

Creating and Building LinkedIn Relationships

10 Point Checklist

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Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"[LinkedIn] is not just a directory of resumes, it's actually where business opportunities can be made."

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10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- As you design your LinkedIn profile, speak in terms of what your prospects want or need rather than focusing on yourself the way you might in a traditional resume.
- When you invite someone to connect on LinkedIn, personalize your message by starting with their name then mentioning something you have in common.
- In your LinkedIn invitation message, ask, “I want to find out more about your business to see if there’s a possibility to work together. Would you be open to connecting here on LinkedIn?”
- In your first message to a new LinkedIn connection, thank them for connecting with you and offer something of value. For example, offer to introduce them to people in your network.
- After several messages, ask your new contact to connect with you on a quick phone call or meeting. LinkedIn is the place to make contacts, not sales.
- Commit to sending out at least 25 LinkedIn invites every week. Keep track of the prospects who connect with you on a spreadsheet.
- Use the spreadsheet you created to send each of your first four messages on a schedule, sending one message every two weeks.
- Be sparing when using your InMail on LinkedIn. Save it for contacts who have a huge following on LinkedIn or those who you know are highly sought after.
- When you see someone has viewed your profile, don’t mention it when you connect with them. Instead, bring up something you have in common as you would with anyone else.
- Start out with using LinkedIn organically (rather than paying for advertising). Wait until you learn what your ideal clients want before you start using advertising.