1. GET STARTED WITH THE ESSENTIALS

WORK TO ACQUIRE A REPUTATION!



- Work to acquire a reputation!

You should work to acquire a reputation for being informed within your industry or expertise. For example, if someone wants to know something about the finance industry, ***You*** is their go-to person. You will be top of mind, preferably, for your target audience.

The next level is about developing your credibility. When you start to publish your articles, you start to gain a following. You're raising your personal brand and your social capital.

The final level is when you increase your trust. By positioning yourself as a thought leader, people start to see you as a role model and a respected leader. They'll start to show up and want to belong to your team (or blog).

Your profile needs to stand out on LinkedIn. You need to be perceived as a top professional who people want to hire in their organisations either on contract or permanently. You not only need to look good online, you also need to attract new prospective employers.

- Tip: Start using LinkedIn as a tool, rather than a résumé billboard.

