



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

*Melanie Pinola*

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

If you're serious about taking your career to the next level, you need to be on LinkedIn. In "LinkedIn In 30 Minutes", author Melanie Pinola will show you 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. It 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 profile
- \* Three things your LinkedIn profile must communicate
- \* Real-world examples of successful profiles and keywords
- \* How to find people to connect with
- \* Crafting personalized connection invitations
- \* How to address unemployment, résumé gaps, or a career change
- \* How to find job listings on LinkedIn
- \* LinkedIn Groups: Pros, cons, and participation strategies
- \* How to access the hidden job market on LinkedIn
- \* Special tools, such as InMail, LinkedIn Signal and LinkedIn Contacts
- \* How to stay current in your industry
- \* How to send a message to (almost) anyone on LinkedIn for free
- \* Best practices for organizing your contacts
- \* Managing LinkedIn privacy settings
- \* The differences between LinkedIn Premium and Job Seeker Premium

"LinkedIn In 30 Minutes" is for people who are new to LinkedIn, as well as those who want to optimize their 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.

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

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## **From Reader Review LinkedIn In 30 Minutes: How to create a rock-solid LinkedIn profile and build connections that matter for online ebook**

### **Mary says**

I received this book as a Goodreads First Reads book. I was surprised that the author had included a handwritten thank you note along with the book. It was a great touch that did not go unnoticed.

I thought this book would be perfect for me because I did not have a LinkedIn profile, but I was beginning to think it's about time that I did. I sat down in front of my computer and with this book by my side worked my way through the steps. I utilized as many bits of advise as I could and now I have a LinkedIn profile.

It does take more than 30 minutes, but that's not really a surprise and I understand the title is more of an attention getter than anything else. There were some helpful tips, but the book didn't really show me anything I couldn't have figured out when playing around on the site. I noticed some things (like privacy settings) were not in the locations the author described, but I eventually found them on my own. One section I could not find was the "Skills & Expertise" area; too bad, I was really interested in what that had to offer. Perhaps the website has been updated since the book was printed and that's why navigating by the author's directions didn't work out so well.

This book was OK, it got an extra star because of the author's personalized note. I would recommend it to people who are not familiar with LinkedIn or social networking and those who are setting up a profile for the first time.

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### **Kevin says**

I received this book as a firstread so thank you for sending it out.

A great introduction to linked-in.

This book is basically as described in the title, though it will take longer than 30 minutes and "rock-solid" might be a bit of a stretch.

All the basics of setting up your profile are covered and there are a few handy tips you'd spend a lot of time trying to figure out on our own.

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### **Crystal says**

A friend received this as a firstread and then passed it on to me as they knew I was planning to start using my - started then never touched - linkedin account.

This book is very short and easy to read, though obviously will take longer than 30 minutes. It covers the

basics and a few extras.

My favourite tip in the whole book was turning off the notifications while updating. Great advice and something I was previously unfamiliar with.

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### **Mary says**

good reference while building a profile

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### **Allison says**

I received this book at a Goodreads First Reads book. I already had a LinkedIn account, which I use on a regular basis, but still found the book very helpful. The author gave examples and explained why it is important to detail and promote your account. Reading this book has motivated me to return to my account and update it to make it more thorough and attention-grabbing

I especially liked the information about connecting with other people and the ideas of how to connect with people who can help you gain information and job leads, even if you don't personally know them. This is beneficial to everyone who is looking for career leads.

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### **Lori Tatar says**

Thanks to Goodreads, I had a chance to read LinkedIn in 30 Minutes by Melanie Pinola. It is a great reference book for novices and can be read in 30 minutes; however, I would strongly recommend allowing a couple of hours to get through it if you are using it to build your profile step-by-step, as the book is designed to do. If you are already doing LinkedIn, it may be a little too much for someone with less experience but for those who are just getting started, a perfect resource.

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### **Dawn Gorden says**

I now have a great profile that has connected me with a great new job and connections that are invaluable

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