

5. In cells B3-B8 of TITLES write down 4-6 job titles you think are in the market for your services, using the LinkedIn results as a crib sheet. (This is a broad brush search.)
6. In column A, describe what each job title in column B really does (its true function). For example, *Strategic Regional Logistics Co-coordinator* sounds high-flying, but may be just a *Traffic Clerk*. This is your **Title** “descriptor”—an accurate yet broad brush term describing many slightly different job titles in column B. Think of column A as basic job functions and column B as what an individual has on his business card.
7. Complete column A until you have enough broad brush **Title** descriptors to cover all the precise job titles in column B.

TASK 4.1.5: Starting your PEOPLE worksheet

1. Now go to your PEOPLE worksheet.
2. Look down the list of search results in LinkedIn. In cells G3-H3, G4-H4, and so on down to G8-H8 (Firstname and Lastname) add the names of 6 people in 2-3 of the companies you found on Days 0 and 2.
3. Add job titles in column J (J3-J8) with a formula like **=titles!\$B\$*x***, where *x* is row of the job title you want from worksheet TITLES.
4. Finally, in cells E3 and E4 note down whether they’re Male or Female with an M or F.

TASK 4.2: USING REFERENCES BETWEEN WORKSHEETS

You can see how the PEOPLE worksheet is the heart of your **List**: a set of data that combines individuals with their job title, company, and department within it. Let’s continue building it out.

TASK 4.2.1: Joining COMPANIES and PEOPLE

1. In cells G3-H3 and G4-H4 of your PEOPLE worksheet you have 6 people’s names from a couple of companies.
2. Switch back to your COMPANIES worksheet and find the cell their company name’s on. (Probably in column B.)
3. Back on PEOPLE, write **=COMPANIES!A3** in cell B3. You’ll see the company’s keycode appear on the same row as your first person.
4. You want the same company code to appear for the second person, so copy and paste cell B3 on PEOPLE into B4 . . .
5. . . . which doesn’t work. Why? Because copying and pasting