

1. GET STARTED WITH THE ESSENTIALS

WHY YOU NEED A PROFESSIONAL PROFILE NOW

Do 'You' want to be the **Person of the year**?

The biggest mistake we make on LinkedIn is using LinkedIn as a résumé billboard rather than as a job search tool. We are unaware that when prospective employers look at our profile, it will not leave a good first impression.

For all employment purposes, your prospective employers will look you up through LinkedIn before getting in touch with you.

If your LinkedIn profile and its blogs satisfy your prospective employer, about 43% of the decision to employ you already gets made before he gets in touch with you. That's why your time-investment on LinkedIn and social media is so important.

It all starts with your profile and your visibility. (Tip; Take a minute and Google yourself with your name.

What comes up?) What happens if people don't find you? What happens if you don't look good online? Nothing. Your prospective employer will go elsewhere and you missed out the employment opportunity.

Then, you need to consider your presence and connectability. The ROI is about how strong your network is. Connecting to colleagues is not enough. Look for people who are also interconnected in your industry. Check if they even talk to each other? Look for quality connections. The quantity is also important, but less relevant. Your third level is about your participation. When you start posting status updates, liking, commenting, and sharing, or even participating in groups, it all contributes to an increase of your **likeability**.

