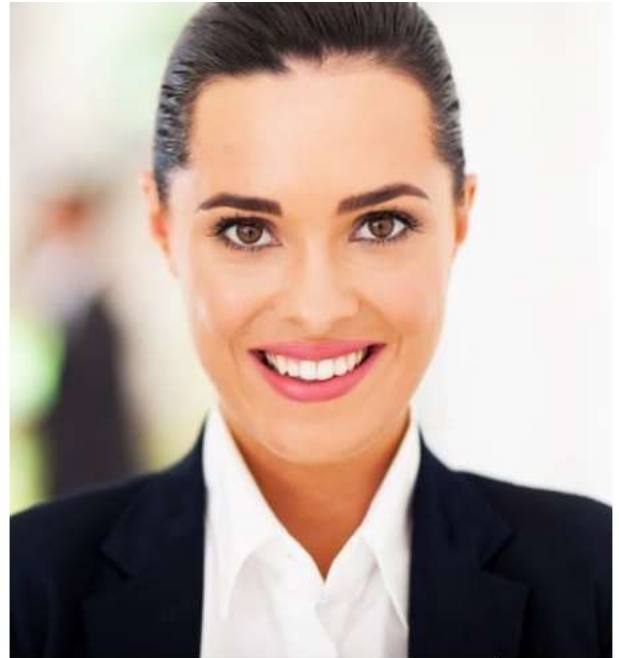


1. GET STARTED WITH THE ESSENTIALS

ENTER YOUR NAME AND ALTERNATIVES ON LINKEDIN

'Ali, Eli, Aali, Alley'. Is your name spelt correctly?

What happens if people wrote a different spelling? What happens if they don't find you? **Nothing**. That means less opportunity for you. Don't let that happen to you. Let's increase your chances of being found, beginning with your name first. So, what's in a name? Imagine if your headhunter or recruiter is having a conversation with a prospective employer who's looking for expertise like yours. The recruiter will happily drop your name, and the employer would write it down the way he or she thinks your name is spelt. Of course, the employer will start to look you up online or on LinkedIn with the misspelt name. But how would he find you if he didn't know the exact spelling of your name?



Most people use the simple search on LinkedIn, which you can see on top of the LinkedIn page. They start typing someone's name, and their full name starts to appear.

By entering your name **and** all possible alternatives on LinkedIn (for example, Julia can have alternate as, Julie, Julee, Juliaa, Jolie, Jolia), you can increase your likelihood of being found. Use all possible spelling alternatives in the Tags for searches. This way you could likely be found even if someone misspelt your name.

