



Going through a career change or re-entering the job market as you are going through divorce can be overwhelming. There are a lot of things to consider and a lot of things to do. It is difficult to judge what the first step should be.

Sue Gresham, “The LinkedIn Lady”, is a consultant, coach, trainer, speaker, and job search mentor. She teaches business owners, entrepreneurs, job seekers and students how to use LinkedIn simply and effectively so they can build their personal brand, expand their reach, increase sales, or find successful employment.

And today, she will be sharing simple, effective, and extremely valuable ways to use LinkedIn – an amazing tool where you can start creating an online presence to help initiate and accelerate your job search or career change.

### **What is LinkedIn?**

LinkedIn is an amazing tool to put professional information about yourself on a public networking platform online where you have complete control over the content. This is where you highlight your career, what you're aspiring to do, and current information. It is a 24/7 platform where recruiters and hiring managers can discover you.

In this episode, we discuss:

- How to create an inventory of ALL your experiences and frame them into “Skill Sets”
- Identifying where you might have a technology gap and find ways to improve on them.
- How to craft your story – your accomplishments, skills, what you're passionate about, and what you are looking for.
- Creating a profile that does not cost thousands of dollars.
- If you do not know where to begin, start with the Skills section in LinkedIn.
- Having a LinkedIn profile brings you on top of Google searches and more visible to recruiters.
- The time investment required to create a profile, maintain connections, build networks, and find opportunities on LinkedIn.
- How to put together a LinkedIn profile to tell a compelling professional story.
- Growing your LinkedIn profile as you grow your career.
- Building a network that would provide long-term value.
- The success story of one of Sue's clients where a single article she posted on LinkedIn opened up a huge opportunity for her.

*“Don't wait until you're thirsty to dig a well” ~So Zhuzi*

Job offers, interviews, and opportunities may not always be immediate, but the ripple effect of putting yourself out there will go a long way.

### **RESOURCES:**

[LinkedIn](#)

[Yes, You Should Connect with Recruiters](#)

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