

AVOID THESE MISTAKES ON LINKEDIN

FOR REAL ESTATE PROFESSIONALS



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HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

AVOID THESE MISTAKES ON LINKEDIN FOR REAL ESTATE PROS

This is a free guide for you, however, I have personally spent thousands of dollars on tools and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!

Objective: AVOID COMMON MISTAKES on LinkedIn. I created this guide because I made almost all of these mistakes below. I am still mastering this platform. I wanted to help you avoid these mistakes and build the best version for your brand.

Why LinkedIn? - 200 million users, average yearly income of 100k+. LinkedIn search functionality is amazing (hint, use filters). Adding your profile link to your email signature or other social platforms, can help build trust and credibility. LinkedIn is no longer a job searching/hiring platform, it has recently become a place where business professionals can make meaningful connections.

#1. NO PROFILE PICTURE OR A NON-PROFESSIONAL PICTURE

Having a picture of you partying in Cabo, is not the professional image you want to present. Also not having any photo is suspicious to most potential clients/business partners.

#2. NOT ENOUGH INFORMATION. (download my free Bio Worksheet if needed).

List your bio, vision, and as much info as your comfortable with. Specific is Terrific. Add things that present the best and most relevant items. Volunteer Work, Awards, Past Experience, etc.

#3. Adding the WRONG SKILLS . Make sure your skills match your brand story. Listing your cooking abilities or having your Karaoke abilities endorsed by clients may not help you close your next large real estate deal. Pin the skills that line up with the values you can provide.

#4. Not Sending Personalized Invites (connections) I am truly guilty of this. I just found out you can send personalized invites for connections on mobile. Add this personal touch.

#5. Treating LinkedIn like Facebook, or any other platform. This is professional website, yes it is definitely okay share sprinkles of personal hobbies, interests, passions. Using this platform as a venting session or political forum , may not be wise.

#6 LURKING. Some people are notified when you look at their profile multiple times. Just sayin'

#7. Don't be a GHOST. Like, comment, share content 1x/week. Join the communities/groups.

Thank you for reviewing this FREE PDF.

If you are interested in going deeper with a personalized 1-1 Digital Consulting & Brand Strategy. I offer customized "All in One", social media management and much more for

Real Estate Professionals in the Southern California area.

STEP 1.) Text the word "DIGITAL" to 33222

STEP 2.) Let's connect & Strategize STEP 3.) Execute



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