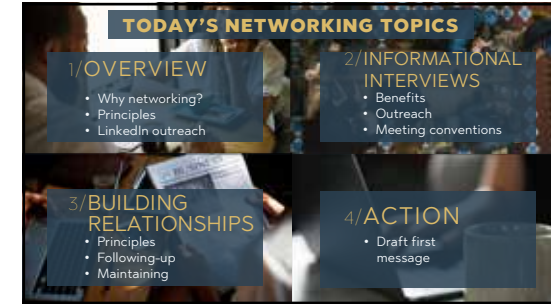




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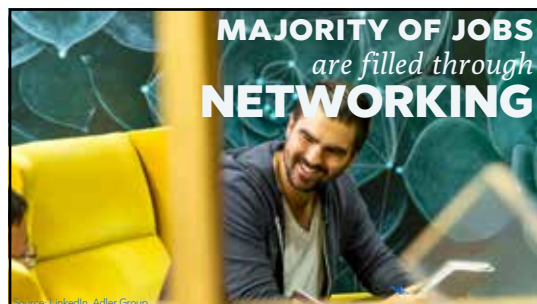
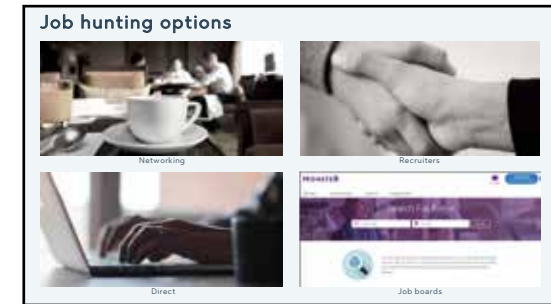
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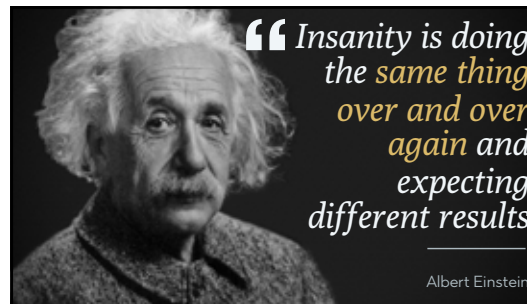
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## LINKEDIN 2018 STATS

World's largest online  
*professional network*  
on in over 200  
countries & territories

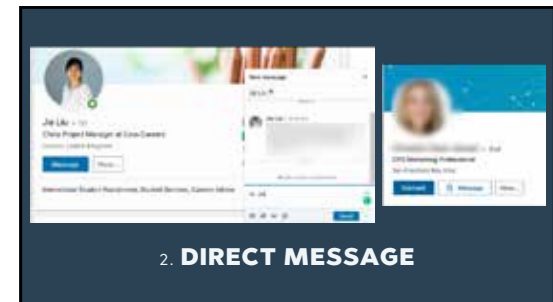
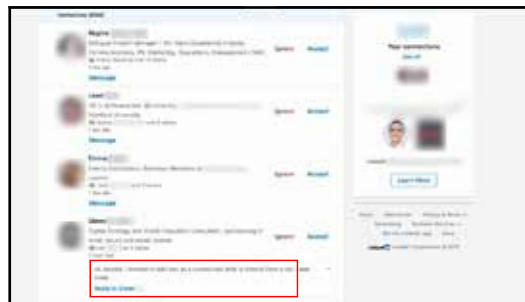
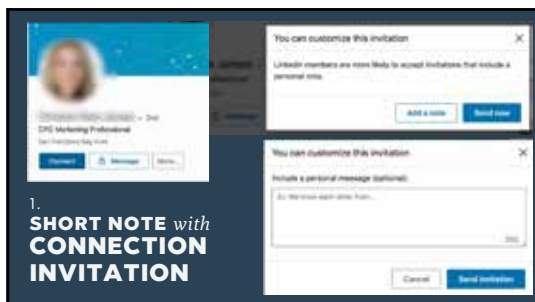
Source: LinkedIn Company Page  
<https://www.linkedin.com/company/linkedin/about>



LINKEDIN  
is **NOT**  
a **CASUAL**  
MESSAGING APP



3 WAYS TO  
REACH OUT  
ON **LINKEDIN** ...

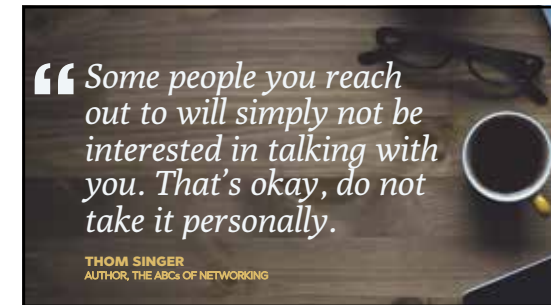


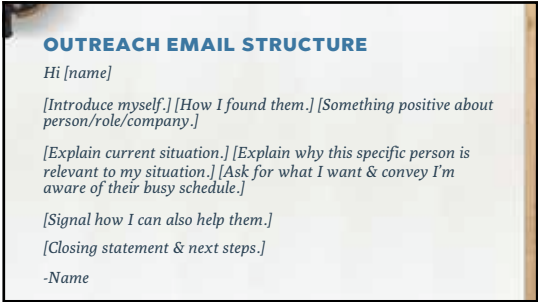
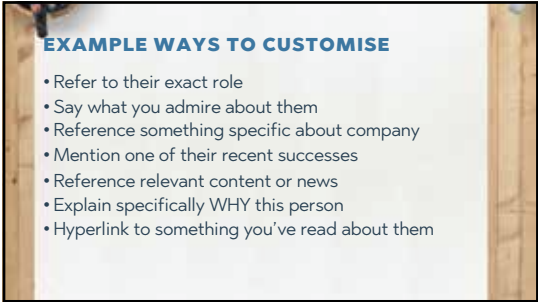
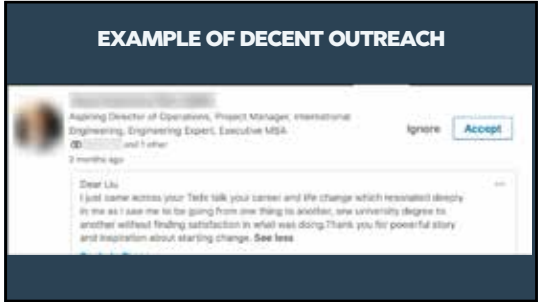




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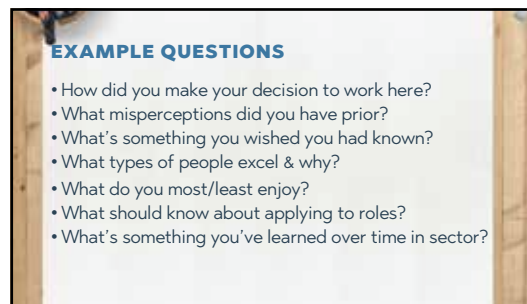
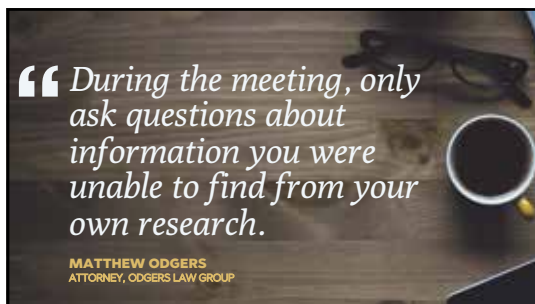
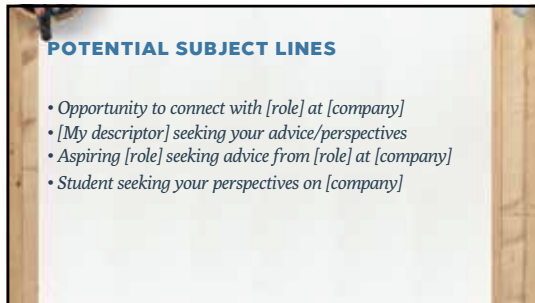
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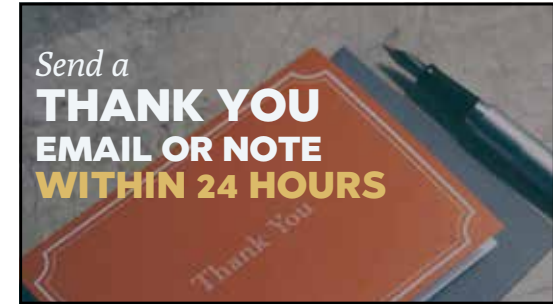
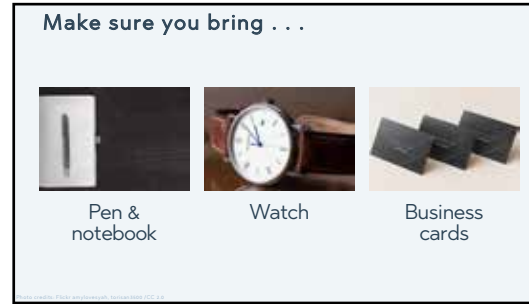
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## EXAMPLES OF GOALS

Build rapport



Learn something



Expand contacts



Exchange info



Share expertise



Uncover opportunity



STEP 2:  
**REHEARSE & MEMORISE RESPONSES to**  
**3 COMMON QUESTIONS**

## WHAT DO YOU DO?

1. Personal highlights
2. Professional summary



## WHAT ARE YOU LOOKING FOR?

1. Target role, company, sector, geography
2. Opportunities that make use of your skills



## TELL ME ABOUT YOURSELF

1. Personal highlights
2. History of key accomplishments
3. Transitions
4. What you're seeking

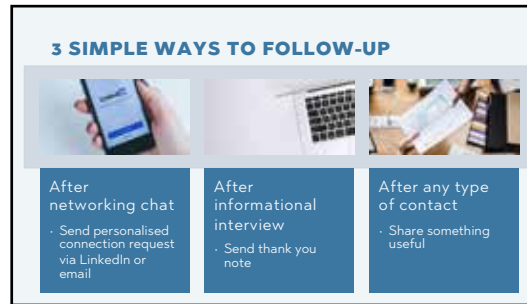


## ii. FOLLOWING UP



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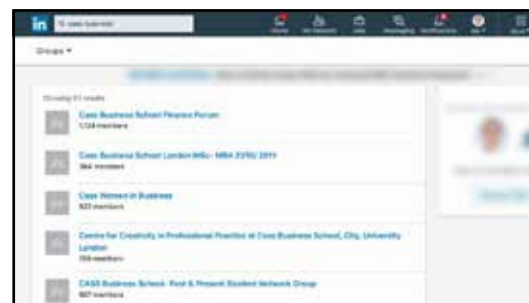
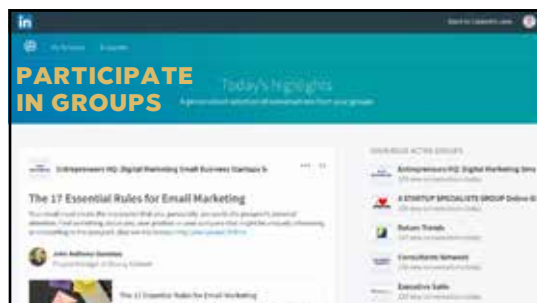
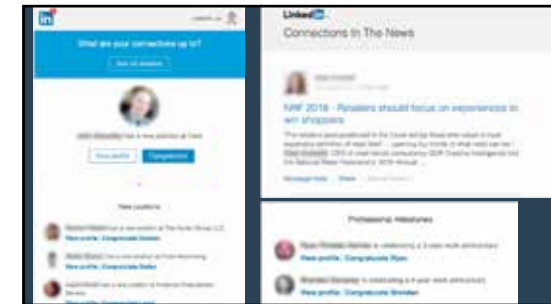
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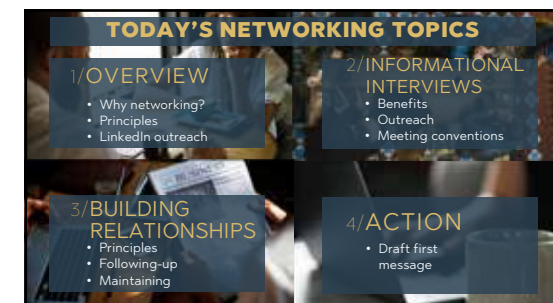
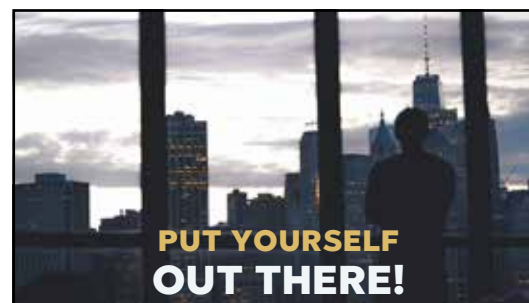
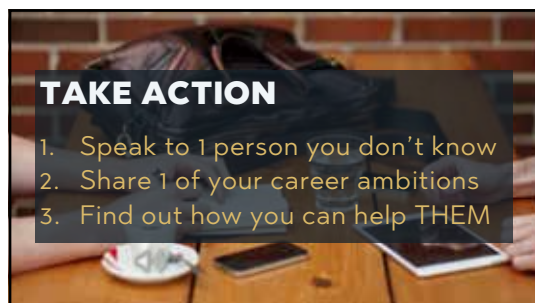
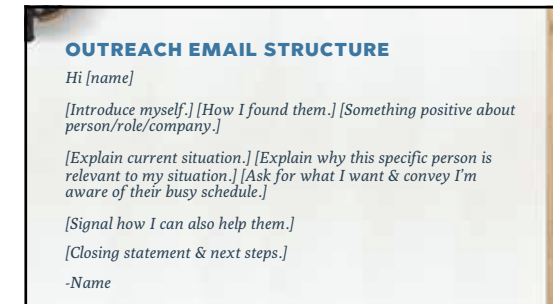
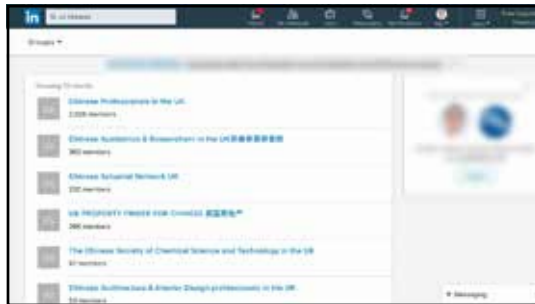
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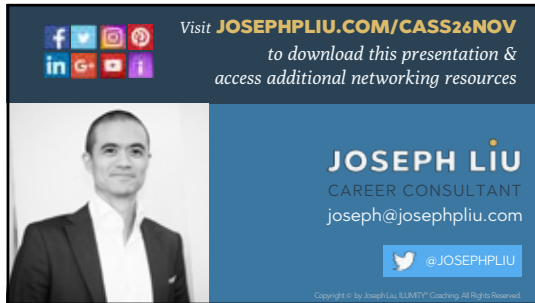
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