile and build connections that matter before purchasing it in order to gage whether or not it would be worth my time, and all praised LinkedIn In 30 Minutes: How to create a rock-solid LinkedIn profile and build connections that matter:

13 of 14 people found the following review helpful. Good introductionBy BrettThis book does everything it claims. I

gives you a great introduction to linkedin and gives you tips on how to make a good profile. The downside is that linkedin, like many social websites, is constantly changing and so I was not able to follow the authors instructions precisely in a few instances. Another thing you should know is that you could use this book to create the best profile and still show up in searches behind the guy that paid for the "premium" account. I suppose it ultimately comes down to how you use your account and the author explains how to do that. I liked this book a lot. The content was good and the style was light and fun. I applied many of the things mentioned in this book to my profile. 15 of 16 people found the following review helpful. LinkedIn in 30 minutes for a 75-year old By Tom LinkedIn in 30 minutes helped this old guy from being overwhelmed by the intricacies and "demands" LinkedIn seems to think we should devote all our free time to. Actually, the first 5 minutes saved everyone on my email contact list from disowning me. I reversed the error I made and stopped bothering everyone while I worked through the rest with the simple guidance from Melanie Pinola. Money well spent. 5 of 5 people found the following review helpful. Quick Guide to LinkedIn By David Blankenship Although LinkedIn keeps changing, this short guide did provide enough to get me (a novice on LinkedIn) going in the right direction. I have found online help or other resources helpful when facing trickier issues with LI.

NOTE: A new version of this guide released in 2016 is now available. Search for LinkedIn In 30 Minutes (2nd Edition) or the ISBN 9781939924520. The following description is for the original first edition, released in 2013. If you're serious about taking your career to the next level, you need to be on LinkedIn. In LinkedIn In 30 Minutes, you will learn how to make a killer LinkedIn profile and expand your network. Whether you want to find a new job or advance your career, this guide can be the blueprint for a supercharged LinkedIn strategy. This LinkedIn book includes sections on: LinkedIn registration and basic profile setup How building a LinkedIn profile is different than resume writing How to find the right keywords to include in your LinkedIn profile Three things your LinkedIn profile must communicate Real-world examples of successful LinkedIn profiles and keywords How to find people to connect with Crafting personalized LinkedIn invitations LinkedIn endorsements and LinkedIn recommendations How to address unemployment, resume gaps, or a career change How to find LinkedIn job listings LinkedIn Groups: Pros, cons, and participation strategies How to access the hidden LinkedIn job market InMail and other LinkedIn tools How to stay current in your industry How to send a message to (almost) anyone on LinkedIn for free LinkedIn best practices Managing LinkedIn privacy settings LinkedIn Premium, Job Seeker Premium, and other LinkedIn paid accounts LinkedIn In 30 Minutes is for people who are new to LinkedIn, as well as those who want to optimize their LinkedIn profiles and networking efforts. Like all In 30 Minutes guides, LinkedIn In 30 Minutes is easy to approach -- it's filled with step-by-step instructions written in plain English and a touch of humor. About the author: Melanie Pinola is a writer who specializes in technology and productivity. Her work has appeared in Lifehacker, ITworld, About.com, and Popular Mechanics. Note: LinkedIn In 30 Minutes is not affiliated with For Dummies books, LinkedIn, or other services referenced in the guide. In 30 Minutes is a registered trademark of publisher i30 Media Corp. All rights reserved.

About the Author Melanie Pinola is a writer and editor currently based in New York. She specializes in technology, productivity, and lifestyle topics (and particularly enjoys when all three intersect). Pinola's freelance writing has regularly appeared on publications such as Lifehacker, PCWorld, and Popular Mechanics, and she has been featured on or cited as an expert for The New York Times and The Guardian. You can reach her on Twitter at @melaniepinola and, of course, LinkedIn at <http://linkedin.com/in/melaniepinola>.