



## 10 Ways You Never Thought of Using LinkedIn

By Jan Wallen

When I've interviewed people for my program "Advice from the Experts", I found that people are using LinkedIn in unique ways. That inspired me to look everywhere to find unique and unusual ways that people are using LinkedIn. Here are 10 of the ways I've found so far. **If you're using LinkedIn in unusual and unique ways, tell me.** To tell me the unique ways you're using LinkedIn, you can call me at (877) 327-5058 or send an e-mail to me at: [info@linkedinworks.com](mailto:info@linkedinworks.com) and put "10 Ways" in the Subject line.

1. **Reverse checking your manager and people you'll work with** before you accept a new position. When you're interviewing for a position, look up the person you'll interview with in LinkedIn. Get an idea of who they are, their interests, and their interests and career path. That way you'll be more prepared for your interview, and can start with a conversation and icebreakers rather than going in cold and not quite knowing what to say. As you progress in your interviews, look up the Profiles of the manager and people you'll be working with. You'll get an idea of what it will be like working there and with them. It also makes it easier during the interview because you're prepared. Look at their Recommendations. You could even contact other people who have worked with them.
2. **Updating your network on your new business model, and as a result, getting calls and clients.** A colleague of mine who has a consulting business decided to change his business model. He wanted to work with clients on longer-term projects and have a greater impact on their top line and sales. He updated his LinkedIn Profile, and wrote a message to the people in his network that gave them an update on what he was doing now. He described the change he'd made in his business model, and mentioned the types of clients and projects he was looking for. He sent this update out to his network, and within a week, he received 5 calls from potential clients.
3. **Using LinkedIn with Google Alerts.** Look up people and companies you want to work with, potential clients and decision-makers or those where you want to work. Then to go Google and set up a Google Alert for those people and companies. You'll get a Google Alert in your Inbox telling you when those people and companies are in the press, or are doing something new. To set up Google Alerts, go to: [alerts.google.com](http://alerts.google.com) and follow the prompts.



For example, if you want to know when a specific company is in the news, enter that company's name. Choose how often you want the alert, and you'll start receiving the alerts in your Inbox.

4. **Establishing your status as an Expert.** LinkedIn gives us the platform to show off our expertise, and be recognized as an Expert in the Answers area. Taking that a step further, you can write articles and have them picked up by many ezines and publications, which gives you visibility and credibility in addition to LinkedIn, blogs, Web sites and other social and marketing media. I've done this several ways, and now am very pleased with the results and services of SubmitYOURArticle ([www.SubmitYOURArticle.com](http://www.SubmitYOURArticle.com)). The recommended length of articles is between 450-700 words, so it's easier now to write articles that reinforce your expertise. Remember to keep the readability at about a 5<sup>th</sup> or 6<sup>th</sup> grade level because comprehension and retention is better then. That may not make sense for some audiences. An interesting study was done where doctors were asked to read medical articles that were written at college level, high school level and 7<sup>th</sup> grade level. They were tested for comprehension and retention of the material after reading each article. The doctors were skeptical, and thought it was "below them" to read high school and 7<sup>th</sup> grade level articles when they'd been reading at higher levels for so long. The results were that both comprehension and retention improved as the readability level decreased. And they were both significantly better when they read the material at the 7<sup>th</sup> grade level. It's easy to check the readability index of your articles in Microsoft Word. Send e-mail to me at: [info@linkedinworks.com](mailto:info@linkedinworks.com), and I'll send you the steps.
5. If you're **changing your career or industry, find a mentor**, do research and find someone in that industry that can answer your questions. Set up informational interviews to find out what it's really like to work in that new area, and if you really want to make the change. Clarify your expectations of what's involved.
6. **Talk to people before you relocate.** For example, if your company is relocating, you can find real estate agents, services and service providers before you move. That way you can do things ahead of time rather than waiting until the last minute or until you're there. It makes things so smooth.



7. **Get a job in a non-traditional way.** Update your resume and LinkedIn Profile. Then send a message out to your network saying, “I’m up for grabs!” (You might express it differently if that’s not your style.) The fellow that did this said he had a new job in less than a week.
  
8. **LinkedIn is international, too.** Find connections that can help you and where you can help them with their international goals. I’ve already made connections where they found me on LinkedIn from Hungary, India and South Africa, and we’re continuing to network. I’ll be actively pursuing this, and will give you an update on results and advice if you send me an e-mail at: [info@linkedinworks.com](mailto:info@linkedinworks.com) and put International in the Subject line.
  
9. **Find people who have done similar projects.** Talk to them to see what it’s like, gather information, and ask them for their advice. Save a tremendous amount of time by talking to someone who’s already done what you want to do rather than learning it all on your own.
  
10. **Get references for someone you’re about to hire** – search companies where they worked in the past, and call them.

And here’s an *extra tip for you* – because I believe in *Lagniappe*, a New Orleans custom that means “a little bit extra”. It started in New Orleans when the baker in New Orleans gave you an extra bun when you ordered a dozen. And I’ve adopted it and made it a part of my business practice.

11. **Find Experts and speakers for your programs and events.** When you host meetings or events, go to LinkedIn to find Experts and speakers in your local area. You have a ready community of experts to choose from – all at your fingertips.