



Elements
Recruitment

Making LinkedIn work for you.

Practical steps to make LinkedIn
work for you



Looking for a job can feel like a job in itself.

The job market comprises of roles advertised as well as roles that are rarely advertised but are filled through networks, reputation, and word-of-mouth.

We hope that this plan will guide you through a 4-week journey to help you reconnect & build your network, increase visibility, and hopefully make you more visible for advertised roles as well as uncover roles that aren't found on job boards.

A note before you begin: Adapting the plan and emphasising authenticity

- Every network and career story is unique.
 - Use this plan as a flexible guide.
 - Adapt steps to suit your strengths, industry, and personal style.
 - Above all, maintain authenticity: genuine relationships and consistent, purpose-driven outreach are what unlock hidden opportunities.
 - Avoid jargon and “hard sell” tactics. Instead, focus on meaningful connection and long-term visibility. Think about the messages that you have received - what ones worked - what didn't and why? Be curious.
-

Elements Recruitment



Week 1

1. Sharpen your positioning

- Refresh your LinkedIn headline and banner so they reflect your expertise and focus (e.g. “Commercial CFO | Driving Growth, Cash Flow & Transformation across Manufacturing & FMCG”).
- Create your 10-second narrative. How you describe what you do and the value you bring:
- “I’m a commercially focused Internal Sales Rep who helps scale businesses through securing leads from existing customers”

2. Curate your network

- Build a list of 30–40 meaningful contacts from across your career: ex-colleagues, clients, direct reports, people who reported to you, suppliers, managers, stakeholders, mentors, peers, and trusted recruiters.
- Add to your list, 10–15 aspirational organisations. Businesses you’d love to work with or learn more about.

3. Clarify your target audience

- Identify who you should be connecting with in those organisations.
- For example: Line Managers, C-Suite/Directors, HR, Owners
- Note their names, roles, and how you may be connected (directly or via someone else).

4. Create your tracker

Your outreach tracker is simply a structured place to record your activity. It could be a spreadsheet or table.

Include columns such as;

Name | Company | Relationship | Contact Type | Date Contacted | Follow-Up Due | Outcome | Notes

This helps you;

- Stay organised and ensure that no one slips through the cracks
- Track what’s working (and what’s not)
- Visibly see progress. Small, consistent steps build big results

5. Set measurable weekly goals

Consistency matters more than intensity. Each week, aim to:

- Send 25 personalised outreach messages (LinkedIn or email)
- Complete 10 follow-ups from previous contacts
- Book 3 coffee, phone calls or online meetings
- Hold 2 recruiter briefings (focused, high-value conversations)
- Post or comment twice weekly on LinkedIn to add value to your network (share an article, comment thoughtfully, or post your reflections)

Week 2

Build Momentum

Initiate outreach

- Reach out to priority contacts with tailored, authentic messages (see messaging tips below)
- Share a brief update on your current focus and invite a conversation
- Follow up thoughtfully
- Send gentle reminders to those who haven’t responded after 5–7 days
- Express genuine interest in their work and updates
- Increase visibility
- Engage on LinkedIn: like posts, comment on posts, share insightful articles, and participate in relevant online discussions
- Consider attending one industry event (in-person or virtual) this week

Week 3

Deepen Relationships

Add value to your network

- Like posts, share relevant articles, introductions, or resources tailored to your contacts' interests
- Offer support or advice where appropriate, without expectation of return

Ask for referrals and warm introductions

- Let contacts know you're exploring new opportunities and would welcome introductions to decision-makers
- Be specific about what types of roles or organisations interest you

Continue ongoing outreach

- Expand your outreach to 2nd degree connections and industry contacts
- Maintain your tracker and calendar discipline

Week 4

Convert & Consolidate

Prioritise warm leads

- Identify conversations or introductions that show potential for unadvertised roles
- Move these leads into focused follow-up: request meetings, explore mutual fit, and share your positioning statement

Respectful follow-up

- Thank contacts for their time and support, regardless of outcome
- Continue to nurture relationships, on and offline, even if a role isn't immediately available

Reflect and adjust

- Review your tracker: What worked? Where did you gain traction?
- Refine your approach for the next month, focusing on what delivered results

Personal Messaging Tips

Managers: "I've been reflecting on my next chapter and would value your perspective. Would you be open for a brief catch-up over coffee or a call?"

Stakeholders: "I'm exploring new opportunities and thought of your insights on industry trends. Would love to connect and hear your thoughts."

Peers: "It's been a while since we worked together, and I'd enjoy hearing what you're up to and sharing what I'm working on. Would be great to catch up soon?"

Connectors: "I'm looking to broaden my impact in [industry/role] and would appreciate any introductions to organisations or leaders you think I should meet."

Keep your messages concise, genuine, and focused on building a two-way relationship. Avoid generic requests or transactional language.

Tools to Support Consistency

- **Outreach tracker:** Use a spreadsheet or CRM tool to log contacts, dates, notes, and next steps
- **Networking platforms:** LinkedIn, industry forums, and professional associations
- **Writing support:** Draft and refine messages before sending; leverage trusted peers for feedback. Tools such as Hemmingway, Grammarly can assist
- **Idea generation:** Use your preferred LLM (Large Language Models) such as ChatGPT, Gemini, Co-Pilot, Perplexity

The Guiding Principle: Purposeful connection and long-term visibility

The most powerful opportunities come from authentic relationships and sustained visibility. Approach each interaction with curiosity and respect.

Connection is not a one-off exercise but a long-term strategy for professional growth and fulfilment. Stay consistent, be yourself, and trust that genuine engagement will open doors to the hidden job market.

The job market is a lot about being visible in the right circles, at the right time, for the right reasons.

Looking for a job, can be a job in itself. So if it feels like that, you are not alone.

Keep showing up, keep adding value, and let your consistency do the talking.

The more genuine connections you build, the more opportunities will find you.



contactus@elementsrecruitment.com.au 

(02) 9891 7400 
