

LinkedIn



Shira Lotzar
Purposeful Hire
shira@purposefulhire.com

Works 10-20% of the time.



Submit Your
Resume

There are
two ways
to land
a job.

Works 80-90% of the time.



Show Up
Before Your
Resume

Employers

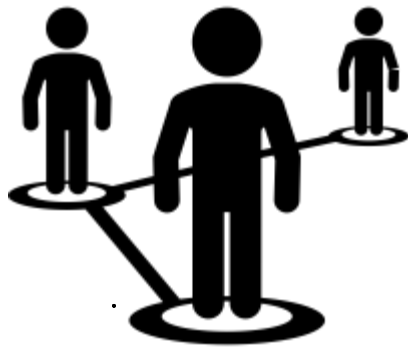


Have a Searchable Brand

Your Network



Proactively Network



Get Referred



How Can You Show Up
Before Your Resume?



Build Your Reputation



Showcase Your
COMMUNITY

(Industry, Mission, Sector)



Showcase Your
LANE

(Occupation / Profession)



Write a Compelling
Headline and “About”
Section

How to Craft a Searchable Brand

How to & Why Network on LinkedIn?

Research employers



Rekindle relationships

**Find People
in Your
Community /
Lane**

Explore new career



Prepare for an interview

Get referred for a job through an internal champion

**Convene
Your Colleagues**

Start a Zoom peer roundtable



Give advice

Make referrals



Be a “Go-Giver”

Share thought leadership (your own or others)