



# Daily LinkedIn Checklist

## Prime the Algorithm (Before You Post)

- Engage with up to 10 posts before publishing your own.
- Like or comment on content from 5 potential leads.
- Engage with 5 influencers or industry peers.

*Tip: LinkedIn loves when you show up for others first. Warm up the room before entering it.*

## Post Your Content

Publish your content of the day - aim for variety:

- Native video
- Polls
- Carousel posts
- Text + image combos
- Personal story or lesson

*Tip: Varied formats = better algorithm love.*

## Respond to Connection Requests

Reply with an open-ended question to spark convo:

"Thanks for connecting! Curious - what was it about my profile that caught your attention?"

*Tip: Turn cold connections into warm conversations.*



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## **Grow Your Network Intentionally**

- Use the LinkedIn search bar (by role, company, location).
- Explore 2nd and 3rd degree connections from your feed.
- Check My Network -> Suggestions. - Import from your real-world contacts (email, CRM, events).

*Tip: Growth = daily, intentional outreach - not random adds.*

## **Manage Your DMs**

- Respond to all new messages.
- Add any warm leads to your CRM or lead tracker.

*Tip: The gold is in the inbox. Don't let it pile up.*

## **Scan Your Groups**

- Add value to discussions.
- Ask thoughtful questions.
- Avoid self-promotion - focus on credibility.

*Tip: Show up as helpful. Be remembered for the right reasons.*



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## End-of-Day Boost

- Revisit your post from earlier.
- Respond to all comments.
- Re-engage on a few high-quality threads.

*Tip: This keeps your post alive in feeds - and builds relationships.*

## Why This Daily LinkedIn Routine Matters

Think of this as your daily nudge to show up and be seen.

- Consistency builds visibility.
- Small, daily actions drive big results.
- This checklist helps you show up with purpose — not just presence.
- Engage first to warm the algorithm.
- Post with variety to boost reach.
- Follow up to spark conversations.
- Grow your network with intention.
- Over time, you build trust, connection, and a standout presence.
- It's not about doing more — it's about doing it meaningfully.