

LinkedIn Advanced Training

Worksheet

Keywords

- What are your keywords? What words best define you and your skills or your preferred job?
- What is the most important word? That is your primary keyword.
- What additional words (up to 3) also define you and your skills?

Primary keyword: _____

Secondary keywords (up to 3): _____

Use these in sentences to describe yourself:

Strategic Connections

Who is an ideal employer?

Type of company: _____

Who are your ideal connections within that company?

Who influences these people?

Making a Connection

Initial Messaging to Strategic 2nd Degree Connections:

- Pre-work: Search for your strategic connections
- Step 1 - View their profile
- Step 2 - Connection request
%FIRSTNAME%,
I noticed that we share several connections. I'd like to add you to my network
- Step 3 - Thank them for connecting - request an 'offline' meeting
- Step 3a - If they don't engage, ask again to connect 3 to 10 days later
- Step 3b - If no connection, rescind the request after a period of time (30 to 45 days)

Strategic Groups

10 groups to join

Group 1: _____

Group 2: _____

Group 3: _____

Group 4: _____

Group 5: _____

Group 6: _____

Group 7: _____

Group 8: _____

Group 9: _____

Group 10: _____

Content Distribution

What are topics that interest you and are relevant to your experience?

Topic 1: _____

Topic 2: _____

Topic 3: _____

Topic 4: _____

Topic 5: _____

Exercise:

Use Google to search for each of these topics and pick 3 to 5 articles for each topic. Read the articles and write down your comments. Ask your audience for their comments or to agree or disagree with you. Post your comments and the article link.

- Repeat this exercise so you are posting 2 to 4 times a week.
- Follow and connect with article authors and subjects. Use @ for any 1st connections.
- Comment and share similar articles in your timeline.
- Use hashtags to increase the reach of your articles

My LinkedIn To Do List:

- I will optimize my profile:
 - Catchy headline with keywords
 - Keyword rich summary
 - 2 to 3 articles or posts
 - Relevant work history, education, and groups
 - Endorsements and recommendations

- I will make _____ connection requests per day/week.
 - My primary target will be:
 - Secondary targets will be:

- I will make an 'offline' connection with at least _____ 1st degree connections per week

- I will join _____ groups and begin participating

- I will post _____ times per week

- I will write and publish _____ number of LinkedIn articles per month