

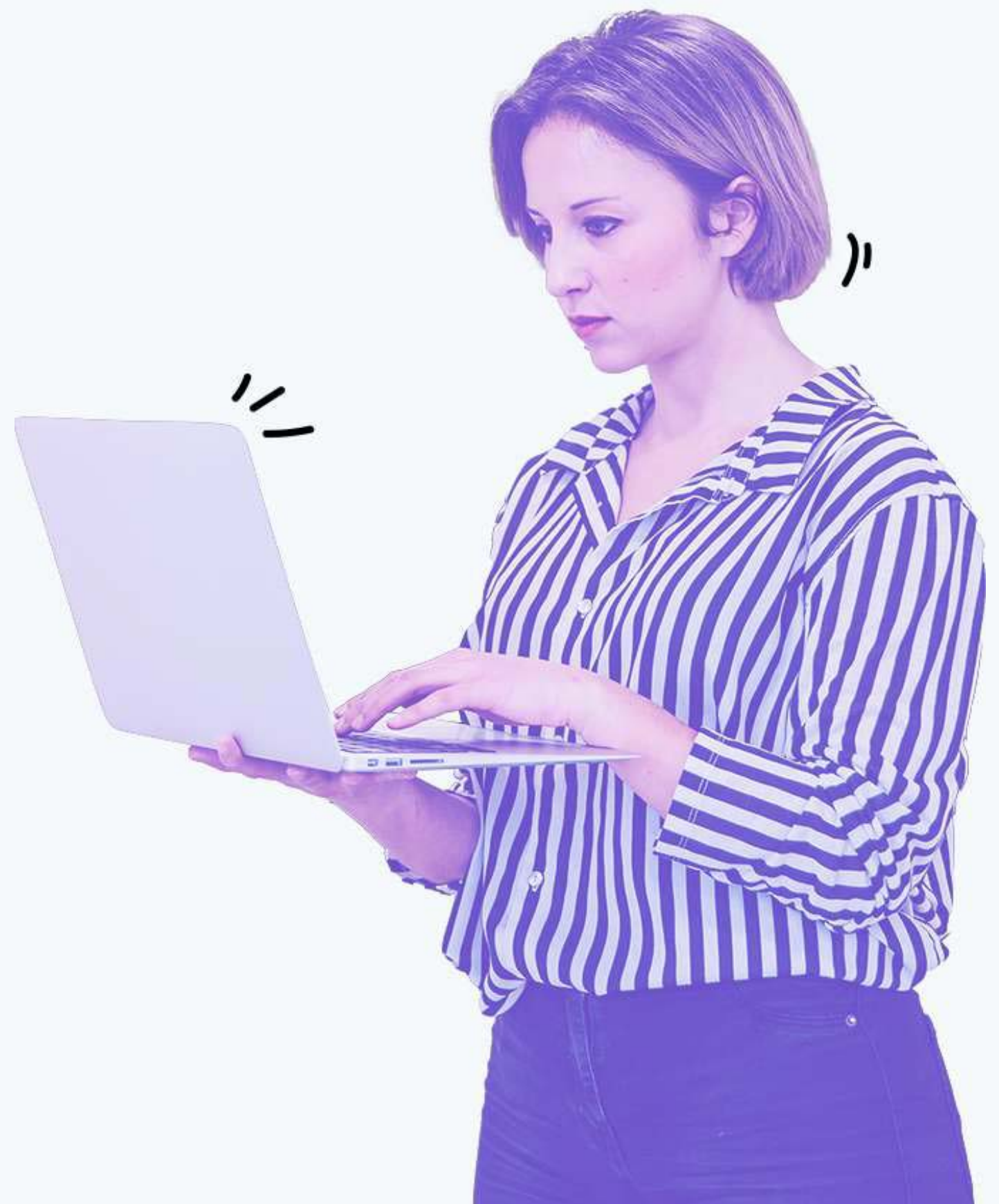
THE 4 WEEK

LINKEDIN JUMPSTART PLAN



SET YOUR FOUNDATION

- Don't try to overwhelm yourself
- Your goal is to take simple steps and then sustain them
- Set aside ~15 minutes per day
- Actions: Address 4 questions



ACTIONS:

1. **Define** what you are **looking to achieve** via LinkedIn
2. **Clarify** the **value you provide** your audience
3. **Identify** **key words** your audience would use to **describe themselves**
4. **Allocate** a **set** amount of time for using LinkedIn daily



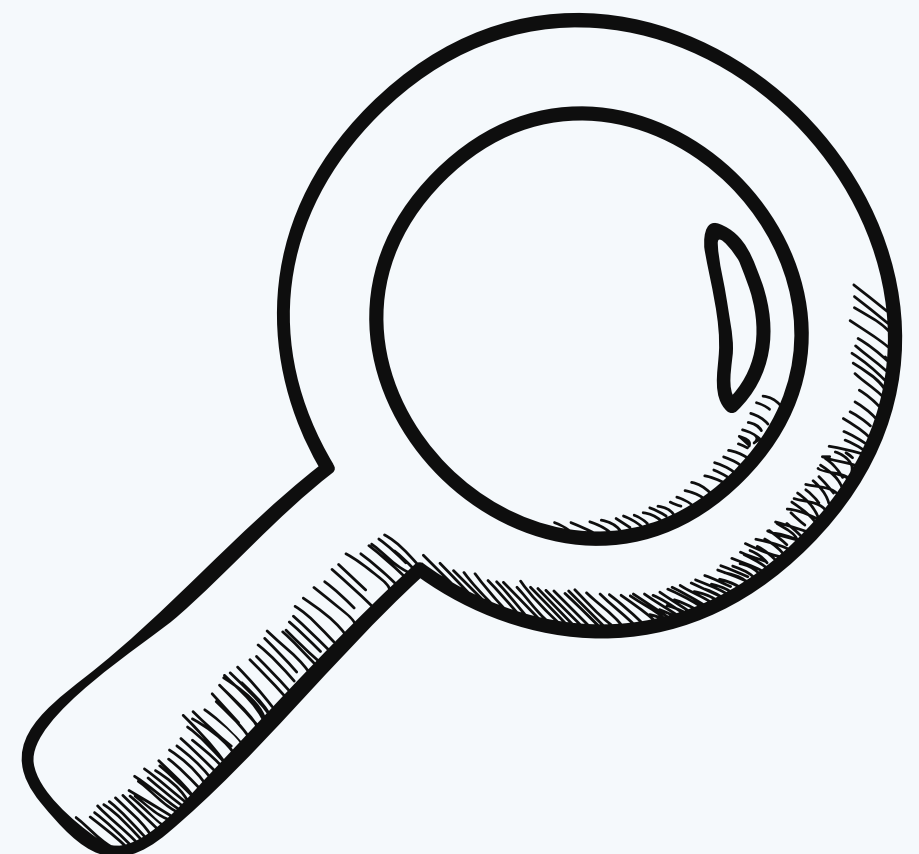
BUILD YOUR PROFILE

- Maintain “simple steps”
- Your Profile speaks for you 24 /7. Focus on it’s optimization
- Set aside ~15 minutes per day
- Actions: Build/Enhance Your Profile



ACTIONS:

1. **Find** inspiration from other great profiles
2. **How?** Run searches using the keywords from week 1
3. **Identify:** Key elements that you want to focus on in your Profile
4. **Update:** Set aside time to build/enhance your profile



ENGAGE YOUR AUDIENCE

- Start to become more involved
- Find relevant content and begin to add value comments, likes & reposts
- Set aside ~30 minutes per day
- Actions: Engage within your audience



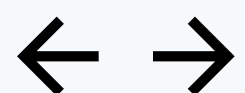
ACTIONS:

1. **Find:** Great content being published in your niche
2. **How?** Run searches using the keywords & #ashtags from week 1
3. **Follow:** Profiles with great content
4. **Engage:** Share insight that adds value to the discussion



CONTENT CREATION

- Begin to Grow!
- Share content that resonates with your audience by helping them reach solutions
- Set aside ~30 - 60 minutes per day
- Actions: Provide value directly to your audience



ACTIONS:

1. **Provide:** The insights that your audience is seeking
2. **Allocate** time to engage with those that are engaging with your content
3. **Start** to measure how your performance is aligning to the definition of success you created in week 1
4. **Optimize** and refine your approach accordingly

