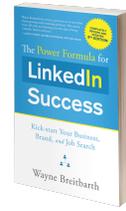




LinkedIn Game Plan for Success

Your one-hour weekly playbook for results



Pre-Invite	Invite	Follow Up	Engage	Share
<p>For people in your target audience:</p> <ul style="list-style-type: none"> View their profile two times in the week leading up to sending your connection invitation (p136) Share, like or comment on any recent updates they have posted. Consider using the "@" mention on one of their updates. (p138) <p style="text-align: right;"><i>Goal 10/wk Est Time 5 Min</i></p>	<p>Send custom connection invitation to people in your target audience from one or more of the following sources (p100):</p> <ul style="list-style-type: none"> Meetings & Phone Calls Advanced People Search save your searches (p83) Referral source connections (p135) Who's Viewed Your Profile (p104) People You May Know (p103) People Also Viewed Group Search (p126) University Pages (p102) Company Pages (p119) <p style="text-align: right;"><i>Goal 10/wk Est. Time 15 Min</i></p>	<p>Follow up with any new connections in your target audience with a thank you note including:</p> <ul style="list-style-type: none"> Appointment request Attach helpful resources Include links <p>Send thank you notes to connection that helped you with referrals</p> <p>Set periodic follow up on the best prospects using your CRM system or LinkedIn relationship feature</p> <p style="text-align: right;"><i>Goal: 10/wk Est. Time 10 Min</i></p>	<p>Like, share or comment on:</p> <ul style="list-style-type: none"> Other's individual updates Company page updates Group discussions Published posts <p>Use "@" to mention individual or company (p138)</p> <p style="text-align: right;"><i>Goal 10/wk Est. Time 10 Min</i></p>	<p>Share individual status updates with your personal comments following the 6/3/1 Rule (p137):</p> <ul style="list-style-type: none"> 6- Helpful content from others 3- Helpful content from you or your company Promote your product and services <p>Consider using automation tool like Hootsuite or Buffer</p> <p>Share similar helpful information in groups that have members in your target audience</p> <p style="text-align: right;"><i>Goal 10/wk Est. Time 20 Min</i></p>

Monthly	Quarterly
<p>Check your LinkedIn Social Selling Index</p> <p>Post on LinkedIn using the publishing capabilities</p> <p>Update your profile with new information</p> <p>Request new recommendations (p61)</p>	<p>Download your LinkedIn data file (p166)</p> <p>Review your competitors profiles (change setting to anonymous)</p> <p>Sort and filter Who's Viewed Your Profile (premium feature)</p> <p>Review your saved searches</p>

(pXX) indicates page number from *The Power Formula for LinkedIn Success* (3rd Edition)