

LINKEDIN CHECKLIST TO SUCCESS

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AIMS

What do you want LinkedIn to do for you?

Sales, Brand recognition, Subscribers, Speaking engagements, PR, Thought leader status, Product awareness, New connections, knowledge, Research, etc, etc

PLANNING

Who are we?

Mission statement, vision. Ethos.

What do we want to achieve?

Ambition.

Goals – Short & long term.

Measurable outcomes.

How do we communicate?

What are the "No's" you need to address

Who are our perfect customers?

PROFILE

- Image - High quality.
- Create Banner.
- Fill in all sections.
- Ask for recommendations.
- Check endorsement topics.
- Add interests
- Who has looked at your profile?
- Add images, PowerPoint slide shows and or articles.

Consider your choice of language.
What are the power words?
What would a new customer say?

MESSAGES

- Reply to messages.
- Do not tolerate those that sell at you. Either delete or politely decline and archive.
- Message new connections - personalise it.
- Aim to not use the generic connection message.
- Don't sell in first message.
- Aim to connect.
- Be useful.

If you wouldn't say it at networking event or conference do not say it on LinkedIn.
It's your professional environment to network and build relationships.

GROUPS

- Look for groups right for you.
- Where will you meet your target audiences?
- Don't sell.
- Be useful, relevant and interesting.
- Only share links if allowed by group rules and appropriate.
- Comment on other people's posts.
- Do not just promote and post.
- Steer clear of groups that only have sales posts or have not been updated in months.

POSTS

- See worksheets - utilise the T.R.U.S.T to create 5 styles.
- Comment on other people's posts.
- What is in the news?
- What is new in your industry?
- What matters to your target audience?

WORKSHEETS

- T.R.U.S.T - 60 seconds elevator pitch
- Marketing Production Line
- Blogging for Business

DON'T FORGET

- To be consistent.
- Create a marketing strategy.
- Test and measure results.

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Access online courses from £7 to £25 - confidence, communication, profit, marketing, sales and business foundations