

## START WITH THE END IN MIND – WHAT DO YOU NEED FOR A COMPLETE PROFILE?

Alright, let's talk about having a COMPLETE LinkedIn Profile. And I want you to know that having a complete LinkedIn Profile is incredibly important. In fact, users who have a complete LinkedIn Profile are 40x more likely to receive opportunities through LinkedIn. And that doesn't just mean job opportunities. That means opportunities of all sorts and kinds. It could mean new business if you are an entrepreneur. So, 40x more likely!

When your profile is complete, people know that you are active on the platform itself and they want to reach out to you. When your profile is complete, they also have the opportunity to know more about you, which gives people the confidence to then reach out and say hello and introduce you to an opportunity. The interesting thing here is that only 51% of all LinkedIn users actually have a complete LinkedIn Profile. So, let's look at the elements of a complete LinkedIn Profile

- 1) You need to have your **Industry**
- 2) And your **Location**
- 3) You also need to have an **up-to date position with details**. Now here is a place where people make a lot of mistakes. Let's imagine that you have just been downsized or let go from a job. You complete your experience on LinkedIn with an end date and you don't have a current role. All of a sudden your profile isn't complete! So what do you do in this scenario? Well, if you got a severance package you can continue listing that you are with that last company until your severance package runs out. That has integrity because you are on the company payroll. Or, what I recommend to people is to create a brand new role called "Actively Seeking New Opportunities" and then for the Company Name, just list the industries that you are interested in. For your experience, detail exactly what the perfect job would look like for you and your skillset. That is what I recommend to do when you are actively looking for work and you are out of job at the same time. You need to an up-to-date position with details; you can't just have the title.
- 4) You need to actually have **2 past positions with details**. You can't just have the company and title. You need to actually say something about it.
- 5) Add your **Education**
- 6) You need to have a minimum of **3 Skills**, but I'm going to coach you to have **50 Skills**
- 7) Add a **Profile Photo**
- 8) You need a minimum of **50 Connections**. But you don't really get powerful on LinkedIn until you have 500 connections. I want you to have 500 connections or more!

- 9) In addition, you must update your profile from time-to-time and post status updates so that LinkedIn knows what makes you active.

And that is what makes up a complete profile.

Let me tell you again.

- 1) **Industry**
- 2) **Location**
- 3) **2 Positions with details** (including a Current Position)
- 4) Your **Education**
- 5) A minimum of **3 Skills**
- 6) A **Profile Photo**
- 7) A minimum of **50 Connections**
- 8) In addition you need to **update your profile from time to time** or post a **status update**

And that is what makes up a complete profile.

In a moment I'm going to show you how LinkedIn's Relevance Algorithm works. And a Complete LinkedIn Profile is the benchmark for being shown in the Top Search Results. So please, please, please, whatever you do, make sure that you update your LinkedIn Profile so that it is Complete.