

LinkedIn Success Blueprint

Practical Steps for Building and Growing Your Personal Brand

1. Always Create Before You Consume

Be sure to have your content prepared for the day.

We recommend batching content either a week or a month in advance so that you're always ready to give value to your audience.

Be sure to include a HOOK with each post.

A hook is the first statement of your post - it's meant to "hook" the audience in.

Be sure to include a CALL TO ACTION with each post.

Use things like comment below, send me a DM, book a call, etc.

2. Your Daily Checklist

Prime the algorithm Engage with up to 10 posts before posting your own content.

- ☐ Engage with 5 leads
- ☐ Engage with 5 influencers in your industry

Post your content Use varying types of content (good for the algorithm!)

- ☐ Native video
- ☐ Polls
- ☐ Carousel posts

Respond to requests to connect with an open-ended question

Example: Thanks for your request to connect! I'm curious, what was it about my profile that piqued your curiosity to connect with me?

Grow your connections

How to grow your connections:

From the LinkedIn™ search bar (use search terms like location, profession, employer, etc.)

From 2nd and 3rd degree connections (look at your posts + your network's posts for these)

From LinkedIn™ Suggestions: My Network Tab From personal contacts

Respond to your DM's

Add any warm leads to your CRM or tracking system.

Scan any groups that you participate in Add value whenever possible

Don't advertise - your goal is building your personal brand.

Before signing out, go back and respond to any comments on your post - this really boosts your performance in the algorithm and keeps your post in other people's feeds!

3. Bonus Activities

Some extra things you can include to boost your performance with the LinkedIn™ algorithm!

- ☐ Endorse someone
- ☐ Contribute to a collaborative article
- ☐ Use your notifications wisely – send congratulations, birthday wishes, etc. when LinkedIn™ reminds you of these occasions with your connections

4. Weekly Activities

Consider doing these things weekly (or even monthly). The important thing is being consistent!

- ☐ Go live
- ☐ Write an article
- ☐ Create a newsletter
- ☐ Host an audio event
- ☐ Share your company page + invite your connections to follow
- ☐ Update your featured section with top performing content or events you are promoting.