

## WHY LINKEDIN MATTERS

Let's take a look at "Why does your LinkedIn Profile matter"? Well first of all there are two new LinkedIn users every second. LinkedIn's platform just continues to grow and grow and grow in the business world. LinkedIn matters if:

- 1) You are a corporate professional
- 2) If you work in the business world
- 3) If you have business meetings with people
- 4) If you are in business development
- 5) Or, if you want to be open to new job opportunities because it is the platform where recruiters go to network and find people.

So, if you are interested in hearing about new jobs or if you go on business meetings, people will look you up on LinkedIn first of all to learn about you and then secondly to plain old see what you look like.

LinkedIn also matters because it really is a one-page website where people can learn who you are, what you stand for, what matters to you and what you have done in your past. Also, it's important to note that when you Google yourself, your LinkedIn Profile is almost always what shows up at the very top of the Google search results.

Given this world of social media, where people are connected, where people look each other up before they do business with them, LinkedIn is a platform where you can absolutely be guaranteed that people will be looking to learn about you.

What's important here is that since you get to design your LinkedIn Profile, you get to actually create the image that you leave for people. You get to create that first impression that people have before they even have the opportunity to meet with you face-to-face. Now, how cool is that?

So, let's get going on creating a compelling LinkedIn Profile that really represents who you are and has you found for the terms that matter most to you professionally!