



# LinkedIn Daily Checklist

## ...for social selling

- Share one piece of content in a status update**
  - This can be an article, infographic, image, video, or quote.
  - Share your opinion, ask a question, or share a pertinent quote from the article.
- “Like” three pieces of content shared by others in your Home feed**
  - Stagger your likes because they will appear in others’ feeds and you do not want to annoy them
  - Respond to those who engaged with your posts.
  - If somebody liked or commented on something you shared, make sure to engage back when appropriate.
- Look to see who has viewed your profile**
  - If you’re already connected to the person who viewed your profile, send them message if you’d like to reconnect with them.
  - If you’re not connected with them, this is your chance to make a new connection! Send them a connection request if you know them or if they could be potential customers.
- Check your messages**
  - Respond to all valuable messages you have received.
  - Delete all the unsolicited spam.
- Check on your LinkedIn groups**
  - Find a group by using the search function in the drop down menu at the search bar at the top of your profile.
  - Respond to any comments.
  - Leave an insightful comment where appropriate.
- Search for potential customers**
  - Search for prospects in your vertical or local area by using the Advanced Search tool.
  - Try to connect with at least one new prospect. If you have a connection in common, ask for an introduction.
  - Always send personalized messages with your connection requests.
- Connect with your “warm leads”**
  - Ask yourself why the potential buyer hasn’t moved any further down the funnel...
  - Then, send your eager buyers a piece of content that will help move them to the next stage.
- Send a connection request to at least one new person every day**

Think about connecting with:

  - Potential buyers you found using Advanced Search
  - Leads you received from your company
  - Clients you already have
  - Someone you met at a networking event or conference
  - Someone who follows you on Twitter

Courtesy of [shessocialsavvy.com](http://shessocialsavvy.com)