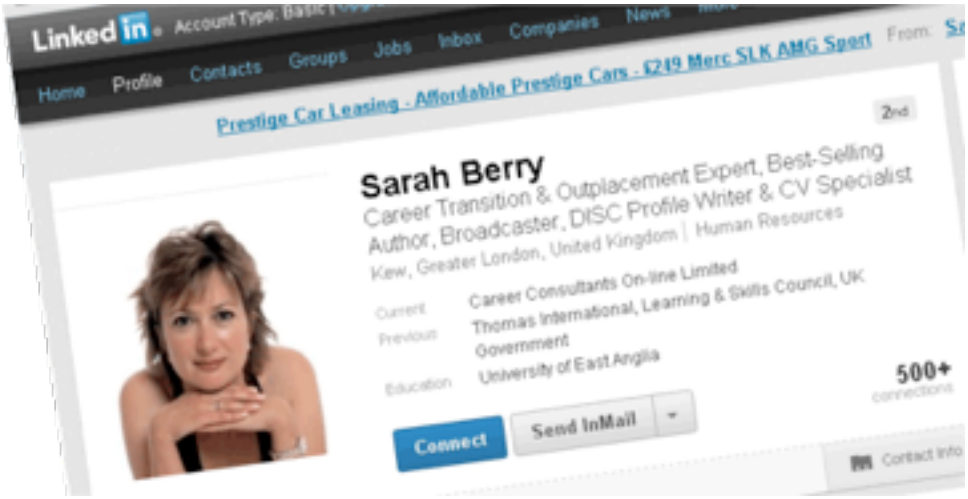
10 Career Benefits of Having a 500+ LinkedIn Profile

Improving your LinkedIn Profile to Achieve Career Success



Career Consultants

Professional career advice from Sarah Berry and her team

Background

When I started Career Consultants back in 1992, people applied for jobs by typing their CV in WordPerfect, printing it off, popping it in an envelope and sending it to an employer in response to an advert in a newspaper or a professional journal. Most of a professional journals advertising revenue was, at the time, made from advertising jobs. Some of our loyal clients, may even recall that we offered a two-fold hard copy version as part of the Platinum CV Service for many years.

Within a few years, things had changed and we saw the introduction of the large job-boards such as Jobsite. As well as saving on ink-toner, you could now apply for many more jobs in a fraction of the time. Adverts on the TV are still trying to persuade you that getting a job is as easy and quick as loading your CV to their job board. Even with our outstanding CV format like ours, which has stood the test of time, you will discover that getting a job isn't quite as easy as uploading a file to a website and waiting for a call. The number of job advertisements has increased but so too has the level of competition.

Within just two decades of being in the career business, we are now on what I call "Stage three". Social Media is no longer talked about as a fad. It is here to stay and LinkedIn has now established itself at the heart of every person's career. More than 80% of employers will check a person's LinkedIn status before commencing the recruitment selection process. In fact more and more employers will avoid paying for job-board adverts and just use the LinkedIn search facility to find their next employee. From my experience of late this is likely to grow and grow and we will witness the sharp decline of the job board.

LinkedIn also isn't just for those people in employment. Over 50% of my connections are senior managers and company owners. LinkedIn is an important tool, if not the most important tool, to make and form new contacts that lead to new contracts, clients and sales.

So why do most of my connections have less than 100 connections? 80% have less than 300 connections and only a small percentage have what I call "Black-Belt" LinkedIn profile i.e. they have over 500 connections.

10 Key Career Benefits

Having a good Linked profile, with more than 500 connections, offers the following 10 key benefits:

1. **You will be seen as an expert in your field of work**
   If you want to progress your career to the next level, it is important that you are seen as an expert within your profession. As soon as you tap into and promote your excellence, other people will respond to it. You do not necessarily know where your next career opportunity lies or how your future will unfold. It is vital therefore that you consciously promote your talents and expertise on a world-scale. Your LinkedIn profile can also act as an insurance policy in case you need it.

2. **You will appear in recruiters, head-hunters and company searches more often**
   A good profile will help you to gain visibility to more people and enhance your professional reputation. Imagine the huge boost in confidence that you will get after being approached by a head-hunter, client or employer.

3. **You can network with other professional individuals**
   Once you master the skill of communicating and interacting with like-minded professionals, it will help you to build a strong on-line identity. You can build and achieve your career goals far more quickly by seeking advice from other professionals via LinkedIn.

4. **You can get help and support more easily**
   By taking responsibility for your LinkedIn profile you are opening up an opportunity to really turn your career around. You can find new ways to enjoy success at work. Network and learn from people who share the same professional expertise as your own. Discover their secrets to success and find ways to mirror them in your own career.

5. **You can tap into the unadvertised job-market**
   You need every edge you can get in today's employment market. More than 80% of jobs are never advertised on the open market as they are offered to people in the recruiter's network. People prefer to work with people whom they know and trust. Enjoy making yourself accessible to people who can benefit from your knowledge and experience. Through LinkedIn you can discover new ways of approaching companies without having to compete with hundreds of other applicants.

6. **You can showcase your talents and therefore take your career to the next level**
   LinkedIn has around one hundred million members, yes a number with many zeros, so it is the perfect tool for career advancement. It is a fact that people will look you up on LinkedIn and approach you even if you are not looking for a new job or career opportunity. Imagine what a boost this will give you.

7. **You can create connections with new people which leads to new career opportunities for you**
   You can use LinkedIn to turn strangers and acquaintances into your fans by networking with them. By collaborating with the right sort of people you can create new career opportunities for yourself.

8. **You realise what you are good at**
   LinkedIn encourages you to brand yourself and to promote your talents. It is a useful exercise which can help you to create a successful career. **Whatever stage you are at in your career, developing a LinkedIn profile forces you to make career decisions about who you are and what you have to offer employers and clients.**

9. **Your LinkedIn profile can significantly increase your monetary value in the marketplace.**
   Defining your skills, capabilities and achievements on LinkedIn forces you to define yourself and your value. If you think BIG and develop a perfect profile, it won't take long before you attract the level of salary and rewards that you desire.

10. **Your LinkedIn profile acts as a reference point for employers and it allows you to showcase additional things above and beyond your CV such as your awards, endorsements and recommendations.**
    Nearly all employers use LinkedIn to screen candidates and find people through their referrals. It is often a big red flag if a candidate has no profile or a low number of connections on LinkedIn. For a job where there is an inter-personal element, it is vital for employers to view and evaluate your endorsements and personal recommendations.

I have stated many times in the past that "you are only letting yourself down with a poor CV, as it the one part of your job-hunting strategy that you have complete control over". Now we need to simply change the word CV to ***LinkedIn profile***.

How good is your LinkedIn profile? Is it worth investing some time and effort into improving it? Where do you start?

I am going to lead a selected number of career-minded people through the process of developing an outstanding profile. The price of this programme is £99 and the programme will run for a month.

However, if you are an existing client of Career Consultants and connected to me on LinkedIn, email me and I will send you a £50 voucher that you can redeem against this LinkedIn programme.

This is your chance to really develop your career and profile. The difference between success and failure is very small indeed. A difference between a good LinkedIn profile and a brilliant LinkedIn profile will make all the difference to your career.

I look forward to working with you shortly.