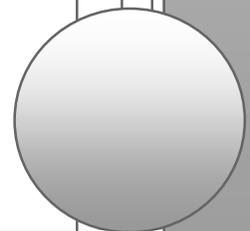


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Livin' The Dream

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Topic: Linked In

LinkedIn.com is a fantastic online tool that enables you to connect with colleagues, potential employers or other industry experts.



The Livin' The Dream Team

Meet our team of highly experienced entrepreneurs:

[Leo Wisniewski](#) - Franchising, Real Estate investments, Corporate Management, Consulting

[John Navin](#) - Retirement Planning, Financial Investments, Insurance and Annuities

[Lauren Milligan](#) – Comprehensive support for the job seeker.



Leo Wisniewski - Leo knows what it takes to leave the corporate world and successfully start multiple businesses. After spending about 20 years in Corporate America, Leo chose to leave working for someone else to get control of his future. He understands the challenges of transitioning from corporate life to business ownership. Prior to 2002, Leo worked for corporations including PricewaterhouseCoopers, Philip Morris / Miller Brewing and US Bank. Leo is now involved in multiple entrepreneurial endeavors.

Leo is a consultant with **The Entrepreneur's Source** (TES) in Naperville, IL, since 2002. As a TES consultant, provides placement coaching services to help clients get started successfully with franchising opportunities - either with a new location or to purchase an existing franchise for sale. Leo has developed his own exclusive [Validation Guidebook](#) to guide clients through each step in the process. He provides [consulting services](#) for existing business owners who are looking to improve the performance of their business. Leo also has extensive experience as a five (5) unit owner of Great Clips salons, having salons operating in the western suburbs of Illinois as well as in northwestern Indiana. Leo also owns a greeting card company called [Send Out Cards](#) which is an awesome tool for keeping in touch with clients and prospects. Lastly, Leo and his wife have been investing in commercial real estate for over 10 years.

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John Navin - John Navin is the founder of Financial Designs Inc., a financial planning practice whose primary focus is helping people create the life they want to live. Utilizing excellent resources, analyzing individual financial needs, and lifestyle coaching, John is able to create an increased number of opportunities for financial success.

A Certified Senior Advisor (CSA), Registered Investment Advisor (RIA), and an IRA Specialist, John is a recognized expert who has been featured in Money Magazine, The Kane County Chronicle, The Nashville Business Journal, The Daily Herald, The Courier News, in addition to other various local publications. He founded Financial Designs Inc. in 1994 in an effort to address the many needs of America's expanding retiring population. He specializes in sound investment principles, working together with clients to achieve financial freedom, maintaining independence and dignity in the aging process, and increasing monthly income to provide for escalating costs of living. He is often asked to speak on proven methods for tax reduction, ways to position assets to avoid nursing home spend down, investing for growth without risk, and opportunities to qualify for government programs while keeping all of your money. He has a proven track record of success and has helped hundreds of individuals protect millions of dollars, enabling them to triumph over the challenges that rob them of their dreams.

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Lauren Milligan - After years of experience in recruiting, sales and marketing, C.E.O. and Senior Resume Consultant Lauren Milligan founded ResuMAYDAY in 2001. An active member of many networking and business organizations, Lauren expanded her company from a one-person operation to a corporation that works with national and international clients. Her education in Communications and her background in recruiting helped Lauren discover how much she truly enjoys helping people find the perfect job for them...something she has been doing ever since.

ResuMAYDAY is recognized as one of the premier career management and outplacement services group in the Chicagoland area, serving national and international clients. Each Resume Expert writes powerful, effective & individualized resumes for every industry & every career level; they also provide interview skills coaching & job search strategies. Combined, the ResuMAYDAY team has decades of experience in IT, marketing, sales, international business, healthcare, finance and HR, among other leading industries. Their motto is...Get More Enjoyment From Your Employment! They also create executive bios that make business leaders come to life on paper! Other services include expert-level proofreading for your website and other marketing materials. Has your company hired new employees before, only to find out soon after that it wasn't a good match? Their 'Expert Interviewer' training sessions will develop the key skills that your hiring staff needs to conduct more effective and strategic interviews. Don't make costly hiring mistakes ever again!

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ResuMAYDAY's Tips on How LinkedIn.com can assist you with your job search, By Lauren Milligan of ResuMAYDAY.

Author's Note:

*One of my favorite online job-search tools is **LinkedIn.com**, which is an internet-based networking community. I like to think of it as "MySpace for professionals". It's a great way to stay connected to your existing network; build up a network; seek out job opportunities; connect with recruiters and screen potential employers. For all these reasons, LinkedIn is a fantastic tool for job seekers! If you aren't already a member (the free membership works just fine for most of us) go to www.linkedin.com and set up your profile. The site walks you through the set-up steps. Here's why I love it:*

You'll create an online profile, which in a sense is your resume. For an example, take a look at my own profile here: www.linkedin.com/in/LaurenMilligan. You can see not only where I currently work, but also where I worked in the past, what other things I'm involved in (the radio show, writing for Examiner.com and media mentions) and client testimonials.

Let's set up your profile. The site walks you through each step of the startup process and is very user-friendly. Once you're finished entering information in all the sections, save your updates. Then, **click on 'edit' at Public Profile to incorporate your name into the address**, rather than a long line of random letters and numbers.

Now is a good time to discuss **profile pictures**. I personally don't recommend adding your picture to your LinkedIn profile if you are a job seeker, but others will argue that point. In a sense, your profile is your 'online resume'. You wouldn't add your picture to your hard copy resume, so shouldn't the online version follow the same rule? On the other hand, it's pretty standard that LinkedIn profiles include pictures. It's a debate of which I see both sides. Two alternatives to a personal picture is a *group* picture (do you belong to any associations?) or a *scenery* picture. Show your Chi-town pride by adding a snapshot of the Chicago skyline to your profile. You can still add visual appeal to your profile by choosing an image that reflects your geography, industry or interests (within reason).

When writing your profile, keep in mind that using a 'human voice' is much more effective than using boilerplate clichés. Really put some thought into each section. What you tell people about your experience if you were talking to them face-to-face? That's what we want here. Once your profile is finished, move on to the really important part – **connecting with others**, in order to build your network. One word of advice – only accept or offer connection to those you actually know and trust and would recommend to others. Keeping this list limited to those you know and trust (as LinkedIn was intended) means that your list is valid and valuable. Others on your list will know that if someone is connected to you, it's because they hold the same level of integrity and standards that you do.

Here's how to find connections: Use the search function to start looking up other LinkedIn users who you know by typing a name in the 'People' section at the top.

You can also do an Advanced Search to find people by Company Name. If you previously worked for Kraft, enter that information to find other Kraft employees who are on LinkedIn. Once you are a member, you can invite your network to connect with you – but you'll need their email addresses. On your profile page, you'll see a menu to the left; at the very bottom is a link to add connections. This invitation feature has a boilerplate message that goes out to each person. My recommendation is to personalize it a bit. Even if you're sending the information out to multiple people at a time (one of the options), saying something a little more personalized is a nice touch.

Going back to the search function, you are also able to find recruiters in your area using the keyword function. If you want to find out more about the people who work at a specific company – even if you never worked for that company – enter in that company name. You'll see a list of every LinkedIn user who currently or previously worked for that company. You can also define the search to only find current employees in your search data. On the front page of your profile, it will show you how you are connected to each person. If it shows an arrow that points to another of your connections, you can ask that person to introduce you.

If you're using this search function to find out about a target company for your job search, I don't recommend directly contacting current managers to ask about job openings. That's in bad form. However, here are some job-search strategies specific to LinkedIn:

- **LinkedIn Jobs** (Look at the top left of the home page. You can't miss it)
- **Change your profile's title** to something that let's people know you are in the job market. Remember, this is the time to promote YOU above all others, so 'Sales Executive seeking new opportunity' won't generate a lot of excitement. Let's try something a little more attention grabbing, such as *"Multi-Million Dollar Producer Looking To Boost Revenues In Chicago Healthcare Market"* (74 characters) or *"Tough Negotiator and Multi-\$MM Contract Closer seeks software company seeking same"* (72 characters). If you don't consider yourself to be a tough, hard sell kind of person, then soften the message - *"Genuine and Personable Sales Pro who builds solid/profitable professional relationships seeks new opportunity in a tech environment"* (115 characters). LinkedIn gives you 120 characters for your headline so any of these will do just fine. Come up with multiple, snappy headlines and change them around every few days. Changing your headline is important for 'top of mind marketing'. Your network will receive updates when you change your status (headline) and by not boring your audience, they'll enjoy reading them. When an opportunity comes up within your network, you'll be the one they think of first!
- **Build your references list**, without alerting your supervisor to your job search. LinkedIn is such a commonly used resource so asking your managers, colleagues, vendors and clients to recommend you won't raise any eyebrows...it's just part of the LinkedIn process. This gives potential employers an opportunity to see how others value you and your work. When requesting a recommendation, ask to have specific skills or characteristics mentioned in the feedback. For example: *"Dear Sue, would you mind taking a moment to endorse me? I'm finding this to be a great networking tool and your recommendation would add a lot of value to my profile. I'm hoping that you can mention*

the project we worked on to implement the new sales process that saved ABC Company \$500K in the first year. What a coup! Thanks so much in advance!" (Huge tip: The best way to get an endorsement is to give one first!)

- Use LinkedIn **to research companies**. Search the company name to find their current or former employees. Are there similarities between their employees in the way of credentials and industry experience, and are those career profiles similar to yours?
- If you **find a company who holds your interest**, I don't recommend contacting current employees. Rather, contact FORMER employees. They will most likely be very open and honest about their experience at this company. (If they give you helpful information, return the favor with a \$5 coffee shop gift card or something memorable such as that).
- Use LinkedIn to **find recruiters** in your area or to another city if you are relocating.
- Use LinkedIn to keep in touch and **inform your network that you are job-hunting**. Get back in touch with anyone you know who can assist you with your job search.
- Join LinkedIn **groups**. In your profile directory (the box on the left hand side of the screen) you'll see Groups. Click on that and start searching for groups specific to your industry, location or interests. I am a member of many LinkedIn groups that focus on employment and business. I receive daily digests that consolidate all of the discussions going on between members, and I can jump in at any time. Get involved in industry-specific groups to discuss new procedures, benchmarking and industry trends...even if you are currently unemployed. Positioning yourself as a thought-leader is a great way to get people to notice you!

LinkedIn Checklist:

- My profile is finished**
 - All sections are updated in my own personal voice
 - I've included plenty of accomplishments – even those that aren't on my resume
 - I've written a few interesting headlines that will be updated every once in a while
 - My public profile has been personalized to include my name
- I've connected with others**
 - Invitations have been sent to those with whom I wish to connect
 - I've asked for introductions to 2nd tier connections, when appropriate
- I've asked for, and received testimonials**
 - My requests were specific, including project parameters and results
 - My most recent supervisor has been asked, knowing this is my 'online references list'
 - I have written testimonials for others first, in order to initiate the request
- Bonus! I'm promoting my LinkedIn profile on my resume!**
 - I've added the following sentence to the end of my summary statement, *OR*,
 - I've included my profile address in the contact section, along with my address/phone/email