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Coaching: A must do LinkedIn trick to get more business - by Rod Santomassimo

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While we do secure leads, as do our clients, from Facebook and Twitter, LinkedIn has established itself as the leading social networking site for business people. Millions of people go there every day not only to connect with other like-minded professionals but also to research people. In fact, if you Google your name, you'll probably find your LinkedIn page in the first few results. With this in mind,

having a LinkedIn presence is crucial. Not having one can lead to clients ruling you out simply because they cannot do their due diligence on you.

The number one element you must be sure to get right is your profile. Your LinkedIn profile is like an online version of your resume. You can add your work history, your education, your achievements and other professional information about yourself. It also has a place for a headshot photo, for your contact information, and for other information about you and what you are doing.

Make sure you create a specific brand for yourself, by adding some text in your “last name” field. For example, my last name is “Santomassimo Commercial Real Estate Coach”. This follows me wherever I post, respond or communicate within LinkedIn. What do you want your audience to think of when they think of you?

Give this some serious thought, then go ahead and enhance your last name field, so your audience will understand the value you can bring to them. This basic, yet essential step will ensure that your LinkedIn profile supports your business and your brand.

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