

## **Don't build on LinkedIn, unless you've understood this**

LinkedIn seems like the most talked about platform, where there are a lot of job opportunities and global connections.

We've also heard of stories of individuals, business and non profit organizations who leverage LinkedIn within the space of a few months, who end up becoming well recognized globally and upscale in their revenue.

To some people it seems like magic, mystery, miracle or luck.  
Well, it's not true.

There are processes, structures, systems, and mindsets.

In this newsletter, I'm going to be sharing with you 3 things you need to understand before joining and growing on LinkedIn.

### **1. LinkedIn is for everyone**

Most individuals find it hard to build on LinkedIn, because they believed it's reserved for a certain set of persons, (corporate professionals and digital creators to be precise)  
But that shouldn't be.

If you're a fashion designer, baker, real estate agent, perfume vendor or school teacher, anything, you can be on LinkedIn.

What you need to do more, is to talk about what you do to your target audience( the people you believe you're sent to) explaining the benefits, joy, struggles and opportunities of what you do.

Early this year, a snail vendor sold 500 snails on LinkedIn. She wasn't relying on her physical shop or instagram posts. She just understood LinkedIn potentials and took it seriously.

There are a lot of opportunities for you, if you're willing to build your personal brand, set systems, structures and connect.

### **2. Know your Why**

Why do you want to build on LinkedIn?

LinkedIn is for everyone, TRUE.

But without a convincing WHY, you would get frustrated.

Your WHY might be to get a job, but you must be ready to add Value to others.

You cannot expect to keep consuming and collecting without giving. You must be willing to share your knowledge and insights to help others grow, while you apply for jobs.

Knowing your WHY gives you a better understanding about what you can do to improve yourself and help others.

### **3. Be ready to be a CREATOR**

Last week, I read a post on LinkedIn talking about companies LAYING OFF their staffs without any solid reasons.

You know how painful that could be, right?

The job you've invested your time and life in, suddenly letting you go without any tangible reason.

So, if you're either waiting to get a job or waiting until you are laid off before you begin to build on LinkedIn on any other platform, you would be wasting your time.

Becoming a CREATOR, doesn't mean Creating videos alone. I mean CREATE VALUE - classes, product, ebooks, webinars, sharing and teaching people about what you know in regards to your job, life or industry.

Create the value; either in written form (blog post, social media contents, etc), videos (explainers, how to, etc) or audio (podcasts).

**CREATE.**

I know of a sister who uses LinkedIn to teach people about cyber security even though she has a physical job.

There's no excuse for you.

This has made people reach out to her asking for help, seeing she's well knowledgeable in cyber security.

This year is not a year to joke but to BUILD.

With these three insights.

I hope you've gained a new insight about building on LinkedIn.

If you've begun and have given up, it's not too late to start again.

If you haven't started, NOW is the best time to start.

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This is my very first newsletter to you.

How was the reading experience?

Did you find it helpful and insightful?

What would you like to learn about LinkedIn?

P.S: DON'T BE SHY TO [MESSAGE](#) ME 😊

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If you want to build or continue your journey on LinkedIn.

I'm creating a group called LINKEDIN CHANNEL where I would be sharing my knowledge, growth and experience about LINKEDIN.

Join by filling click this [LinkedIn Channels](#)

Be the first to be IN.

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I'll message you next week

Love from OLUWATOBIPUPO 🍕

**Your Excellent LinkedIn Creator**