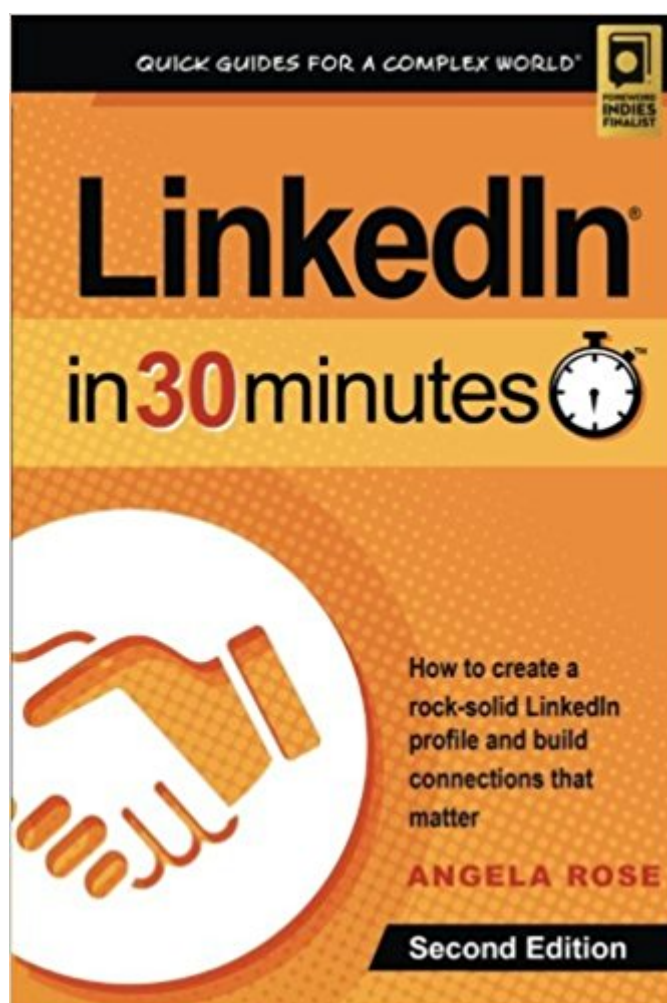


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# LinkedIn In 30 Minutes (2nd Edition): How To Create A Rock-solid LinkedIn Profile And Build Connections That Matter



## Synopsis

LinkedIn guide - updated in 2017! The second edition has been updated to cover the new LinkedIn interface! If you're serious about taking your career to the next level, you need to be on LinkedIn. In *LinkedIn In 30 Minutes (2nd Edition)*, author Angela Rose will show you how to make a rock-solid LinkedIn profile and expand your network. Whether you want to find a new job on LinkedIn or advance your career, this guide can be the blueprint for a supercharged LinkedIn strategy.

What's inside

- LinkedIn registration and basic profile setup
- Nine critical LinkedIn profile elements
- Six additional LinkedIn profile elements you should include
- Why keywords are so important for your LinkedIn profile
- How to improve a basic LinkedIn profile
- Real-world examples of successful LinkedIn profiles
- How to address unemployment on LinkedIn
- How to connect with other people on LinkedIn
- Crafting personalized LinkedIn invitations
- Connecting with strangers on LinkedIn
- Other ways to get noticed on LinkedIn
- Best practices for using LinkedIn's search engine
- Participation strategies for LinkedIn Groups
- Five ways to find a job on LinkedIn
- InMail and other paid LinkedIn services
- How to turn off LinkedIn notifications

Who this book is for

The revised edition of *LinkedIn In 30 Minutes* is for people who are new to LinkedIn, as well as those who have created basic LinkedIn profiles and now want to take their LinkedIn efforts to the next level. While *LinkedIn In 30 Minutes* is not intended to be a comprehensive guide, it provides a solid foundation of LinkedIn registration basics, critical profile elements, and networking best practices that can help you land a new job or advance your career. The LinkedIn tutorial is filled with step-by-step instructions written in plain English and a touch of humor. There are lots of screenshots and LinkedIn best practices that you can use to turn an uninspiring resume or CV into a winner!

What readers are saying

"This was an excellent primer for someone like me who had a LinkedIn account but didn't really every use it except to look up people. I learned some very basic and simple things about groups, adding people, updating my profile, changing some privacy settings, etc. It was a simple read, it took me just shy of 1 hour with some practicing things as I went. I have passed this book along to a friend who was in the same situation." "Since reading this a week ago I have had more quality business interactions on LinkedIn than I have had in the last 2 years." "Well written. Got to the point quickly and clearly. Quite helpful in getting my profile updated." About *In 30 Minutes Guides*

Since 2012, *In 30 Minutes* guides have helped people all over the world understand complex topics, including technology, medicine, and personal finance. For more information, visit [in30minutes.com](http://in30minutes.com). Note: *LinkedIn In 30 Minutes* is not affiliated with "For Dummies" books, LinkedIn, or other services or companies referenced in the guide. *In 30 Minutes* is a registered trademark of publisher i30 Media Corp. All rights reserved.

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## Customer Reviews

Part of the "In 30 Minutes" guide series for newcomers to the digital revolution, and now in an updated second edition, LinkedIn in 30 Minutes is a user-friendly guide to the career-focused social media network LinkedIn. Readers will swiftly learn how to build a solid profile, and start networking online. Black-and-white computer screenshots illustrate the easy-to-follow examples of what to do and not do. In today's technology-driven era, LinkedIn is increasingly the tool of choice for locating the right job, or the right person to fill a vacancy; knowing how it works is vital for success!

- Midwest Book Review

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Angela Rose is a writer and B2C marketing strategist based in Colorado. LinkedIn In 30 Minutes (2nd Edition) is her first book.

I created my LinkedIn profile several years ago. Since then they have made a lot of changes. This book did a great job of helping me improve my profile and explore the new areas of LinkedIn that I didn't even know existed. Since reading this a week ago I have had more quality business interactions on LinkedIn than I have had in the last 2 years.

This was an excellent primer for someone like me who had a LinkedIn account but didn't really every use it except to look up people. I learned some very basic and simple things about groups, adding people, updating my profile, changing some privacy settings, etc. It was a simple read, it took me just shy of 1 hour with some practicing things as I went. It turns out LinkedIn is pretty powerful but also has an excellent and simple interface. I have passed this book along to a friend who was in the same situation, again, a good read and well written for a beginner like me.

Love LinkedIn picked up this book to inspire others unfamiliar with this social network.

This book was helpful towards improving your LinkedIn profile.

Basic LinkedIn info - nothing new here.

Love to learn

Big help. Linked in increased web site traffic by 35%. I would not have known how to do that without this book.

Well written. Got to the point quickly and clearly. Quite helpful in getting my profile updated.

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