



9 Mistakes LinkedIn Users must avoid

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LESSON NO 1

So let's begin this whole interesting journey on LinkedIn by understanding what are some common mistakes a common LinkedIn user makes. And these are like nine key mistakes. Nine key mistakes. If you understand those nine key mistakes and we avoid those mistakes that will help us grow on LinkedIn more effectively. So mistake number one, create a profile and keep it incomplete. Your LinkedIn profile has three stages. If you do not complete all three stages, your profile will not be an all star LinkedIn profile. And in the absence of having an all star LinkedIn profile, you will not appear in LinkedIn search. Mistake number two, join in LinkedIn because everybody else is joining in, which means I joined in, but I really do not know why I'm here. What is my purpose of being on LinkedIn? What I want to achieve out of it. So lack of strategy. Mistake number three, sending out random connection requests just to be able to build your network. You keep sending out connection request. You keep accepting connection requests without looking at the profile. That is another mistake that a common LinkedIn user makes. Some people send requests for favors. For instance, can you please help me find a job? Now, unless somebody does not know you, you have not built your trust and credibility with that person. Why would somebody find you a job? Why would somebody give you a favor? So that's another mistake. Then staying inactive, that's a very common mistake. A lot of LinkedIn users think that they are active on LinkedIn, but just by going on LinkedIn once or twice a day or scrolling on some posts does not make you an active LinkedIn user. And in this course we will learn how do we stay active and how do we promote our profile on to the search engine? So staying inactive is not the way to grow the next one is staying irrelevant? What does it mean? If you are supply chain professional and you have a network of engineers you have in your network accountants. If you have in your network of people from the marketing field, you are actually not relevant, you are not very relevant. Put it this way so you can have some portion of people who are not directly related to your field. But most of your connections, most of your content, most of your groups should be related to supply chain profession. And the reason for this is this LinkedIn's algorithm needs to understand what your preferences are, what sector you really want to target and what kind of content you are really looking at, what kind of connections you want

to build. So you're staying relevant is very important. And if you're not relevant, then you're making a big mistake. Next is expecting quick results. LinkedIn is not a short term 100 meters sprint. LinkedIn is a marathon. Anyone who is interested in winning has to run that marathon. And when you run the marathon, eventually you will win because in the process, a lot of people will stop, they will fall down, they will discontinue the process which will help you win the game. So think of a marathon when you're on LinkedIn, nothing can work very quickly. It has to be strategically placed and there has to be a consistent and continuous, very targeted process and we will talk about this process throughout this course. The next big mistake is creating a profile, even completing your profile. But keeping a lot of profile features invisible. So if you're on social media and if you are invisible, what is the point? If people can't search you, if people can't see your face, if people can't look at your headline, what is the point of creating a LinkedIn profile? And that is a very common mistake. Avoid it, then content creation and content targeting is often missing, which is the 9th biggest mistake. So our content really drives traffic to our profile and it builds credibility and trust and projects us as subject matter expert. So if our relevant content goes out, you are relevant to a certain industry or a certain sector. If you are posting irrelevant content, that irrelevant content is not going to draw any attention towards our profile. So if you avoid these nine mistakes, that will be your starting point on a great journey. On LinkedIn.
