

# Get Your Articles Read by Millions on Medium and LinkedIn

## 10 Point Checklist

**Tim Denning**

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**



"Entrepreneurship is a form of art and expression. It lets you be who you want to be, inspires others to get behind a vision, and allows you to give back in a way you've never given back before."

**TIM DENNING**

# 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.**

- Leverage LinkedIn for business. LinkedIn was built for the purpose of connecting people in their industries. Take advantage of the platform.
- Make my presence known by posting more content on LinkedIn. Many business owners and professionals don't know about LinkedIn's social media aspects. It's an excellent way to share my thoughts with my professional community.
- Find the voice I need for LinkedIn. Don't treat it like Facebook, Instagram, or Twitter because the online community it provides is in a more professional setting.
- Utilize videos on my LinkedIn social posts. These videos must not exceed 10-minutes, must be highly engaging and informative for my audience to respond better.
- Format my posts in a mobile-friendly manner. Consider how wordy my text is, the size of the images I upload, and the links I share with my audience.
- Focus more on giving value than selfish personal branding. Excellent and ethical business isn't all about the 'look at me, I'm great' approach. It should be all about 'here is how I can help you succeed.'
- Create more content about my expertise to position myself as an authority in my field. Write blogs, become an author on content publishing sites such as Medium, Huffington Post, etc., or post videos on YouTube for people to consume freely.
- Treat marketing as a team effort. If I want to promote what I do, I must learn to delegate marketing efforts with my team of skilled and trustworthy people.
- Connect with the right people. Add LinkedIn connections strategically and join groups with the intent of improving my professional community.
- Learn the secrets for posting engaging content, building an audience, and making money on LinkedIn through Tim Denning's [course](#).