

# LINKEDIN CREDIBILITY

How To Expand Your Network  
& Grow Your Net Worth  
With A Credible Profile



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## INTRODUCTION:

### WHAT IS LINKEDIN?

If Google is the go-to search engine for information, and Amazon is the go-to search engine for products then LinkedIn is the go-to search engine for businesses and professional services.

Whether you are a CEO of a Fortune 500 company, an owner of a mom-and-pop corner store, a budding solopreneur, you want to be on LinkedIn.

However, simply existing on LinkedIn is just not enough! You need to show up in the search results by your ideal clients and connections.

A properly and professionally written LinkedIn profile is imperative to helping you expand your network on LinkedIn.

After all, "Your network is your net worth." as Tim Sanders said beautifully.

### YOUR PROFILE MISSION:

### TO BUILD YOUR CREDIBILITY

People's attention span is getting shorter and shorter. Can we blame them? They may be scrolling through their LinkedIn app on their cell phone with their left hand, while typing a quick email on their laptop with their right hand. With a mountain of items whining for their attention, distraction and forgetfulness are the new norm.

When these busy professionals receive your connection requests or messages, they can simply choose to ignore you UNLESS you've grabbed their attention in that initial split second.

Or when scrolling through their LinkedIn looking for new connections, they will scroll right by you, UNLESS something on your profile grabs their attention immediately.

So, your profile mission is simply to BUILD YOUR CREDIBILITY!