



## Episode 63 : **Being Authentic Is Better Than Being Perfect**

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**Meet phenomenal host, Fiona Cutts, and join her on the magical journey and hear how she changed from being paralysed by shyness to shining with exuberance as an international facilitator, empowering others to create a greater life than they ever thought possible.**

In this episode, Fiona chats with Daniel Alfon, LinkedIn author expert and trainer, who has used LinkedIn to go from being introverted to using the platform to get himself out there in a way that at times would have been too difficult. Daniel shares some of his tips, from his ebook, for using LinkedIn to build a successful business.

### **Key messages:**

- Showing up as us is what people are interested in
- No one can do us better than we can
- Social media platforms are there to serve us
- We shy people can benefit from either connection strategy to build a LinkedIn profile: quality network for people we know well to develop trust or reaching a large quantity of people, who we don't necessarily know well, for greater exposure
- In five years' time, would I rather be well connected or best connected?

## Tools and Questions

*Daniel's questions for building a social media profile where we can't go wrong if all answers are "Yes":*

*Are you representing yourself in a way that is right for you rather than in a way you think is required?*

*Will people who know you really well and see this think yes, that's the way you speak in real life, that's the way s/he resonates with me?*

*Will your ideal reader on this platform, when they see your profile, be likely to say they would like to learn more about you?*

## Resources:

- > Download your free resource - [5 Steps to Overcoming Shyness Wherever You Are](#)
- > [Find me](#)
- > [Daniel Alfon](#) - *How to Build a LinkedIn Profile for Business Success: An Ultimate Guide*

Do get in touch with Fiona if you have any questions or would like to suggest a topic for a future Podcast.