JUST CONNECTING
EMPOWERING SOCIAL SELLING

LinkedIn

CHECKLIST PERSONAL PROFILE

1 AWARE

1 - Edit your custom url (i.e. https://www.linkedin.com/in/richardvanderblom/)
2 - Select your profile picture to be publicly visible
3 - Have a brief spoken introduction -- record it in the app
4 - Have a professional background photo
5 - Connect your profile to the correct company page, ensuring the logo will appear
6 - Make sure your profile strength is "All Star"
7 - Decide whether a profile in another language has added value

2 INTEREST

8 - Create a customer focused headline with keywords
9 - Enable your featured section with at least three relevant items, review and update every month
10 -Add a customer focused job description with six lines or more
11 - Add media including web links or documents at the bottom of your current work experience
12 - Make your top three skills the most relevant
13 - Add up to fifty additional skills relevant for your business, i.e. key search words
14 - Add accomplishments to demonstrate additional expertise

3 INTERACT

15 - Make sure your contact info section is up-to-date
16 - Upload a document, a video and a weblink in your featured section
17 - Put a link to your calendar in your featured section
18 - Put a smartlink presentation with valuable and insightful content in your featured section

4 ENGAGE

19 - Write a strong call to action in the first three lines of your About section
20 - Include a Personal Professional Introduction (P.P.I.) in your About section
21 - Include a paragraph about your knowledge and expertise in your About section
22 - State the value of yourself and your company
23 - End your About section with a call to action and your contact details
24 - Make sure your visible recommendations are the most relevant ones

JUST CONNECTING
EMPOWERING SOCIAL SELLING

LinkedIn

CHECKLIST CONTENT

1

DAILY

1 - Check and respond to your messages in your inbox
2 - Check your notifications on desktop or the mobile app
3 - Check your received invites and respond
4 - Invite people that share relevant content to connect
5 - Follow company pages that share relevant content

2

WEEKLY

6 - Publish at least two posts
7 - Give relevant comments to at least ten posts
8 - Check the hashtags you follow for relevant posts
9 - Re-post a well performing post in three relevant groups
10- Perform a content search on relevant keywords / buzzwords and comment on LinkedIn
11- Use a scheduling tool or set an appointment in your agenda to publish a post
12- Connect with people who engaged with your posts

3

MONTHLY

13 - Create SmartLinks (*in Sales Navigator) to share valuable content
14 - Publish at least one poll every month
15 - Write an article every two months emphasizing your thought leadership
16 - Set up Google alerts on relevant themes and keywords
17 - Look at the analytics of your posts of the last month. Analyze what posts performed well and why (topic, #hashtag, time)

4

ANY TIME

18 - Storytelling: Create a personal post at least once a month
19 - Thought Leadership: Publish company content including white-papers, articles, or reports
20 - Events: publish information about upcoming events, including webinars
21 - External News: Identify valuable articles (not published from your company), share the post and provide additional insights
22 - Analyze your followed hashtags and add or delete based upon added value
23 - Use RSS feeds to follow your most relevant content sources
24 - Collect your content ideas in one central place like a bookmark tool or notes app for later use and inspiration

JUST CONNECTING
EMPOWERING SOCIAL SELLING

LinkedIn

CHECKLIST RELATIONSHIP

1 CONNECT

1 - Send an invitation to connect with those you've spoken to this week
2 - Respond to received invitations
3 - Withdraw outstanding invitations after one month
4 - Follow the Company Page of your potential clients
5 - Invite all the people in your clients decision making unit (DMU) to connect
6 - Send an invitation to authors of relevant and inspiring content
7 - Connect to relevant visitors of your profile
8 - Connect to new followers of your profile
9 - Follow your top 100 connections on other social media platforms

2 BUILD RELATIONSHIPS

10 - Respond to received messages in your inbox daily
11 - Respond to posts of your top thirty contacts
12 - Use a Smartlinks in Sales Navigator and share exclusive content only 1-on-1 with prospects.
13 - Send a welcome message to your new connections
14 - Respond to anniversaries and job changes
15 - Endorse five clients for their three most relevant skills
16 - Ask actively for endorsements to boost your own top skills
17 - Write a recommendation for someone once a month
18 - Create a list on Twitter with the active profiles of your prospects and their company accounts

3 CONVERT

19 - Send an informal meeting proposal message to hot prospects
20 - Ask connections if they want to receive your LinkedIn newsletter
21 - Ask connections to follow your personal hashtag
22 - Ask your satisfied client for a recommendation after completing a project
23 - Use a tool like Calendly to make it easy to schedule an appointment with you

JUST CONNECTING
EMPOWERING SOCIAL SELLING

LinkedIn

CHECKLIST SALES & SETTINGS

1 SEE

1 - Check Who Has Viewed My Profile and connect with potential clients
2 - Check Who Has Viewed My Profile and start a conversation with 1st degree connections
3 - Check your new followers and invite those who belong to your Target Audience to connect
4 - Check who is responding to your content from your 2nd and 3rd degree network and reach out to them
5 - Reach out to 2ndor 3rd degree connections who have commented or voted on your poll
6 - Become a member of five relevant Groups
7 - Reactivate 1st degree connections such as former ambassadors, clients, or colleagues by proposing a 15-minute catch-up call

2 SEARCH

8 - Search for interesting and relevant events for your target audience, click "Attend" and have a look at the attendance list
9 - Use an Advanced People Search to find potential clients
10 - Identify potential clients and reach out with a connection request to ten people
11 - After accepting a connection request from a potential client, send a follow-up message to build trust
12 - After positive response to your follow up message, ask for a short introduction call
13 - Work with marketing to find out which companies visited the company website
14 - Work with marketing to identify the most engaged readers of the company newsletter and reach out to these contacts on LinkedIn

3 SETTINGS

15 - Add at least one personal and your current work e-mail address to your profile
16 - Add a phone number in case you have trouble signing in
17 - Activate two-step verification for enhanced account security
18 - Set "Profile Viewing Options" on "Full Profile"
19 - Set "Manage Active Status" to "Everyone on LinkedIn"
20 - Select and adjust the notifications you want to receive on LinkedIn
21 - Select and adjust the notifications you want to receive via e-mail
22 - Select and adjust the notifications you want to receive via push messages on mobile/tablet
23 - Get a copy of your data every 6 months
24 - Get a copy of your connections every 3 months

JUST CONNECTING
EMPOWERING SOCIAL SELLING

"WAS THIS HELPFUL?

We can provide even more insights and added value with our unique training programs on:

- Virtual Selling
- Social Selling
- LinkedIn Marketing
- Productive selling
- Inspiration sessions

Reach out via:

richardvanderblom@justconnecting.nl
WhatsApp **+31 6 5511 7282**