



Create your 12-Month LinkedIn Workstyle, right here. We are challenging you to join us in a social selling workstyle, today. Let's get started. Keep tabs on your progress; don't beat yourself up, just be honest and keep moving forward.

Your 12-Month LinkedIn Social Selling Workstyle Plan		
Month	Main Focus + Activity	In progress Stalled Complete
January	<p>Build out or update your LinkedIn profile and your social channels. Clean them up, make them more interesting</p> <p>Log your Social Sales Index</p> <p>Visit our Quarter 1 Detail Supplement for more suggestions on what to focus on this month.</p>	
February	<p>Work on your LinkedIn and social networks. Review, clean them up, determine who you should be adding</p> <p>Prepare message for your Network Campaign (drip campaign to your network):</p> <ul style="list-style-type: none">● Specific message to all 1st level connections you have not talked to in last 2-3 months● Specific message to clients thanking them for their business● Specific message to COIs asking them to get together to do some intentional networking● Specific message to channel or strategic partners asking them to get together to do some intentional networking● Specific message to prospects to keep the conversation going (maybe send them a link to a great article) <p>Visit our Quarter 1 Detail Supplement for more suggestions on what to focus on this month.</p>	

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March	<p>Prepare content curation plan for posts</p> <p>Review and measure your LinkedIn and social channel activity:</p> <ul style="list-style-type: none"> • how many new connections: • increase in profile views: • phone meetings • face-to-face meetings • new business <p>Log your updated Social Sales Index (what changed compared to initial SSI?)</p> <p>Prepare your LinkedIn strategy for fall conference + trade shows</p> <p>Launch your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional networking • Specific message to prospects to keep the conversation going (maybe send them a link to a great article) <p>Visit our Quarter 1 Detail Supplement for more suggestions on what to focus on this month.</p>	

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April	<p>Schedule content curation plan for posts</p> <p>Create Advanced Searches for prospects: Basic members: 3 searches</p>	

	<p>Premium members: 5-10 searches Sales Navigator:</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional networking • Specific message to prospects to keep the conversation going (maybe send them a link to a great article) <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	
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May	<p>Schedule content curation plan for posts</p> <p>Increase activity to 30-minutes, 5x/week</p> <p>Upgrade to Premium membership</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional 	

	<p>networking</p> <ul style="list-style-type: none"> ● Specific message to prospects to keep the conversation going (send them a link to a great article) <p>Send InMails to best prospects</p> <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	
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June	<p>Schedule content curation plan for posts</p> <p>Review progress to date</p> <p>Hone messaging for outreach</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> ● Specific message to all 1st level connections you have not talked to in last 2-3 months ● Specific message to clients thanking them for their business ● Specific message to COIs asking them to get together to do some intentional networking ● Specific message to channel or strategic partners asking them to get together to do some intentional networking ● Specific message to prospects to keep the conversation going (send them a link to a great article) <p>If you don't have a CRM, use LinkedIn as a CRM for notes, reminders, and tags</p> <p>Look for additional ways to add value to your network</p>	

	<p>Log your updated Social Sales Index (what changed compared to initial SSI?)</p> <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	
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July	<p>Schedule content curation plan for posts</p> <p>Prospect 45-minutes per day</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional networking • Specific message to prospects to keep the conversation going (send them a link to a great article) <p>Increase efficiency of your activity to reach more people faster</p> <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	

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August	<p>Schedule content curation plan for posts</p> <p>Prospect 45-minutes per day</p> <p>Upgrade to Sales Navigator, if ready for more advanced prospecting OR Create new Advanced Searches in your individual LinkedIn profile</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> ● Specific message to all 1st level connections you have not talked to in last 2-3 months ● Specific message to clients thanking them for their business ● Specific message to COIs asking them to get together to do some intentional networking ● Specific message to channel or strategic partners asking them to get together to do some intentional networking ● Specific message to prospects to keep the conversation going (send them a link to a great article) <p>Prepare your LinkedIn strategy for fall conference + trade shows</p> <p>Focus on conference + trade show plan or new Advanced Search results.</p> <p>Consider writing your own original content for LinkedIn's publishing platform</p> <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	

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September	<p>Schedule content curation plan for posts</p> <p>Focus and follow up on conference + trade show plan</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional networking • Specific message to prospects to keep the conversation going (send them a link to a great article) <p>Log your updated Social Sales Index (what changed compared to initial SSI?)</p> <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	
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October	<p>Schedule content curation plan for posts</p> <p>Focus and follow up on conference + trade show plan</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months 	

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November	<p>Schedule content curation plan for posts</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional networking • Specific message to prospects to keep the conversation going (send them a link to a great article) <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	

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December	<p>Finish the year strong, don't stop prospecting, add another 15 minutes to your daily workstyle.</p> <p>Continue your Network Campaign (drip campaign to your network)</p> <ul style="list-style-type: none"> • Specific message to all 1st level connections you have not talked to in last 2-3 months • Specific message to clients thanking them for their business • Specific message to COIs asking them to get together to do some intentional networking • Specific message to channel or strategic partners asking them to get together to do some intentional networking • Specific message to prospects to keep the conversation going (send them a link to a great article) <p>Log your updated Social Sales Index (what changed compared to initial SSI?)</p> <p>Review your activity and successes with leadership, your team and yourself. Celebrate the successes, hone the misses to turn them into successes moving forward.</p>	

Yayınlayan: [Google Drive](#) – [Kötüye Kullanım Bildir](#) – 5 dakikada bir otomatik olarak güncellenir
