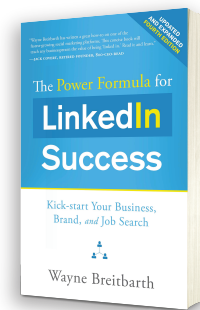


LinkedIn Game Plan for Success

Your One-Hour Weekly Playbook for Results



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 107) so they might see your name under <i>Who's Viewed Your Profile</i> Share, like or comment on any recent updates they've posted. Consider using the "@" mention on one of their updates (pg 146). 	<p>Send customized connection invitations to people in your target audience from any of the following sources (pg 96):</p> <ul style="list-style-type: none"> Meetings and phone calls Saved Advanced People Searches (pg 90) Referral source connections (pg 143) <i>Who's Viewed Your Profile</i> (pg 107) <i>Recommended for you—People</i> (pg 106) <i>People Also Viewed</i> University pages (pg 105) Company pages (pg 127) 	<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 146).</p> <p>Endorse the skills of LinkedIn members (pg 77).</p>	<p>Share people's status updates, following the 6/3/1 Rule, and include your personal comments (pg 145). 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>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* (4th Edition)

