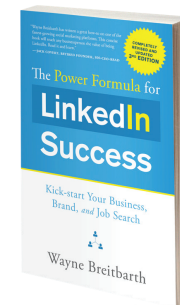


LinkedIn Game Plan for Success

Your One-Hour Weekly Playbook for Results



The goal for each of these actions is 10 per week

LAY GROUNDWORK	INVITE	FOLLOW UP	ENGAGE	SHARE
<p>For people in your target audience:</p> <ul style="list-style-type: none"> View their profile twice in the week before you send your invitation to connect (pg 136) so they might see your name under Who's Viewed Your Profile Share, like or comment on any recent updates they've posted. Consider using the "@" mention on one of their updates (pg 138). 	<p>Send customized connection invitations to people in your target audience from any of the following sources (pg 100):</p> <ul style="list-style-type: none"> Meetings and phone calls Saved Advanced People Searches (pg 83) Referral source connections (pg 135) <i>Who's Viewed Your Profile</i> (pg 104) <i>People You May Know</i> (pg 103) <i>People Also Viewed</i> University pages (pg 102) Company pages (pg 119) 	<p>Follow up with a thank you note to any new connections in your target audience. Request an appointment and attach helpful resources or links to valuable information.</p> <p>Send thank you notes to people who have provided referrals.</p> <p>Use your CRM system or LinkedIn Relationship Feature to schedule periodic follow-ups with your best prospects.</p>	<p>Share, like or comment on:</p> <ul style="list-style-type: none"> People's individual updates Company page updates Published posts <p>Use "@" to mention individual or company (pg 138).</p> <p>Endorse the skills of LinkedIn members (pg 74-75).</p> <p>Direct message targeted group of connections.</p>	<p>Share people's status updates, following the 6/3/1 Rule, and include your personal comments (pg 137). For every ten shares:</p> <ul style="list-style-type: none"> Six should be helpful content from others Three should be helpful content from you or your company One can promote your products and services <p>Consider using an automation tool like Hootsuite or Buffer.</p> <p>Share similar helpful information in groups that have members in your target audience.</p>
<p>Time Commitment: 5 minutes</p>	<p>Time Commitment: 15 minutes</p>	<p>Time Commitment: 10 minutes</p>	<p>Time Commitment: 10 minutes</p>	<p>Time Commitment: 20 minutes</p>

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

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