



## What's New on LinkedIn?

Kathy Bernard

WiserU.com | [kathy@WiserU.com](mailto:kathy@WiserU.com)



**Kathy Bernard**

Invite me to connect: St. Louis, MO | [kathy@WiserU.com](mailto:kathy@WiserU.com)

## The Latest News

► WiserU.com

## New User Experience



**Kathy Bernard**  
Business/Career Coach-WiserU / Creator of the WiserU Career System | LinkedIn Expert | LinkedIn Trainer | Speaker-6395+  
Greater St. Louis Area | Professional Training & Coaching

Current WiserU, Getajobtips.com (Now WiserU), LinkedWSE.com (Now WiserU)  
Previous NAEDA, Caleres, Inc. (Formerly Brown Shoe), LHM  
Education University of Missouri-Columbia

[View profile as](#)

500+ connections

← OLD

NEW →



**Kathy Bernard**  
LinkedIn Expert/Trainer - "LinkedIn Whisperer" | Career Coach | Speaker | Creator of WiserU Career System | CEO - 6985+  
WiserU • University of Missouri-Columbia  
Greater St. Louis Area • 500+

## The Good News

► WiserU.com

## Learning integration

Kathy, improve your skills and expand your opportunities  
Try 1 month for free.

### LinkedIn Learning

Get the business, tech, and creative skills you need  
with expert-led online courses.

Starting at \$24.99 / month after free trial  
Price when billed annually

[Start my free month](#)

Try 1 month for free. Cancel anytime.



## LinkedIn Learning

**LinkedIn Learning**

Search for skills, subjects or software

**A revolution in learning. The evolution of you.**

Learn the most in-demand business, tech and creative skills from industry experts -- free for one month.

**Start my free month**

Need to train 5 or more people? [Learn More](#)

Good Morning, Kathy  
Let's learn something new today!

Skills I'm interested in: [Add skills](#)

Trending for people with your job title

**COURSE**  
**Insights from a College Career Coach**  
By: Michelle Gagliardi  
[com/learning/editing-and-proofreading-made-simple](#)

**COURSE**  
**Creating an Effective Resume (2011)**  
By: Morning Siebert

**COURSE**  
**Writing Headlines**  
By: Starshine Roshell

**COURSE**  
**Editing and Proofreading Made Simple**  
By: Ern Rickard

## Learning integration

**The Hottest Skills of 2015 on LinkedIn Global**

1 Cloud and Distributed Computing	↑ NR	14 Shell Scripting Languages	↑ 9
2 Statistical Analysis and Data Mining	↓ -1	15 Mac, Linux and Unix Systems	↓ -2
3 Marketing Campaign Management	↑ 9	16 Channel Marketing	↑ 4
4 SEO/SEM Marketing	↑ 1	17 Virtualization	↑ 8
5 Middleware and Integration Software	↓ -3	18 Business Intelligence	↓ -12
6 Mobile Development	↑ 1	19 Java Development	↔ 0
7 Network and Information Security	↓ -3	20 Electronic and Electrical Engineering	↑ NR
8 Storage Systems and Management	↓ -5	21 Database Management and Software	↑ NR
9 Web Architecture and Development Frameworks	↓ -1	22 Software Modeling and Process Design	↑ NR
10 User Interface Design	↑ 4	23 Software QA and User Testing	↑ NR
11 Data Engineering and Data Warehousing	↔ 0	24 Economics	↓ -6
12 Algorithm Design	↓ -3	25 Corporate Law and Governance	↑ NR
13 Perl/Python/Ruby	↓ -3		

If you've been thinking about picking up a few [Lynda.com](#). Consider making it your New Year's resolution to explore new job openings on LinkedIn.

Here are a few courses and open jobs related

**Cloud and Distributed Computing**

- Courses:
  - Cloud Computing
  - Big Data
  - Hadoop
  - Amazon Web Services
- Open Jobs

**Statistical Analysis and Data Mining**

- Courses:
  - R
  - SPSS
  - Data Analysis
- Open Jobs

# LinkedIn Learning

LEARNING

Search for skills, subjects or software

Topics

**Business**

- Business Software
- Digital Lifestyle
- Education and Instructional Design
- Finance and Accounting
- Leadership + Management
- Marketing
- Professional Development
- Project Management
- Writing

**Creative**

- 3D and Animation
- Art and Illustration
- Audio and Music
- CAD
- Graphic Design
- Motion Graphics and VFX
- Photography
- Video

**Technology**

- Data Science
- Game Design and Development
- IT Infrastructure
- Information Management
- Software Development
- User Experience
- Web Design
- Web Development

Visit more LinkedIn Products

- Learning
- Post a job
- Advertise
- Groups
- ProFinder
- Salary
- Lookup
- Slideshare

Search for people, jobs, companies, and more...

Home Profile My Network **Learning** **Jobs** Interests Business Services

Job title, keywords, or company name Greater St. Louis Area Find jobs

Discover My jobs **Preferences** Looking for jobs

**Let recruiters know you're open**  
Share that you're open to new opportunities and let your next job find you.

☐ Off

**Signal that you're open**  
Recruiters will see your profile marked as 'open to new opportunities'

**Stand out in recruiter searches**  
We'll feature your profile in a section only for open candidates

**Receive more opportunities**  
Increase your chances of receiving relevant messages from recruiters

We take steps to not show your current company that you're open, but can't guarantee that we can identify every recruiter affiliated with your company. [Learn more](#) or [send feedback](#)

### Let recruiters know you're open

Share that you're open to new opportunities and let your next job find you.

→ ☒ On

---

→ What kind of jobs are you considering?

Title

✓ Director Corporate Communi... ✓ Employee Communications

✓ Director Marketing Communi... ✓ Director Of Public Relations

+ Add title

→ Job type

☒ Full-time ☐ Part-time ☐ Contract ☐ Internship ☐ Remote ☐ Freelance

→ When can you start?

November 2016


→ Introduction (300 characters or less)

My teams and I have received 27 awards for communications excellence and I have amassed 42 written LinkedIn recommendations and more than 6,000 skills endorsements for leadership and communications. I have worked in corporations, nonprofits, and startups.

▶

### Location

We'll share the locations you set for your recommendations below.

 We take steps to not show your current company that you're open, but can't guarantee that we can identify every recruiter affiliated with your company. [Learn more](#)

---

### Get more relevant job recommendations

Help us see past your profile details so we can surface the most relevant jobs to you.

→ What locations would you like to see jobs in?

✓ Greater St. Louis Area + Add location

→ Which experience levels are you interested in? Director to Executive

Training Entry Level Experienced Hire Manager Director Executive

→ What industries are you considering?

✓ Computer Software ✓ Internet ✓ Semiconductors ✓ Telecommunications

✓ Pharmaceuticals ✓ Airlines/Aviation ✓ Computer & Network Security

✓ Wireless ✓ Motion Pictures and Film ✓ Museums and Institutions ✓ Fine Art

✓ Performing Arts ✓ Design ✓ Writing and Editing ✓ Arts and Crafts

▶

✓ Shipbuilding   ✓ Utilities   ✓ Textiles   ✓ Paper & Forest Products  
 ✓ Railroad Manufacture   ✓ Plastics   ✓ Mechanical or Industrial Engi...  
 ✓ Glass, Ceramics & Concrete   ✓ Industrial Automation  
 ✓ Transportation/Trucking/Rail...   ✓ Warehousing   ✓ Maritime   ✓ Construction  
 ✓ Building Materials   ✓ Architecture & Planning   ✓ Civil Engineering

+ Add industry

Suggested based on your experience

+ Hospital & Health Care   + Information Technology and ...

What size company would you like to work for? 11 to 10,001+ employees

myself only   2-10   11-50   51-200   201-500   501-1000   1001-5000   5001-10000   10001+

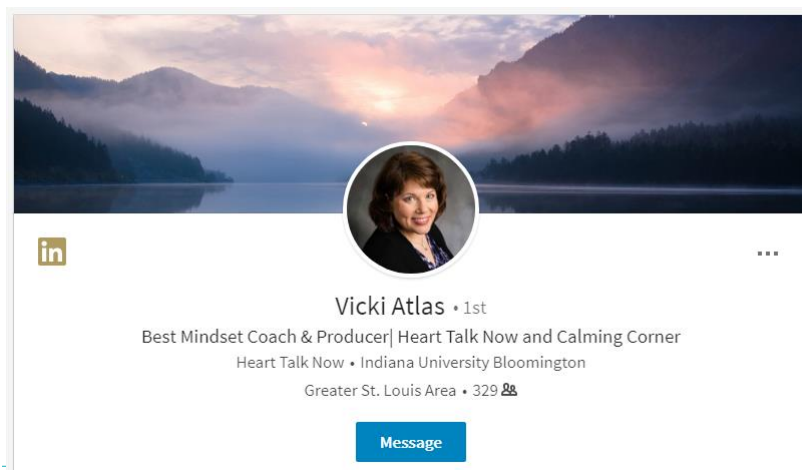
Share your profile when you click apply

Allow job posters to see your full profile when you click apply on jobs that take you off LinkedIn to finish the application.

☒ On

## Simplified Power Masthead

► 1584 x 396 pixels



- ▶ Avoid bad picture overlap



## Power Masthead

- ▶ Premium account holders can choose from 25 designs

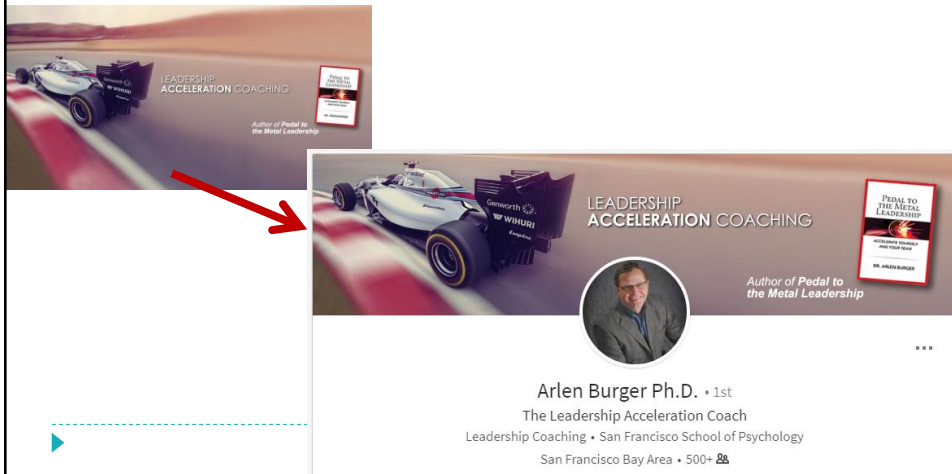
### Standard LinkedIn Premium Header Image Options





## Free Account?

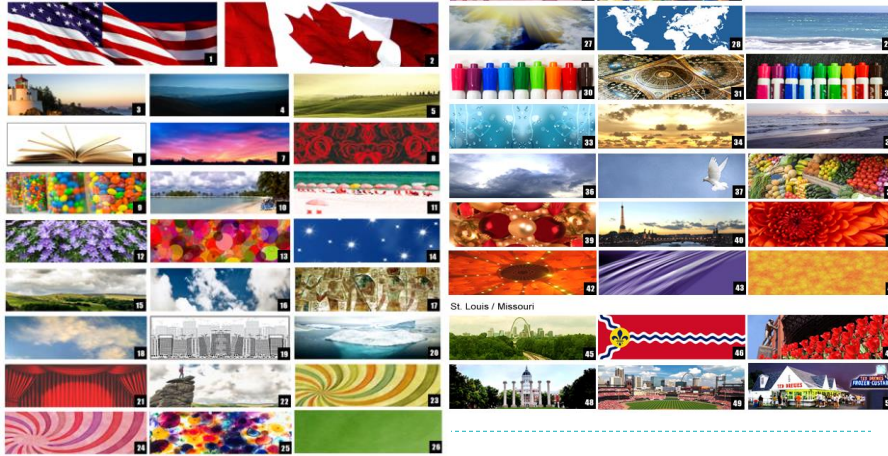
- ▶ You must add your own image
- ▶ Parameters are very tricky – 1584 x 396 pixels



## Free Account?

- ▶ WiserU has affordable options

Standard Header Images - \$29 each (Additional styles / colors may be available)



## Features on people's profiles

The screenshot shows a LinkedIn profile for Susan (Kaestner) Lopez, Vice President (Account Executive | Marketing | Business Development | Career Search | Career Coaching | Resume Writing) at WisenU. The profile includes a banner image of a conference room and a circular profile picture. A red box highlights the menu options available on the right side of the profile:

- Share profile
- Save to PDF
- Remove Connection
- Report / Block
- Unfollow
- Request a recommendation
- Recommend Susan

Below the profile picture, the text reads: "Susan (Kaestner) Lopez", "Vice President (Account Executive | Marketing | Business Development | Career Search | Career Coaching | Resume Writing)", "WisenU • Southern Illinois University, Springfield • Ballwin, Missouri • 500+ connections". A blue "Message" button is visible below the text.

## Improved Jobs function

- ▶ See who you know at hiring company

The screenshot shows a LinkedIn job posting for "Manager, Employee Benefits" at Centene Corporation, Clayton, MO, US. The job was posted 6 days ago and has 201 views. A red box highlights the "connections work here" section, which shows three profile pictures of people who work at Centene Corporation. A red arrow points from this section to the "7 connections work here" section below. The "7 connections work here" section lists the following individuals:

- Teresa Kelley**: Senior Account Manager | Client Service Management | Relationship Manager - Health Care, Workers Compensation. Greater St. Louis Area. [Message](#)
- Janine Koch Neel**: Manager Information Technology at Centene Corporation. Greater St. Louis Area. [Message](#)
- Kathy Prather**: Technical Writer at Centene Corp. Greater St. Louis Area. [Message](#)




Below the list is a "See all" link. The job posting also includes a "Save" button and an "Apply on company website" button. The "People also viewed" section on the right shows a profile for "Vice President of Human Resources" at "Resonance Logistics, LLC".

## Meet the Team

- ▶ See who to contact

Meet the team at Freshing


[See all employees](#)

Allen Chen · 2nd  
Designer at Freshing for 2 years  
New York City, NY

[View Allen's profile](#)

Allen came from



Dimension

Allen has these skills


Product Design

Mobile Applications

Visual design

After Effects

Illustrator



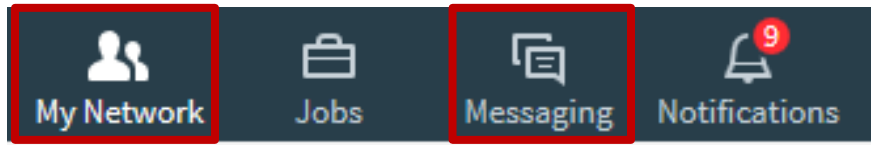
Massachusetts  
Institute of Technology



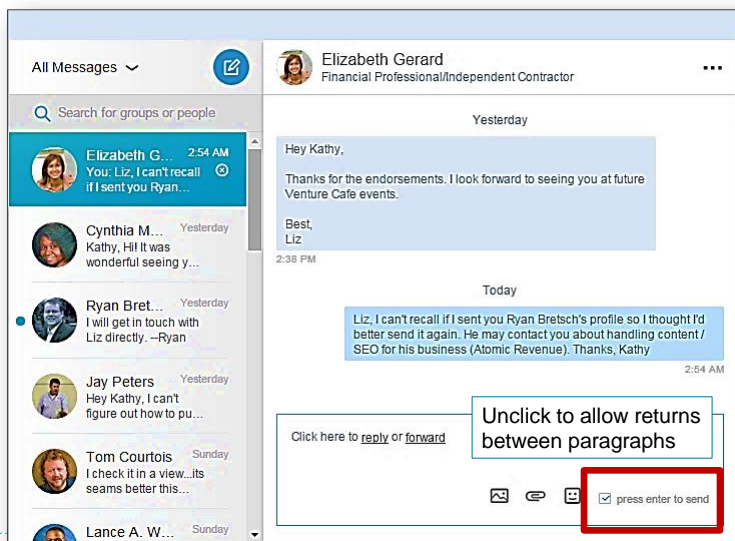
## The Bad News

## Mail Center is “improved”

- Invitations are now separate from Messages






## Mail Center is “improved”



## Responding to invitations is buggy

Received invitations (4) Manage all


 <b>Mandy Donohue</b> Founder and CEO - The Insurance Funnel, LLC Donna Svei, Executive Resume Writer	Ignore <span>Accept</span>
 <b>Dee George</b> Vice President, People Solutions at IMPACT Group Alana Kunkel and 42 others	Ignore <span>Accept</span>
 <b>Cheryl Alhassan</b> Management Professional Jill Farmer and 6 others Dear Ms. Bernard, I am	Ignore <span>Accept</span>

[See more](#)

[Reply to Cheryl](#)

[Show more](#)

## Group invite option removed

 Invite Jenny to connect on LinkedIn

How do you know Jenny?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Jenny

**Group option has now been deleted**

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

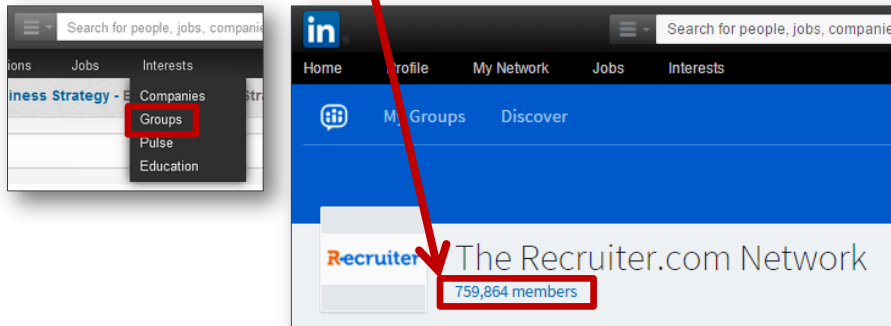
- Greg Cooper

**Important:** Only invite people you know well and who know you. [Find out why.](#)

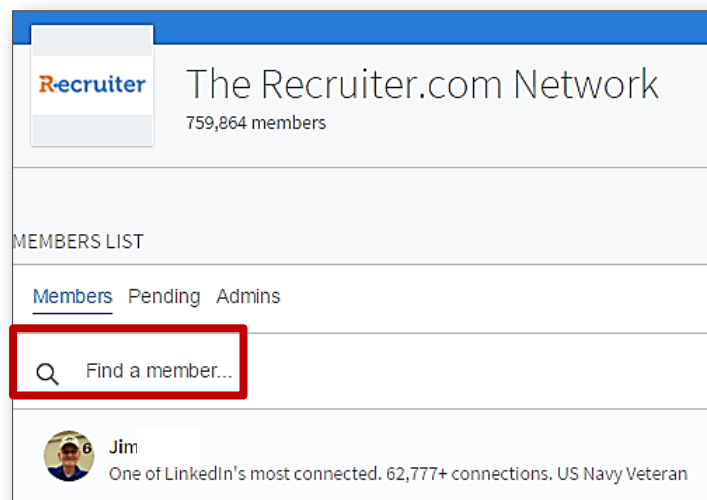
Send Invitation or Cancel

## Workaround

- ▶ Visit **Interests** > Groups > My Groups > Select group
- ▶ Click **Members Number**

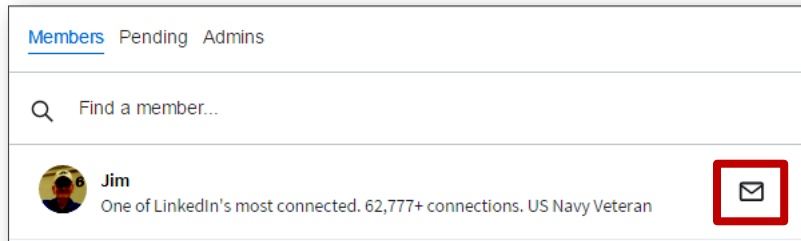


## Find a member is buggy



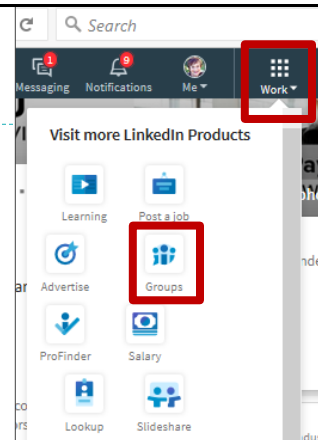
## Send message to group members

- ▶ Click “**envelope**”
- ▶ Send 15 **total** messages to group members/month

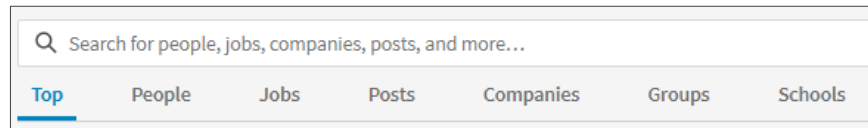


## Groups are diminished

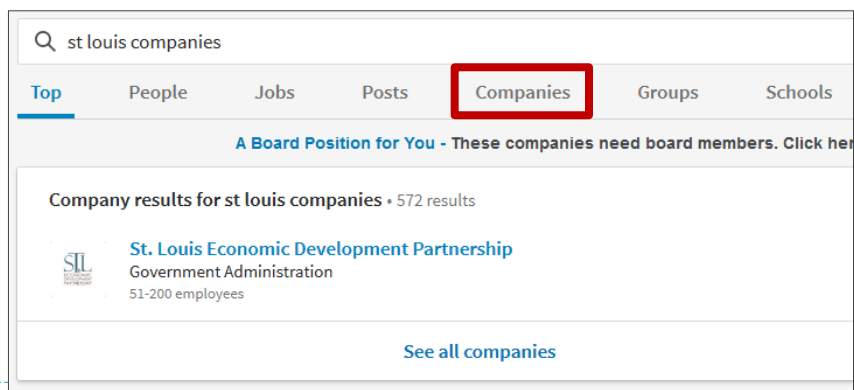
- ▶ Hard to find
- ▶ Fewer discussions
- ▶ But still POWERFUL!



## Search sucks



## Search sucks





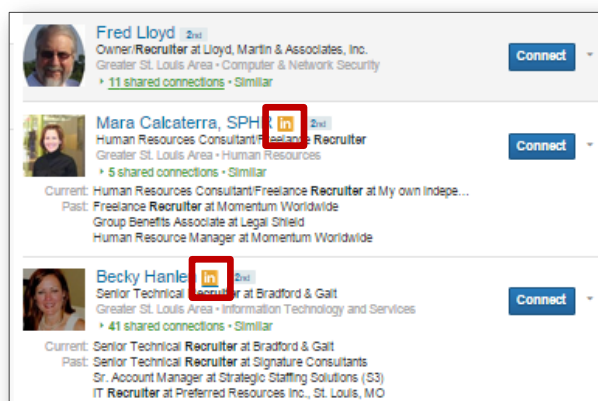
## Open Profile button is gone

- ▶ Let you send a message to someone you weren't connected to



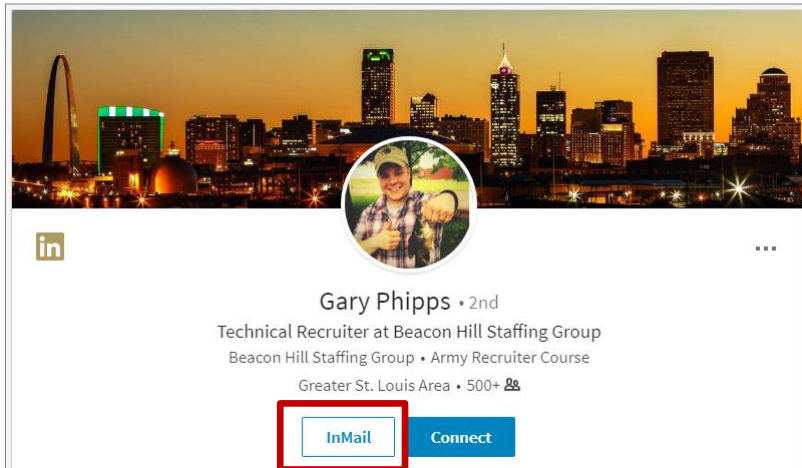
## Workaround, part 2

- ▶ Look for gold "in"
- ▶ Visit profile



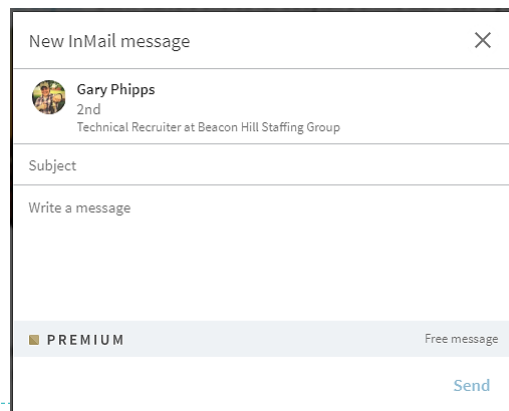
## Workaround, part 3

- ▶ Click "Send [NAME] InMail"



## Workaround, part 4

- ▶ If person allows Open Profile messages, box will pop up allowing you to send message



## Workaround, part 4

- ▶ If they don't allow free messages; you'll get this message

**PREMIUM**

Kathy, reach out to Ginny with InMail, a Premium feature that lets you contact anyone directly

No commitment for 1 month. Cancel anytime, for any reason.

**Career**

Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

**Business**

Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

Select plan

**Sales**

Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Select plan

**Hiring**

Find and hire top talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan

**WISERU**  
 TRAINING & SERVICES

**POWERFUL  
Premium Job  
Seeker Account**

▶ WiserU.com

19

## Should you have a premium account?

► **Maybe**

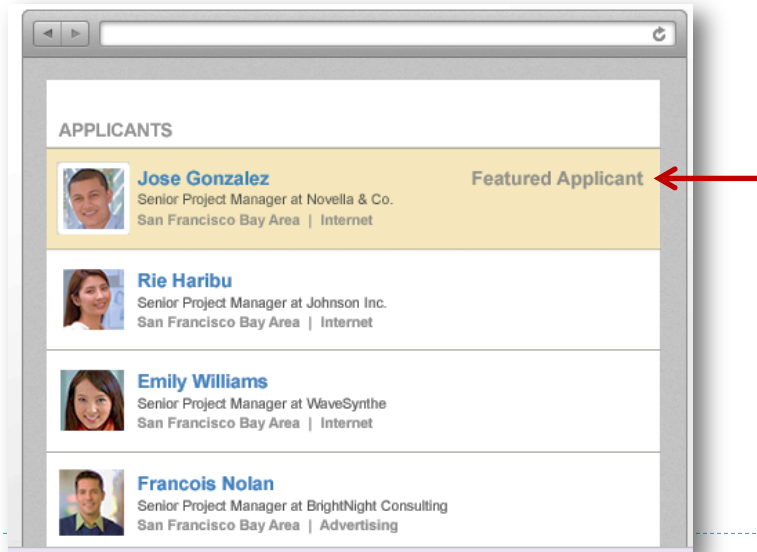


## Premium has powerful tools

The screenshot displays a job application interface. At the top, there are buttons for "Apply on company website" and "Save". Below these, a section titled "Other Details" shows "29 Applicants". A red box highlights a message: "See how you compare to the competition. Get more insights on who's applied with a Premium account." A red arrow points from the top of the slide to this message. To the right of the message is a yellow button that says "Upgrade free". Below the highlighted message, there is a dark button labeled "About this job" and a light button labeled "Free for 30 days". On the right side of the interface, there is a profile card for "Jessica Duffey" with the "Laird" logo and the tagline "Smart Technology. Different."

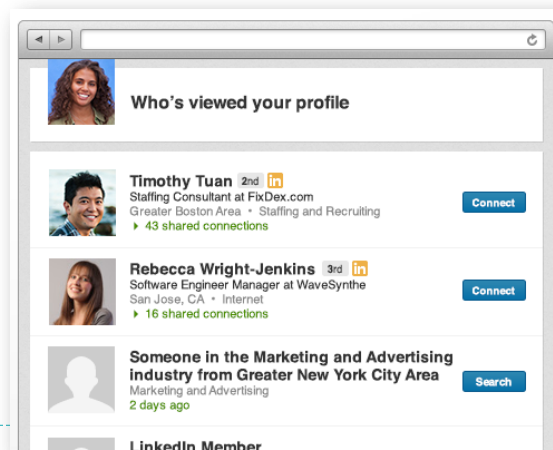


## Top placement for jobs

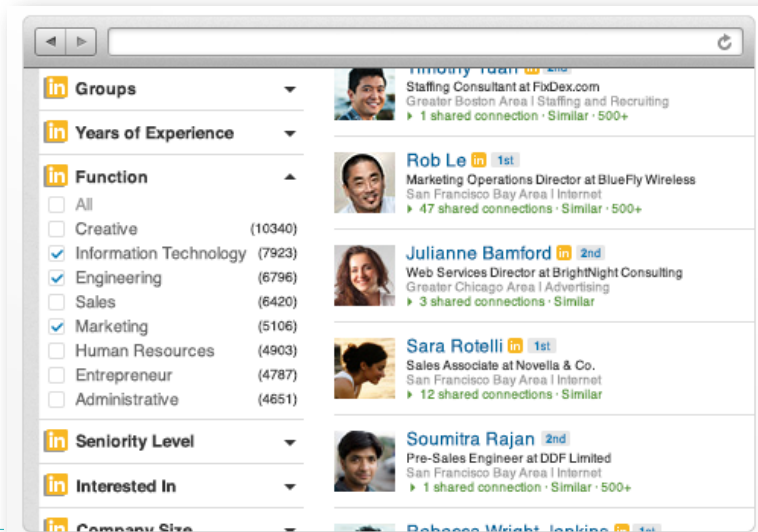


## See who viewed your profile

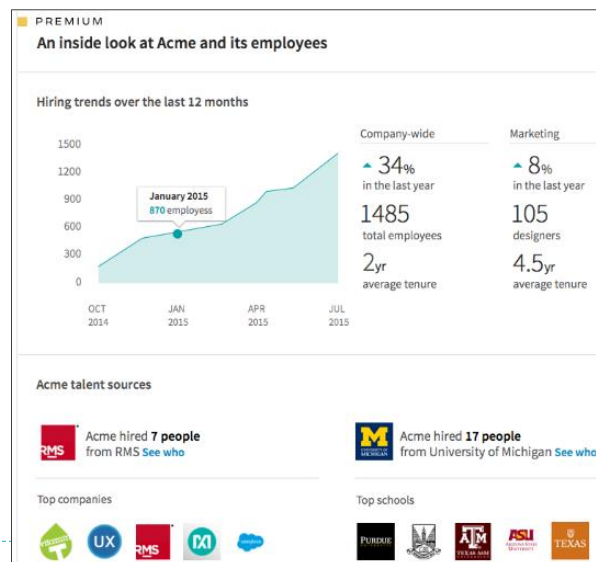
- ▶ 90-days of visits
- ▶ Anonymous stays anonymous
- ▶ See keywords used
- ▶ Learn locations and industries of visitors



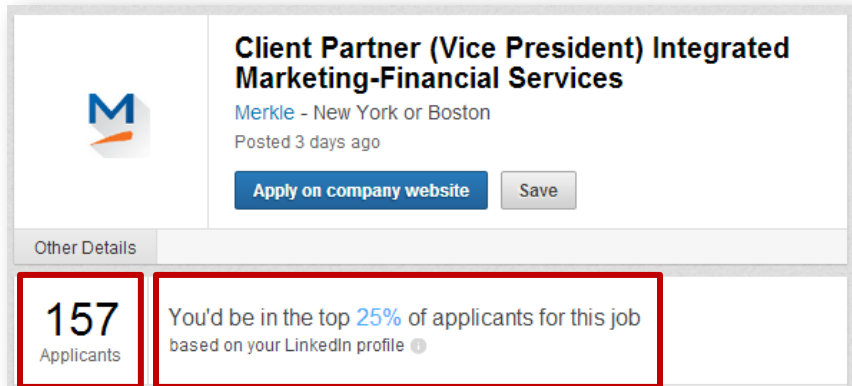
## Premium research tools



## New Premium Insights about employer



## See how you stack up



**Client Partner (Vice President) Integrated Marketing-Financial Services**  
Merkle - New York or Boston  
Posted 3 days ago

[Apply on company website](#) [Save](#)

Other Details

**157**  
Applicants

You'd be in the top **25%** of applicants for this job based on your LinkedIn profile

## View keywords used for the job

- ▶ Add missing keywords into your Summary section

### Top skills and areas of expertise

Add relevant skills to improve your chances of getting this job.

<input checked="" type="checkbox"/> Marketing Strategy	<input checked="" type="checkbox"/> CRM
<input checked="" type="checkbox"/> Integrated Marketing	<input checked="" type="checkbox"/> Digital Marketing
<input checked="" type="checkbox"/> Direct Marketing	<input checked="" type="checkbox"/> New Business Development
<input checked="" type="checkbox"/> Marketing	<input checked="" type="checkbox"/> Leadership
<input type="checkbox"/> Account Management	<input type="checkbox"/> Email Marketing

## Add keywords LinkedIn tells you to

**Optimize your profile to get found**

Do these terms fit your skills and achievements? If so, add them to your summary to show up in more searches.

Re-branding	Including print
Marketing consulting firm	Sweepstakes
Advertising campaigns	Retention programs
Consumer marketing	Traditional marketing
New product launches	External communications

Wonder why we're suggesting these words? Professionals like you use these terms to drive more visitors to their profiles.

**15** Nice work! You're already using 15 powerful keywords. [See which ones.](#)

PREMIUM

## Immediately show up higher

**Background**

**Summary**

Experienced marketing professional with expertise in **consumer marketing**, brand management, loyalty **rewards programs**, and online product marketing. Proven track record of building strategic partnership deals and **new product launches** in both retail and high-tech industries.

**Experience**

**Marketing manager**  
Collectively Inc.  
January 2012 – Present (1 year, 4 months) | Greater Chicago Area

**Account Executive**  
Federated Media Publishing, Inc.  
June 2011 – January 2012 (8 months) | Greater Chicago Area

**Optimize your profile to get found**

Do these terms fit your skills and achievements? If so, add them to your summary to show up in more searches.

Customer segmentation	Multi-channel
Cross-functional team lea...	<b>Rewards programs</b> ✓
Agency relationships	Lead generation programs
<b>Consumer marketing</b> ✓	New corporate
<b>New product launches</b> ✓	Re-launched

Wonder why we're suggesting these words? Professionals like you use these terms to drive more visitors to their profiles.

**3** Nice work! You're already using 3 powerful keywords. [See which ones.](#)

PREMIUM



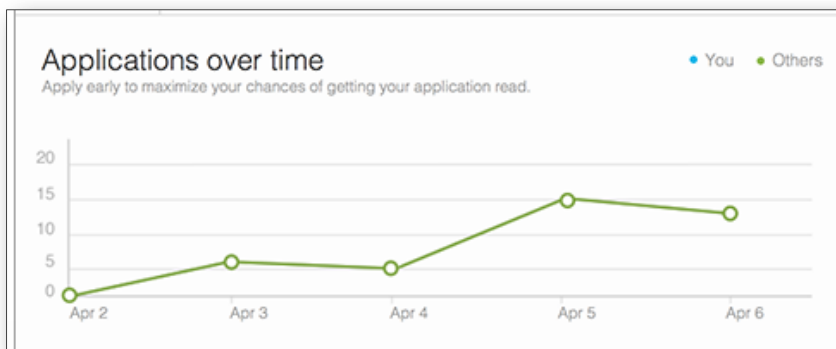
## Compile list from job postings

- ▶ Put them in alphabetical order
- ▶ Makes a HUGE difference
- ▶ WiserU does this search as part of profile optimization

STRENGTHS: (Alphabetical): B2B Marketing, Branding, Brand Management, Business Alliances, Business Intelligence, Certified Process Improvement Facilitator, Client Service, Consumer Research, Cross-Functional Process Improvement, Cultural Sensitivity, Customer Research, Customer Segmentation, Direct Response Marketing, Drive Growth, Integrated Marketing Plans, International Marketing, Leveraging, Marketing, Marketing Communications, Marketing Strategy, Marketing to Women, Marketing Verticals, Market Segmentation, Multicultural, Multilingual -- English-Spanish-French and Conversational Portuguese, Marketing, Needs-Based Segmentation, New Business Development, New Credit Card, New Market and Product Development, Online Advertising, Partnerships, Product Enhancements, Product Management, Product Positioning, Propositions, Relationship Building/Management, Sales Collateral, Salesforce Support, Salesforce Training, Segmentation Strategy, Six Sigma Black Belt, Social Media Marketing



## See when people applied



# Stats compiled after 10 applications

6  
Applicants

Check back soon to see how you compare to the competition

To ensure privacy, we only share insights when there are at least 10 applicants.

■ PREMIUM

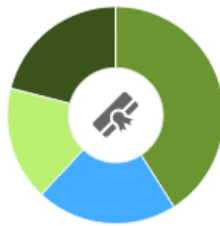
# Seniority comparison



## Education comparison

### Education

Find fellow alumni who may be able to connect you with job opportunities.



- 41% Bachelor's Degree
- 21% Master of Business Administration
- 17% Master's Degree
- 21% Other

Top fields of study:

- Marketing
- Business Administration and Management, General
- Journalism

## Same approach is **used** on your resume

**PACK** your resume with

- ▶ Keywords
- ▶ Proof of seniority
- ▶ Proof of education

**1 FIRST NAME LAST NAME**  
STREET ADDRESS, CITY, STATE ZIP CODE  
PHONE NUMBER | EMAIL ADDRESS | LINKEDIN PROFILE ADDRESS

**2 Strong headline related to each job description**

**3 Skills Summary**  
List keywords listed in the job openings you want. Keep format simple so you can easily paste it into online application systems. Example: Experienced in Microsoft Word, Excel, PowerPoint, project management, public speaking, writing, editing, proofreading, research, analysis, and organization. Include all computer and software proficiencies feature all relevant certifications.

**4 Work Experience - (JUST MOST RECENT JOB FIRST)**

**Company Name** - (ADD APPROPRIATE DESCRIPTION OF COMPANY) YEAR - YEAR  
Brown Shoe, Inc. - Global footwear marketer of Naturalizer, Dr. Scholl's and other top brands

**Job title**

- Most relevant duty related to job description
- Second most relevant duty related to job description
- Third most relevant duty related to job description

**Accomplishments at Company Name**

- Most impressive quantifiable accomplishment - Example: Grew sales by 100 percent.
- Second impressive quantifiable accomplishment - Raised \$500K in donations.

**Company Name** - (ADD APPROPRIATE DESCRIPTION OF COMPANY) YEAR - YEAR  
Brown Shoe, Inc. - Global footwear marketer of Naturalizer, Dr. Scholl's and other top brands

**Job title**

- Most relevant duty related to job description
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**Accomplishments at Company Name**

- Most impressive quantifiable accomplishment - Example: Grew sales by 100 percent.
- Second impressive quantifiable accomplishment - Raised \$500K in donations.

**5 Education**

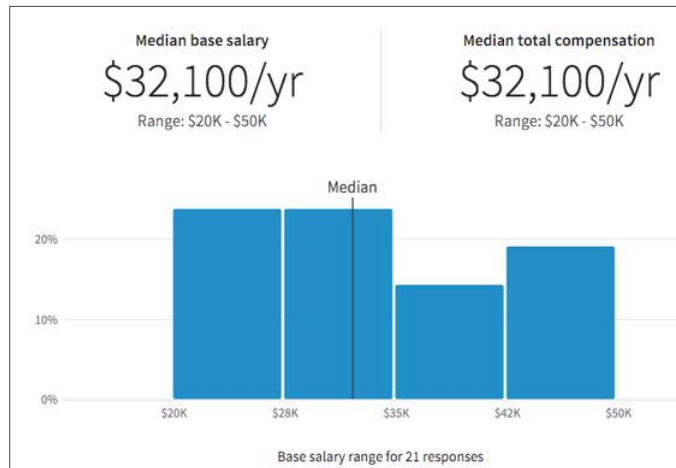
**BA - Bachelor of Arts, Graphic Design** - University of Missouri-Columbia  
Recent courses completed in Adobe Photoshop, Illustrator, Dreamweaver, content management, blogging.

**Awards and Honors**

- Volunteer involvement particularly related to your field

**6**

## View job salary range



## Quick Apply Feature

- ▶ Maximize your profile FIRST!

**Java Developer** quick apply

Maritz Motivation Solutions

Greater St. Louis Area

Posted 22 days ago 25 views

30 people from your school work at Maritz Motivation Solutions

Apply
 Save



## Premium is pricy, but may be worth it

### Job Seeker features



#### Direct messaging to recruiters

Reach out directly to any recruiter or job poster with 3 InMail credits



#### Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



#### Featured Applicant

Move to the top of recruiters' applicant lists



#### Applicant Insights

See how you compare to other candidates

**Lynda.com**  
A LINKEDIN COMPANY

Limited time offer **New**

#### On-demand courses to advance your career

Master in-demand skills with full access to over 4,100 expert-led courses on Lynda.com, a LinkedIn company†

**Start my free month**

No commitment for 1 month - cancel anytime  
After your free month, you'll pay \$29.99\* / month

## Searches are limited

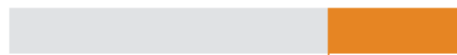
- ▶ 60 per month
- ▶ Upgrade to Business or Recruiter premium to search more



**Kathy, you're approaching the commercial use limit on search**

For unlimited searches, try [LinkedIn Premium](#)  
[Learn more](#)

**Upgrade Plan**



30% left

## LinkedIn is powerful ...

- ▶ **97%** of recruiters use it
- ▶ **40 times** greater chance of landing a job with an optimized LinkedIn profile



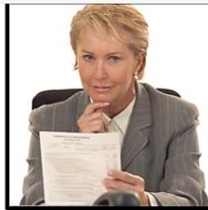
▶ WiserU.com

## Learn about WiserU services

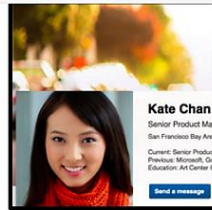
- ▶ **WiserU.com > Career Services**



**Career Coaching**



**Resume/Cover Letter**



**LinkedIn Profile**

Choose From A La Carte Career Options Or One Of Our Combination Packages

Contact WiserU at 847-606-5160 or info@WiserU.com to get started.

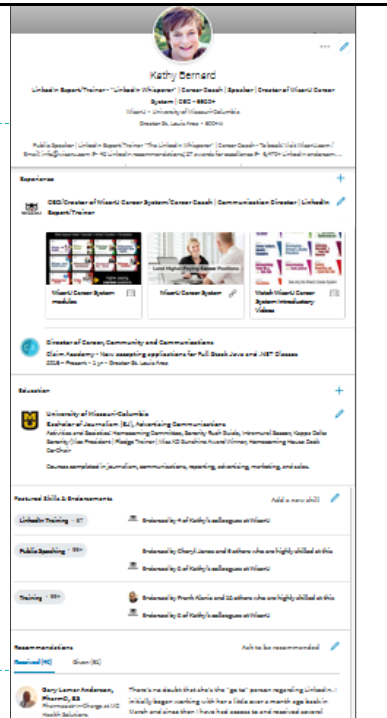
- Assessment Testing/Coaching (to determine what you want to do and/or to assess your skills)
- Career Coaching (single or multiple sessions). **View Career Coaching session options**
- Interview Preparation (single or multiple sessions)
- LinkedIn Training Session to maximize your use of LinkedIn for job search
- Resume Creation / Optimization + Change Template (or Basic Resume Review)
- LinkedIn Profile Creation / Optimization to attract recruiters to you on the world's largest business network
- Cover Letter Creation / Optimization + Change Template (or Cover Letter Review)
- **Recruiter Reach Services** – We can reach relevant recruiters on your behalf

## Profile optimization

### Crack the Code!

- ▶ Every aspect of your profile **power-packed**
- ▶ *Plus*, all the right groups
- ▶ *And* all the right companies

▶ WiserU.com



## Power pack your profile!

- ▶ **Total LinkedIn Profile Optimization**
- ▶ \$495 for optimized profile to ensure you can be found for the titles you want
- ▶ Add a fully optimized resume – *both* for \$850
- ▶ *Save* \$40



▶ WiserU.com

## Total LinkedIn Profile Optimization



- ▶ *Since you optimized my LinkedIn profile, I started getting emails and phone calls from recruiters in my field. In fact, I just accepted a job offer with Bank of America-Merrill Lynch as a vice president while I turned down three recruiters this week. Your fine work made this happen.*

– **Kim Hughes, New York**

**City, NY**



- ▶ *Thanks to my beefed up LinkedIn profile, I got an interview and thanks to your techniques, they have invited me back for a second interview. I honestly don't think I'd be in this position if it weren't for you. You are like a St. Bernard when it comes to rescuing job seekers lost in the snow-covered mountains of unemployment.*

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– **John Tucker, Phoenix, AZ** (he got the job!)

## The WiserU Career System





## REVIEW THE 10 MODULES

SEE WHY THE WISERU CAREER SYSTEM IS CRITICAL TO YOUR FUTURE CAREER

Module 1 Take Action Guide:  
**Getting Started  
with the WiserU  
Career System**

Module 2 Take Action Guide:  
**Applying  
for Positions**

Module 3 Take Action Guide:  
**Transforming  
Your Resume  
& References**

Module 4 Take Action Guide:  
**Cover Letters,  
Emails &  
Samples**

Module 5 Take Action Guide:  
**Developing a  
Strong LinkedIn  
Presence**

Module 6 Take Action Guide:  
**Enlisting  
Recruiters  
in Your Job  
Search**

Module 7 Take Action Guide:  
**Networking  
Your Way  
into the Job**

Module 8 Take Action Guide:  
**Interviewing  
with Confidence**

Module 9 Take Action Guide:  
**Salary  
Negotiating  
to Land the Job**

Module 10 Take Action Guide:  
**Excelling  
on the Job**

Learn more: [wiseru.com/career-system](http://wiseru.com/career-system)  
To save \$25, Visit [wiseru.com/gettingstarted](http://wiseru.com/gettingstarted)  
Use code: JTT25OFF

- Coaching / Interview Prep  
\$100/hr
- LinkedIn Profile: \$495
- Resume: \$395

[wiseru.com/career-system](http://wiseru.com/career-system)  
Save \$25: [wiseru.com/gettingstarted](http://wiseru.com/gettingstarted)  
Use code: JTT25OFF

  
**WISERU**  
TRAINING & SERVICES

***Thank you!***  
***Any questions?***

## What's New on LinkedIn?

Kathy Bernard

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