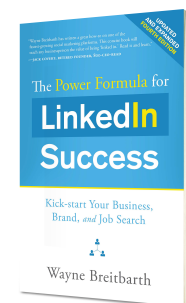


# LinkedIn Game Plan for Success

## 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>
Time Commitment: 5 minutes	Time Commitment: 15 minutes	Time Commitment: 10 minutes	Time Commitment: 10 minutes	Time Commitment: 20 minutes

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

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