



The Place For Men Who Are Committed to Unlocking Their True Power, Potential and Passion In Business and Life!

### Creating a great profile

- Your profile is your first impression & first opportunity to stand out. Make your summary conversational, not about accolades and certifications. What do you do, specifically, for your customers & partners.
- Use a high quality, professional profile pic that is up to date
- Fill out every single section option in your profile. Only 50% of people fill out all sections.
- Add a background pic. Think about what people instantly associate with what you do
- Update your contact info—make it easy to connect with you

### Building your network

- Create 5-10 pieces of original content per week
- Engage with other people/posts before you post (add value!)
- Endorse 10 people per week (3X more likely to receive an endorsement after giving one)
- 10 connection requests per week. A/B test personalized vs generic. Only add relevant connections to your network
- Many people overlook a fantastic (but underutilized) way to build connections...through LinkedIn groups! With over 2 million groups centered on various professions, industries and locations, you'll definitely find the most relevant ones for you.

### Creating content

- Content that naturally selects, attracts & involves your best customers & prospects.
- What problems does your product or service solve?
- Data driven perspective posts
- How-to posts
- Personal story posts (doesn't matter if we sell B2B or B2C.....we all sell H2H)
- Be funny and display your sense of humor!

## Level-up your networking game! LinkedIn is NOT Facebook. LinkedIn is NOT Instagram.

- Post no more than twice per day (at least 4 hours apart). The algorithm will ignore your third post.
- The algorithm rates each post for quality and then tests it by pushing to small sample audience. Based on engagement with initial group, it will keep pushing and testing, or stop showing in the feed.
- Comments are king. They provide more views than likes & shares
- Use hashtags—but not more than three as it will lower engagement.
- The algorithm is not a fan of shares or links to outside content. If you want to share a post copy and paste it and give credit to author. If you want to share an outside link put it in the comments

## How to Leverage SalesNavigator

- Build a list of people that you have done business with or scheduled meetings with
- Save a search of leads that follow your company so you always have prospects to speak to
- Make a list of 1<sup>st</sup> degree connections so you can send them personalized videos/notes
- Do a Search of C-level execs in your space and see who has posted in the last 30 days. Insert yourself in their conversations and add value

## Why LinkedIn?

- When asked why he robbed banks, Willie Sutton simply replied, “Because that's where the money is”
- **LinkedIn**, the world's largest professional network with 722+ million members in more than 200 countries and territories worldwide
- Only 3 million users create content on daily basis—LinkedIn wants to serve your content
- Establish yourself as an expert and problem solver for your customers and prospects
- Your LinkedIn presence helps people find you elsewhere online