

The missing ingredients to LinkedIn success

October 21, 2014 - Front Section

When it comes to LinkedIn, I find it best to relate it to 24/7-business trade show. It has presenters of news, networking opportunities, introductions to companies, showcased products or projects and everything a brick and mortar trade show has. So why is it so low in engagement? The missing ingredients; frame of mind and fearlessness.

Engagement happens to those who engage. Before you enter a trade show you just anticipate the feel of the energy in the air and the excitement that comes from hearing conversations all around you. This puts you in the right frame of mind. Armed with your business cards, you're prepared to network and ready to join these conversations. On LinkedIn though a majority of us tend to scroll through anonymously, look around a bit but don't join a single conversation. Would you do this at a live networking event or trade show, then why do it at an online one?

When it comes to fears on LinkedIn there are many. Some of my favorites include "I can't allow people to see who my clients are, they may steal them," "I don't want to like that post and allow my competitor to know who I know or are prospecting." And finally my favorite, "I want to be anonymous because I don't want people to know I look at their profile." The great Chinese philosopher Lao Tzu stated, "There is no illusion greater than fear." These are all speed bumps we are putting up on our road to success on LinkedIn. We don't not have live conversations at a networking event because our competition may be watching. So why do we care if they see it online? To not support a client or potential client's work efforts because a competitor might see it should not be enough of a deterrent for you not to engage. LinkedIn profiles are like business cards. And to look at profiles anonymously absolutely defeats the purpose of social networking.

So next time you log in to LinkedIn, get in the right frame of mind and begin engaging because the benefits will always outweigh the fears.

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