Session 9

Maintaining your activity

If you've managed to put time aside during the past three weeks to do your assignments, you'll now need to continue putting 'LinkedIn time' in every week.

I recommend at least twice a week – maybe 30 minutes. Put the time in your diary as an appointment and try to stick with it until it becomes a habit.

Make yourself a checklist of things to do:

- Keep your profile up-to-date
- Accept contact requests (you'll get a lot more if your profile is up-to-date and looks attractive), tag and message them
- Do searches to find your ideal clients and ask to be connected
- Message people who have accepted your connection requests
- Check out your groups and contribute something
- Look at profiles of other contributors to see if they are a good fit
- Write a post regularly to add content to your profile
- Follow up any reminders you've set

Building relationships 1-2-1

- Make contact with a friendly message
- Have a system to keep track of your contact history (messages)
- Send occasional messages with useful articles, blogs, etc.
- Offer to buy coffee (or ask if they'd like to have a Skype chat to get to know each other a bit better)

Growing interest in groups

Now you have identified 3-6 groups where your target audience hangs out – develop a plan of action.

- Contribute where you can at least weekly.
- Ask questions to stimulate discussion.
- Use the forum to demonstrate your expertise

Other strategies

Write posts that are relevant to that group and ask your group members to tell you what they think.

Upload a free checklist or other document of value and point people at your profile to get it.

Look at profiles of other group members to see if they're a good fit for your ideal client

Giving to receive

Your philosophy should be:

- Giving, not grabbing
- Helping, not selling
- Supporting, not pushing
- Long term, not short term

Your programme checklist

These are the assignments that have been set during the course – check how you've done with them and put aside some time to 'catch up' if you need to:

Session 1:

- Review your privacy settings and ensure your security is set correctly
- Complete The Perfect Client worksheet* and write your professional headline
- Get a professional photo taken and upload it (and also to other places where you have a headshot)
- Create a background image and load it

Session 2:

- Check your contact info is professional and up-to-date.
- Ensure your website links have interesting text to encourage click-throughs.
- Plan and write your summary
- Think of what you might upload to add value

Session 3:

- Create a posting plan for both status updates and articles
- Update your job titles and link to company profiles where possible
- Update your current role(s) and schedule time to review/rewrite the other roles.
- Add a document to your current role.

Session 4:

Develop

- A message to replace LI standard message
- A message to send when accepting contacts.

Create your data management system

- Categorise all new contacts
- Start sending added value

Session 5:

Create a search for either

- 10 companies you'd like to work with and identify potential contacts to make

OR

- The position your ideal client is likely to hold (e.g. Managing Director, Human Resources Manager, etc)

Session 6:

- Join three groups where your target audience is active
- Research who is already running groups for your target market

Session 7:

- Create a message campaign (structure in session 4)
- Develop a monitoring system to keep track of your messages
- Aim to have phone/Skype conversations
- Add as much value as possible – be interested in THEM
- Decide whether starting a group would add more value

Session 8:

- Do a search for editors or journalists and see how many potential connections you can contact.
- Contact at least three good press contacts.

Session 9:

- **Create a weekly schedule and commit to spending this time every week.**

Good luck!