



Reach Your Target Employers Using LinkedIn

Kathy Bernard



Welcome!



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Wiseru.com

- Started WiserU.com blog to fix a weakness
- Tenaciously good at finding a job
 - Career coach, LinkedIn trainer
 - Train recruiters to find you

Invite me to connect!



Reach your target employers!

The Big Mistake?

Researching a company ...
before the interview



Reach your target
employers!

When Should You Research the Company?

You should research a company ...
before you even apply!



Reach your target
employers!

How do you **WOW** hiring companies?

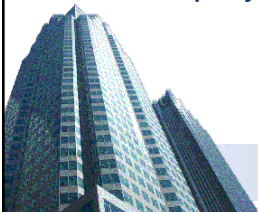
- **RESEARCH** who they are
- **IMPRESS** them with what you know



Reach your target
employers!

Researching a Company ...

- Shows you are **really** interested in **them**
- Infers you **understand** their company
- Shouts that you are willing to work **harder** and **smarter** to earn the position
- Gives you clues about what the company is **really** like
- Keeps you from saying the **wrong** things



Reach your target
employers!

Resistance is **self defeating** ...

- Not doing your homework lumps you with everybody else who is just going through the motions
- It is more effective to apply well for one job than to apply for 20 jobs badly



Reach your target
employers!

That's why today, **we'll discuss** ...

- How to reach the hiring manager
- Types of people the company hires



Reach your target
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We'll discuss ...

- **Who you know who could influence your hiring**
- **The salary ranges for key positions**
- **Recent departures and job postings**
- **What current employees think and much more**



How to WOW Hiring
Companies!

We'll **also** discuss ...

- **What to do with the knowledge you've gained**
- **Specifically what to do to impress hiring companies**



How to WOW Hiring
Companies!

What I've learned ...

- There are tons of resources
- Many are free
- It's worth your while to do your homework
- You'll be amazed at what you can find out



How to WOW Hiring
Companies!

Use the knowledge ...

- Copy/paste information in Notepad
- Shorten the information to essential points
- Paste it into a Word document



How to WOW Hiring
Companies!



Let's get started!



Thank you! Any questions?

Kathy Bernard

Invite me to connect on LinkedIn:

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(I'm the Kathy Bernard in
St. Louis, MO)



Contact me for LinkedIn
training, coaching or a
profile and resume
revamp!

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