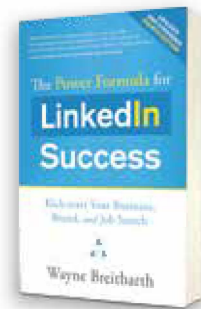


# LinkedIn Game Plan for Success

## 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"> <li>View their profile twice in the week before you send your invitation to connect (pg 107) so they might see your name under Who's Viewed Your Profile</li> <li>Share, like or comment on any recent updates they've posted. Consider using the "@" mention on one of their updates (pg 146).</li> </ul>	<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"> <li>Meetings and phone calls</li> <li>Saved Advanced People Searches (pg 90)</li> <li>Referral source connections (pg 143)</li> <li><i>Who's Viewed Your Profile</i> (pg 107)</li> <li><i>Recommended for you—People</i> (pg 106)</li> <li><i>People Also Viewed</i></li> <li>University pages (pg 105)</li> <li>Company pages (pg 127)</li> </ul>	<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"> <li>People's individual updates</li> <li>Company page updates</li> <li>Published posts</li> </ul> <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"> <li>Six should be helpful content from others</li> <li>Three should be helpful content from you or your company</li> <li>One can promote your products and services</li> </ul>
<p><b>Time Commitment:</b> 5 minutes</p>	<p><b>Time Commitment:</b> 15 minutes</p>	<p><b>Time Commitment:</b> 10 minutes</p>	<p><b>Time Commitment:</b> 10 minutes</p>	<p><b>Time Commitment:</b> 20 minutes</p>

(pg XX) indicates page number from *The Power Formula for LinkedIn Success* (4th Edition)

powerformula

©2015-2021 Power Formula LLC | www.powerformula.net | Wayne Breitbarth | wayne@powerformula.net | 414.313.7785 | Twitter: @waynebreitbarth

Wayne provides customized corporate training classes and LinkedIn strategy consulting as well as keynote and workshop presentations for conventions and association meetings.