

Why you should consider setting up a LinkedIn Profile



By Melanie Coppola

One of the common questions I hear when I speak with beauty therapists, is “why would I set up a LinkedIn profile? It’s for business people.”

There are over 3.5 million Australian LinkedIn accounts alone (or up to 5.5 million depending which report you read). The fact that it’s the largest global networking platform for business professionals is *exactly* why you should be on it!

I was recently having a facial, and the therapist mentioned that she’d had a lot of trouble when she had left her previous clinic to come to the one she was at now. She had been bound by her employment contract *not* to tell her existing clients where she was moving to, even though she knew they would want to follow her to the new clinic.

This is where having a LinkedIn profile can help. There’s nothing stopping you from connecting with your clients on LinkedIn – you have a professional business relationship with them, and that is exactly what the platform is for. If you’re switching between clinics, you don’t necessarily need to tell your clients and industry contacts where you’re moving to, but you can let them know they can keep in touch with you via LinkedIn. This therapist had never thought about LinkedIn in that way, and said it would have been the perfect solution in her situation.

If you run your own business, clinic or spa, I would say it’s even more critical to have a personal profile. It shows that you consider yourself to be a business professional. And you are!

So how do you set up a profile on LinkedIn?

There are plenty of articles about how to set up and use LinkedIn, but the key things to remember are:

1. Include a **professional, current photo** of yourself – put your best face forward and create a great first impression!
2. Use the **Professional Headline** area to describe what you do – it will default to your current title and Employer, but you can change it to be whatever you like. Make it catchy! This is also a key field in terms of the LinkedIn search engine – so make sure the words describe what you do.
3. In the **Summary** section, let your personality and experience shine through. Demonstrate that you're passionate about what you do.
4. **Complete all the sections** so you have a thorough profile. The more complete the profile, the more it demonstrates that you are serious about your professional profile and image.
5. **Ask people for recommendations** (or endorsements) – if you receive great feedback from your clients, invite them to endorse you or provide a written recommendation on LinkedIn.
6. **Have someone else proof read your profile** – make sure it's accurate and reads well, and ask someone else to review it.

LinkedIn is a great way to start to build your professional profile, and will move with you through your career, wherever you decide to go. Here are some additional resources to ensure your LinkedIn profile shines!