



10 Small But Deadly Mistakes To Avoid

1. Using the Default Picture or Nothing at All

* Three important words to remember - *"Brand Your Profile"* By not putting your a personal picture or logo up, you are risking other contacts not wanting to connect with you. People are more willing to connect with you, when they can put a face to the name.

- *Make sure you add a personal picture or business logo*

2. Avoid Joining Groups

* The main purpose of LinkedIn is to connect with other business professionals or individuals who share the same interest as you. By avoiding groups, you are not going to connect and learn from other's knowledge.

- *Join Groups within LinkedIn*

3. Join Every Group Possible

* With LinkedIn, the amount of contacts you have under your page does not matter like it does in Facebook or Twitter. Remember, the purpose of LinkedIn is to connect with people who share the same interests, hobbies and business ideas.

- *Be selective and choosy when accepting/requesting contacts.*

4. Never Updating Profile

* The key to keeping your profile up to date is posting a simple sentence or message. This keeps your contacts update to date with what is going on with you.

- *Logging in everyday or at least every few days, will help keep your profile up to date and current.*

5. Profile Updates Are Unprofessional Statements

* Make sure when you update daily, you keep the statements or questions professional. The audience who uses LinkedIn is mainly business professionals-so respect that.

- *LinkedIn Contacts are looking for business like statements, so keep it professional.*