

Your Influencer LinkedIn Checklist

LinkedIn can be a great source for leads, referrals, thought leadership - but only if you put some effort into the right areas. Below is our checklist to ensure you are getting the most out of LinkedIn.

- Update your profile. Position yourself as someone who appeals to your target audience - not a job seeker! Don't forget a great headline, a great summary and add some compelling media to your profile.
- Include a great background photo. An image that helps you stand out and showcases your brand.
- Grow the right contacts - every single week.
- Join 2-3 relevant groups where your customers go for information. If you are not sure where your customers are, it is really easy to look at their profile and see what groups they belong to. Do a little homework.
- Like, Comment, Share - start engaging with your network and in your groups. Go beyond like - leave insightful comments and share other's content that might be relevant for your audience .
- Track your SSI score growth ([LinkedIn.com/sales/ssi](https://www.linkedin.com/sales/ssi))