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* If prompted for a password, use the password that was emailed to you.

PG-1-8-2-1 Means PG **SEMESTER 1 **CLASS 8** **TOPIC 2** EXERCISE 1

WORKBOOK FOR PERSONAL GROWTH SEMESTER #1 & CLASS #8 (ALSO CALLED PG-1-8***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [PG-1-8-1: APPLYING FOR JOBS WITH A COVER LETTER & THE BEST WAY TO GET AN INTERVIEW](#) (We discuss and provide you with templates to use and a 4-5 step strategy.)
- 2** [PG-1-8-2: OPTIMIZING OR CREATING YOUR LINKEDIN PROFILE TO IMPROVE YOUR CAREER PROSPECTS](#) (We create your LinkedIn profile from scratch, and we discuss optimizing your profile.)
- 3** [PG-1-8-3: WHY WE ALL MUST BECOME JOURNALISTS ON LINKEDIN IN ORDER TO NETWORK: I WILL TEACH YOU HOW](#) (We discuss many rules on how to write like a journalist, which will help you with your job or customer search. We also discuss SEO and many other miscellaneous LinkedIn topics.)

Please have this workbook open during the PG-1-8*** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “Does Anyone Have Any Questions?” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in PG-1-8. If you can’t watch this class live, then Chris’ team will have an edited [replay](#) of the lesson online within one day after this class has ended.

TOPIC 1 OF 3: PG-1-8-1: Applying for Jobs with a Cover Letter & the Best Way to Get an Interview

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

5 THINGS TO INCLUDE IN YOUR COVER LETTER

[The files discussed in this lecture can be downloaded from www.harounventures.com/pg-1-8]

1: {establish a} **PERSONAL BOND**

2: WHAT YOU HAVE **ALREADY DONE** TO SHOW THAT YOU CAN DO THE JOB.

3: WHAT YOU ARE **DOING NOW** TO SHOW THAN YOU CAN DO THE JOB.

4: SINCERE **GRATITUDE**.

5: {end with a} **PERSONAL BOND** {how? Class of....}.

TOPIC 2 OF 3: PG-1-8-2: Optimizing or Creating Your LinkedIn Profile to Improve Your Career Prospects

Optional: Type your notes for Topic #2 in this box:

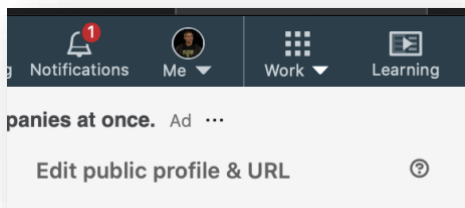
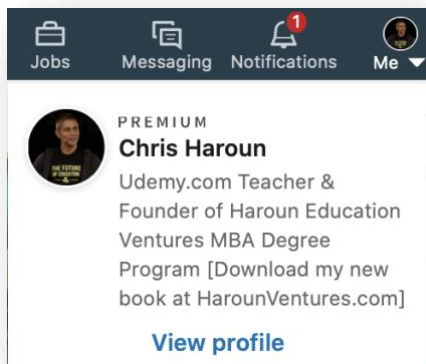
Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

EXERCISE PG-1-8-2-1: Copying Your Resume to Your LinkedIn Profile

Please open your resume that you created in PG-1-7 and copy and paste everything from your resume to your LinkedIn profile in the same top down order from your resume. Don't copy and paste your mailing address.

You can get a custom LinkedIn profile address and paste it now on your resume (and include it in your email stamps at the bottom of your emails). You can create or change your LinkedIn profile address, by clicking on "Me" and then view profile, then Edit public profile & URL per the images below:



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

EXERCISE PG-1-8-2-2: Checklist + Questions to Answer to Help Write Your LinkedIn Summary Section

Please answer the following questions:

Questions	Answers
#1: Who is the type of person that you want to read your LinkedIn summary? Is it a recruiter for a job in an industry you don't currently work in? Is it an executive from another firm that you want to work? Is it a potential customer? Is it another type of person?	
#2: What have you done that is impressive in your life?	
#3: What have you done that is unique in your life?	

Workbook for PG-1-8 (Semester #1 and Class #8 for Personal Growth)

<p>#4: What have you done that is interesting in your life?</p>	
<p>#5: Use an impressive statistic about one of your your accomplishments.</p>	
<p>#6: What are you most passionate about in your life?</p>	

Workbook for PG-1-8 (Semester #1 and Class #8 for Personal Growth)

<p>#7: What is something personal about you that is different?</p>	
<p>#8: Do you have any impressive images or documents or links to articles or blogs that are impressive about you? Please make sure that you only identify a maximum of 4 of these items (completely optional).</p>	

Workbook for PG-1-8 (Semester #1 and Class #8 for Personal Growth)

<p>#9: What are a few potential powerful words you might start a summary of you with? Please chose words that makes a reader want to read your entire LinkedIn profile.</p>	
<p>#10: What do you want to do with the rest of your life?</p>	

Workbook for PG-1-8 (Semester #1 and Class #8 for Personal Growth)

<p>#11: What charities are most important to you?</p>	
<p>#12: What is one thing you want to change about the business world?</p>	
<p>#13: What keywords do you think recruiters will enter into a search and find you in the search results?</p>	

EXERCISE PG-1-8-2-3: Finishing Your LinkedIn Summary & Adding It to LinkedIn

Write your 300 words (or less) bio now on your LinkedIn profile.

This will go at the top of the profile in the summary section. Please make sure that the spelling and grammar are correct and that the formatting looks great.

Consider splitting up paragraphs that seem a bit long. Space it out a lot as it looks easier to read this way.

Consider adding images or articles etc. Please see my LinkedIn profile summary section for examples.

Also, consider adding your email address at the end of the summary if you want to be contacted.

If you want, use the following 5 exercises that you have completed to help you write your LinkedIn Summary section:

1. Strengths from EXERCISE PG-1-3-1-1,
2. Goals from EXERCISE PG-1-6-3-1 Part 1 of 4,
3. Goals from EXERCISE PG-1-6-3-1: Part 4 of 4,
4. Your actual resume, which we created in EXERCISE PG-1-7-3-5.
5. Checklist + Questions to Answer to Help Write Your LinkedIn Summary from EXERCISE PG-1-8-2-2

EXERCISE PG-1-8-2-4: Adding Recommendations to Your LinkedIn Profile

The types of people that write recommendations for you on LinkedIn are those that you asked or would ask to write a university recommendation letter for you.

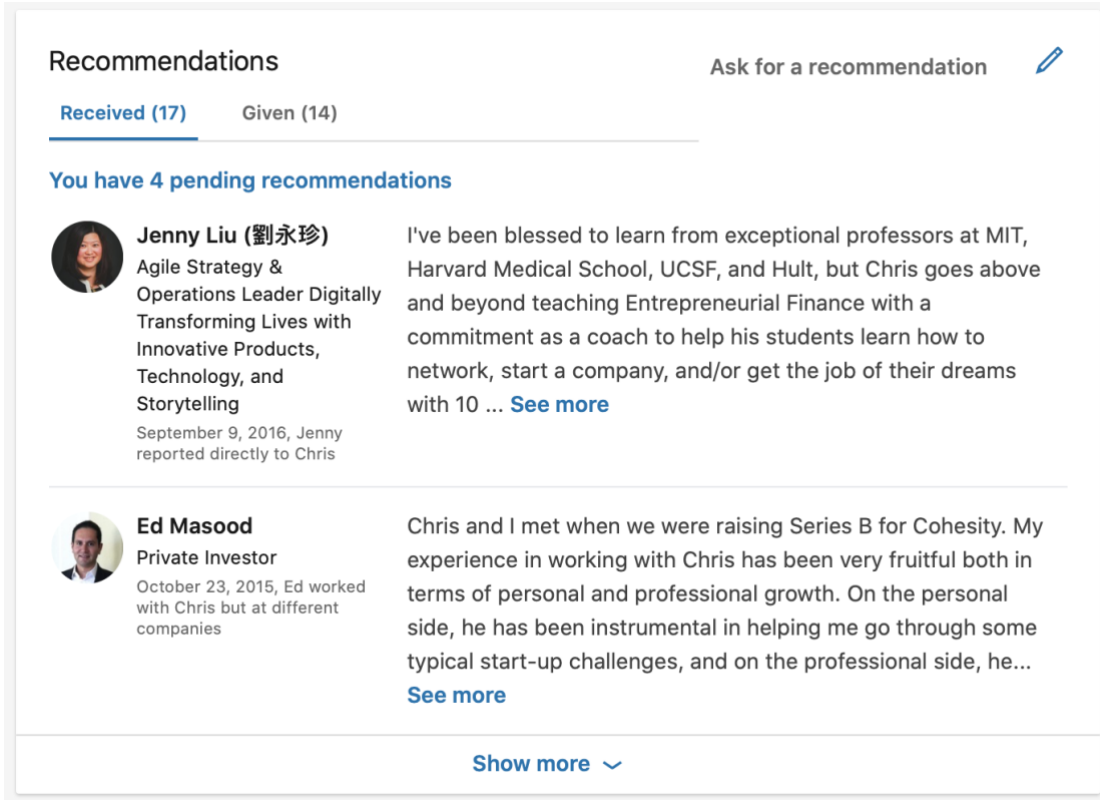
If you are **still in school**, in this exercise I want you to **ask for 5 recommendations** in this exercise.

If you have **5 years of work experience**, I want you to **ask for 10 recommendations** in this exercise.

If you have **10 or more years of work experience**, I want you to **ask for 15 recommendations** in this exercise.

How do you request that someone write a LinkedIn recommendation for you?

Per the image below, on your LinkedIn profile page scroll down to the Recommendations section and click on “Ask for a recommendation.”



The screenshot shows the LinkedIn 'Recommendations' section. At the top right, there is a link 'Ask for a recommendation' with a pencil icon. Below this, there are two tabs: 'Received (17)' and 'Given (14)'. A message states 'You have 4 pending recommendations'. Two recommendations are visible:

- Jenny Liu (劉永珍)**, Agile Strategy & Operations Leader Digitally, Transforming Lives with Innovative Products, Technology, and Storytelling. Recommendation text: "I've been blessed to learn from exceptional professors at MIT, Harvard Medical School, UCSF, and Hult, but Chris goes above and beyond teaching Entrepreneurial Finance with a commitment as a coach to help his students learn how to network, start a company, and/or get the job of their dreams with 10 ... [See more](#)".
- Ed Masood**, Private Investor. Recommendation text: "Chris and I met when we were raising Series B for Cohesity. My experience in working with Chris has been very fruitful both in terms of personal and professional growth. On the personal side, he has been instrumental in helping me go through some typical start-up challenges, and on the professional side, he... [See more](#)".

At the bottom of the recommendations list, there is a 'Show more' link with a downward arrow.

Please remember that you will never get a job, promotion, raise, customer or recommendations unless you ask :)

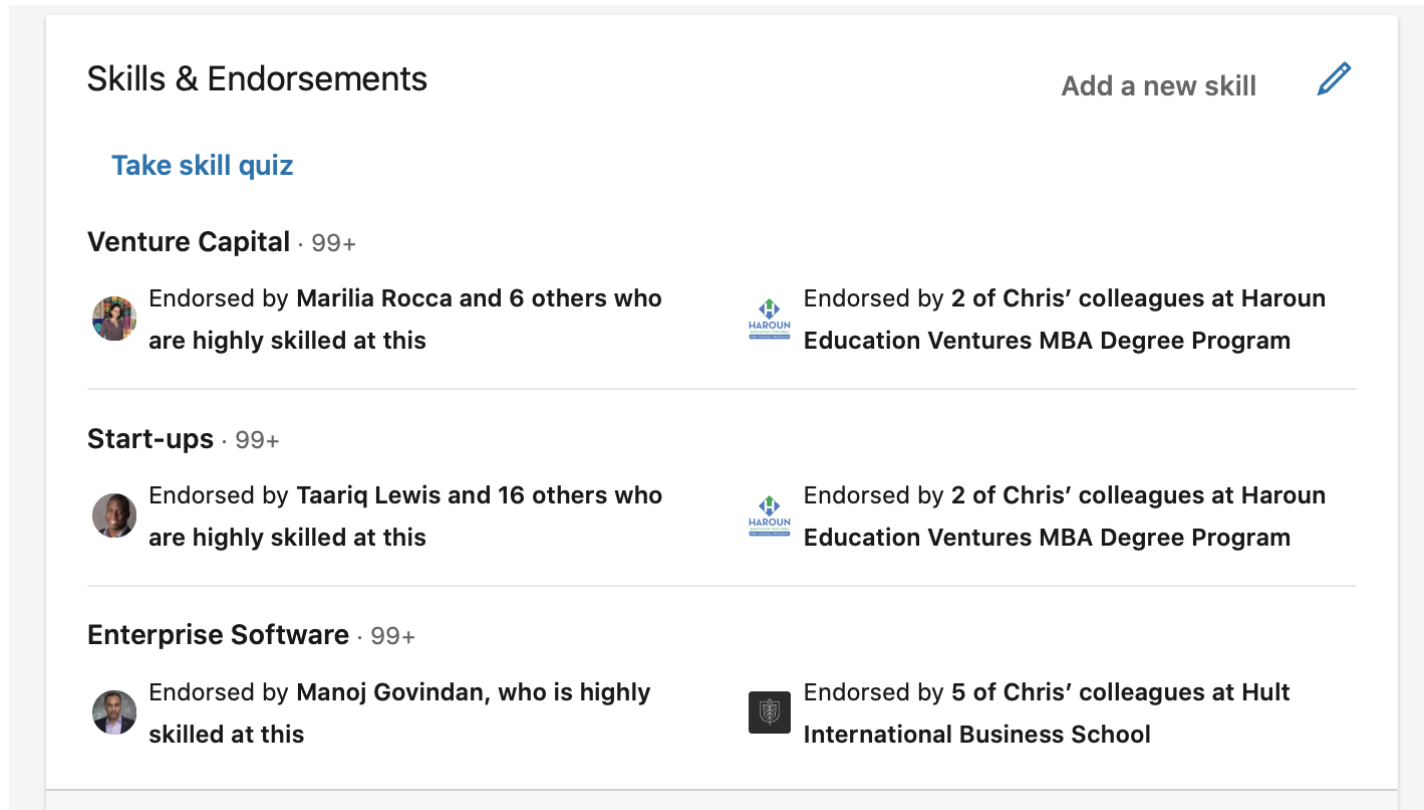
EXERCISE PG-1-8-2-5: Adding 50 Endorsement Words to Your Profile

You can complete this for homework. What you should do for this exercise and per the image below, please go to your LinkedIn profile and scroll down to skills and endorsements, then click add a new skill.

Then add endorsements or remove endorsements or re/order them.

Put the items that you want to be endorsed for first at the top and pin them.

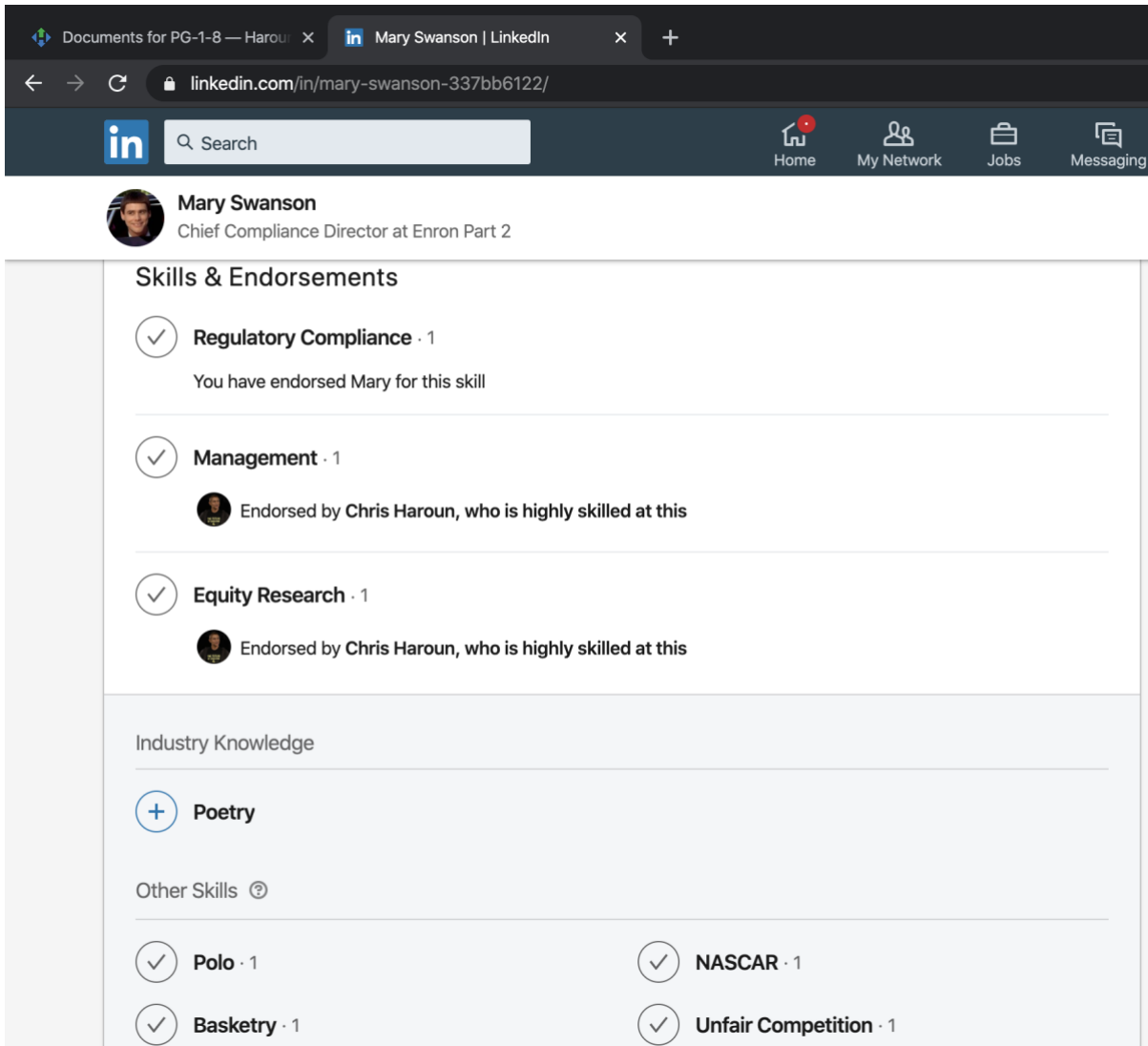
Add up to 50 skills and please remember to add keywords that you think people or recruiters will search for.



The screenshot shows the LinkedIn 'Skills & Endorsements' section. At the top right, there is a link 'Add a new skill' with a pencil icon. Below this, there is a 'Take skill quiz' link. The section is divided into three categories: 'Venture Capital · 99+', 'Start-ups · 99+', and 'Enterprise Software · 99+'. Each category has two endorsement cards. The first card in each category shows a profile picture and text indicating who endorsed the skill and how many others are highly skilled at it. The second card shows the Haroun Education Ventures MBA Degree Program logo and text indicating that 2 of Chris' colleagues at Haroun Education Ventures MBA Degree Program endorsed the skill. The 'Enterprise Software' category also includes an endorsement from Hult International Business School, showing 5 of Chris' colleagues endorsed the skill.

EXERCISE PG-1-8-2-6: Endorsing Your Contacts

You can complete this for homework. What you should do for this exercise is to endorse 10 people on LinkedIn. All you need to do is go to the profile pages of 10 first degree contacts, scroll down and click the plus image(s) next to their skills:



Documents for PG-1-8 — Harou... x Mary Swanson | LinkedIn x +

linkedin.com/in/mary-swanson-337bb6122/

Search Home My Network Jobs Messaging

Mary Swanson
Chief Compliance Director at Enron Part 2

Skills & Endorsements

- ✓ **Regulatory Compliance** · 1
You have endorsed Mary for this skill
- ✓ **Management** · 1
Endorsed by Chris Haroun, who is highly skilled at this
- ✓ **Equity Research** · 1
Endorsed by Chris Haroun, who is highly skilled at this

Industry Knowledge

- + **Poetry**

Other Skills [?]

- ✓ **Polo** · 1
- ✓ **NASCAR** · 1
- ✓ **Basketry** · 1
- ✓ **Unfair Competition** · 1

TOPIC 3 OF 3: PG-1-8-3: Why We All Must Become Journalists on LinkedIn in Order to Network: I Will Teach You How

Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Thanks:

EXERCISE PG-1-8-3-1: Create a LinkedIn Article

In this exercise, create an article and save it as a draft on LinkedIn. Publish the draft after you have finished perfecting your LinkedIn profile in this degree program and after you have slept on it for a night. Read it the next morning. If it still feels like you wrote it from your **heart** and you get **chills** that it is so incredibly good, then post it. Chris explains in class how to publish an article on LinkedIn (re-watch topic 3 in class PG-1-8 for more details).

Here are the 13 rules to try to adhere to in writing this and all articles:

1: Write from your heart and enjoy it.

- If it feels like work, don't do it.
- You will have these incredibly inspirational moments where you get out of bed to write or you pull over into a parking lot and feel truly inspired that you start writing about something that can help other people with in business (You'll know what I mean when it happens to you and it will happen I promise you. It's like the opposite of writer's block. It feels like in that movie Jerry Maguire when he wrote a business plan all night...or in the Bradley Cooper movie Limitless when he can't stop writing).

2: Paragraphs in articles that you write should never have more than 3 sentences.

- Nobody has the attention span anymore to read long paragraphs as you are competing with many screens.

3: Don't use really big impressive words.

- When I go on vacation, I read USA today that more people read or local papers instead of the Economist.

4: The image that you use in the article has to inspiring or engaging.

- People judge a book by its cover in this digital age.

5: The title has to be incredibly engaging too and simplistic if possible.

6: Listing numbers in headlines helps a lot.

- For example, "7 Ways to Improve Your Life." etc.

7: If you want, link to other articles that other people have written

- I don't do this much on LinkedIn, but I guess some people call it...journalistic bartering as other journalists might also link to your article. People do this a lot with their websites too to increase traffic and for search engine optimization reasons.

8: Try to keep your article to less than 800 words.

9: Why write this now and why you?

- I had lunch recently with the head of new media at LinkedIn (Caroline Fairchild) and she told me that the posts that do the best on LinkedIn answer the questions: "Why are you writing this now

and why are you the best person to write this?" Mention examples in your life when you write to reinforce the fact that you should be writing this article.

- You will get more people to like and share and comment and more traffic on articles that are timely given a news event like the release of a new Apple product etc.

10: Use right now words like MUST or TODAY or NOW.

11: Use Big Names in the Title or in the Article

- I have included names like Steve Jobs or Matthew McConaughey which leads to higher reposts, likes, comments and traffic.

12: Use special words like Tricks, Tips, Secrets, Awesome, Amazing, Crucial etc.

13: Make sure to provide a hyperlink to a source to show that you did your research.

Optional place to take notes on this exercise:

EXERCISE PG-1-8-3-2: Following Successful People on LinkedIn

Select at least 10 people to follow on LinkedIn and consider liking, commenting on or reposting their articles every now and then.

Chris explains in class how to follow people on LinkedIn (re-watch topic 3 in class PG-1-8 for more details).

Optional place to take notes on this exercise:

EXERCISE PG-1-8-3-3: Joining Many LinkedIn Groups

For this exercise, join 20+ groups in as recruiters often search these groups for candidates. Chris explains in class how to join (re-watch topic 3 in class PG-1-8 for more details).

Optional place to take notes on this exercise:

EXERCISE PG-1-8-3-4: [Optional] SEO and Keyword Hacking on Your LinkedIn Profile

In this exercise play around with your title at the very top of LinkedIn. For example, change it from “Associate” to “Technology Investment Banking Associate” or “Investment Banking Associate | Technology | Media | Telecom” and then play around with how high up in the rankings you are when you search for those items during an advanced keyword and or tiles search in this image as we are trying to optimize our profile to show higher up in the search rankings

Chris explains in class SEO and keywork hacking in more detail (re-watch topic 3 in class PG-1-8 for more details).

Optional place to take notes on this exercise:

EXERCISE PG-1-8-3-5: Let's Add Many Contacts to Our Profile!

Now that your profile is rock solid, let's add many contacts.

Chris explains in class adding contacts in more detail (re-watch topic 3 in class PG-1-8 for more details).

Optional place to take notes on this exercise:

HOMEWORK

After this lecture, please complete the quiz associated with this lecture at this [link](#)* within one week of the day that you took this lecture. Thanks

Also, if you haven't completed all of the exercises in this workbook, then please do so for homework (complete them all within 7 days please).

* If you can't see the quiz link, please refresh the link an hour after class has been completed thanks.