



# How to use LinkedIn to get ahead in your career and business

*Fayaz Shah*

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## **How to use LinkedIn to get ahead in your career and business** Fayaz Shah

If you're serious about taking your career to the next level, you need to make LinkedIn work for you because LinkedIn is dominating the world of business networking and the social media of choice for professionals. Whilst LinkedIn has grown significantly to over 396m members by Q3 2015, many users don't know how to get the best from it, yet others are hesitant to join another social media network. Whether you're a job seeker, in search for a job promotion or a business looking to increase your visibility online, make LinkedIn your social media network of choice.

Many successful careers have been built through contacts, leads and time spent on LinkedIn. In this compact, yet comprehensive book, author Fayaz Shah will take you step by step into how you can make LinkedIn work for you. This is all taken from my own experience in working hard on LinkedIn over the past three years. The success blue print will show you insights that successful folks like Richard Branson, Brian Tracey and Anthony Robbins all use via LinkedIn to spread powerful messages. It enhances their personal brand every day and can do the same for you.

All that's required is knowing some key practical insights and some discipline and hard work.

This book will ultimately help you gain valuable self-confidence which you will see in people who sell real estate, sales and marketing professionals, attorneys, investors, management and successful parents.

Are you ready to take your career or business to the next level? This will show you how:

- Get to grip with all the basics, making you ready to be discovered more easily
- Create a professional, yet powerful profile optimised for new opportunities
- Make your existing experience count, stand out as a valuable expert
- Create awesome content that extends your reach outside your own expertise and geographical reach
- Learn to avoid some of the most obvious, yet detrimental mistakes made on LinkedIn
- Give your career a boost and learn how LinkedIn can help you in your job search or career promotion
- Make your business more visible and attract new customers more quickly
- Growing and developing your LinkedIn presence
- Learn to use LinkedIn metrics effectively so that you can spend time on real value added work

This book will help you improve your career prospects as well as increasing your professional network. Do not wait until it is too late for you to create professional connections or get the job of your dreams.

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