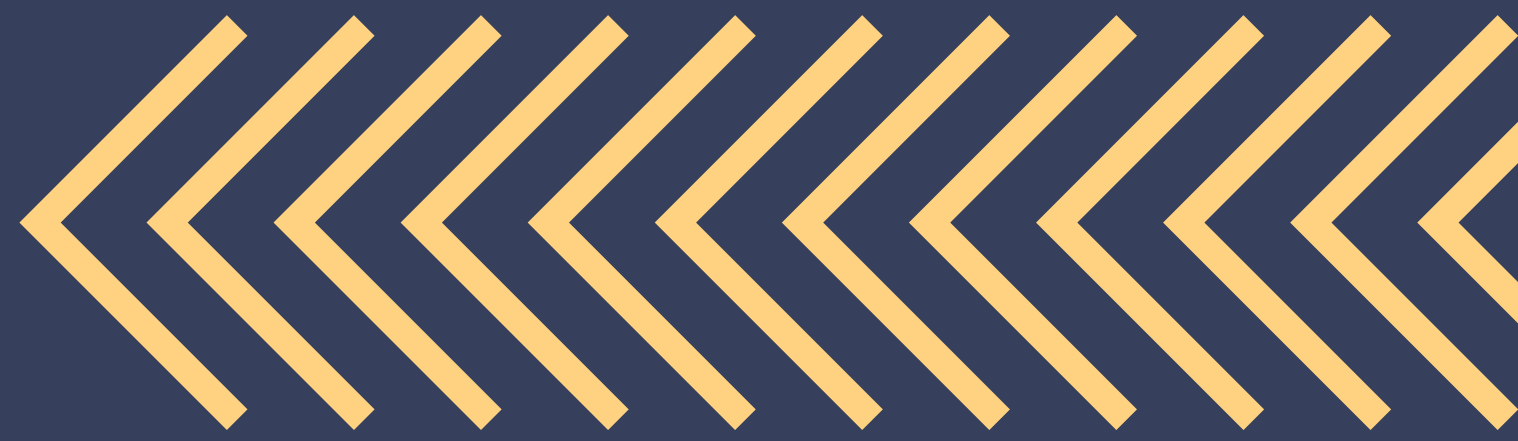


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TOP 12 TIPS
TO GET
STARTED ON
LINKED IN





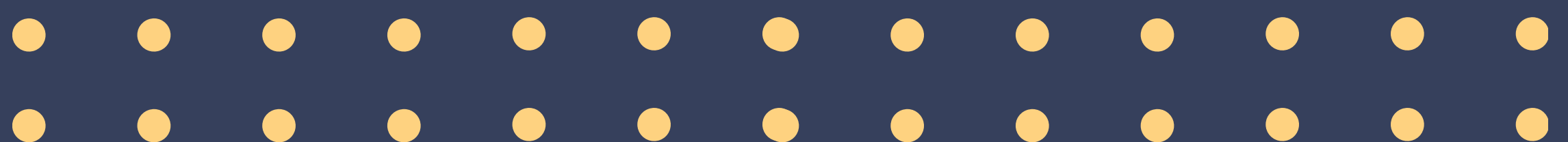
TOP 12 TIPS TO GET STARTED ON LINKEDIN

So here are my top 12 takeaways for things you should be doing on LinkedIn, there's loads more but this will get you started.

1. LinkedIn is a great way to showcase yourself. Include the key elements from your CV. You could put all of the details but sometimes that can be too much so pull out the highlights.
2. Similar to your CV, your profile needs to stand out and make people want to learn more, so make the headline eye-catching with key words that clearly describe what you are. Some people also use emojis here to grab attention.
3. The about section now has a maximum of 2,600 characters, so make sure you are using all of those characters to showcase what you are about. Also include the links so people can easily connect with you which could also include your calendly link as a call to action for example a 1-2-1 or arrange a call with you in your about section as well as in the contacts section.
4. LinkedIn algorithms search for key words so you need to optimise your profile on LinkedIn for key words, just as Google does.
5. Make sure you have all the fields filled out – positions, education, awards, certificates etc.
6. Endorsements from people are nice to have so get as many as those as you can.
7. Recommendations are really important. If you haven't got any recommendations you need to request from people. Aim for at least 20 recommendations from a variety of people. Boss, colleagues, team members, suppliers, customers etc.
8. Be active to raise your profile and presence – post and comment regularly.
9. Be consistent – even if you only post something once a week, make sure you do it consistently. In a post there's a max of 1,300 characters so make sure you optimise that as much as possible.
10. When people comment on your post make sure you immediately or as close as possible comment back. This helps the algorithms.
11. Be clear on how you want to position yourself and post content that establishes you as an authority in that area, eg property investor, mentor, business leader, campaigner.
12. Proactively reach out to people on LinkedIn. Sending voice messages is a great personalised way to reach out to people and create standout.

REMEMBER

**DON'T GET READY, BE READY
PUT YOURSELF IN THE WAY OF OPPORTUNITY
BE BRAVE, BOLD & BRILLIANT**



GET IN TOUGH

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