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A 24-Hour Live Stream Revival for Women of Faith In Business

LinkedIn Lead Generation Strategies Checklist

- I have decided on my LinkedIn goal and strategies
- I have decided on my LinkedIn “voice”
- I am being selective about the things I share on LinkedIn
- I have chosen my best keywords for my Profile and used them in:
 - My Profile Headline
 - My Profile Subhead
 - My Profile Summary
- I have taken care to ensure that my Profile does not contain keywords I don't want to be endorsed for
- I have added rich media and outside URLs to my Profile Summary
 - Links to presentations
 - Links to documents
 - YouTube video link
 - Sound file link
 - Pinterest link
- I have paid attention to the following details and areas:
 - Using an up-to-date, professional quality headshot with no distracting or contradictory elements in it
 - Creating a Profile that speaks directly to, and is geared towards, the person I am most interested in reaching
 - Including relevant but unique details that make you stand out from similar Profiles
 - Recommendations
 - Recommending others who might be of interest to the reader
 - Telling the reader what you've got that you think they need
 - Having as much of your Profile as possible filled in

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- I have made sure my writing is clear and direct by:
 - Eliminating adverbs and adjectives
 - Breaking up long sentences up into short ones.
 - Reading my Profile Summary aloud, to identify and eliminate any breaks in the flow or awkward sentences.
 - Using active verbs as much as possible, providing it feels natural and not forced
- I have carefully proofread my Profile, including its Summary
- I have included any recommendations my fellow LinkedIn members have made
- I am making recommendations for other LinkedIn professionals I know
- I have gathered over fifty connections
- My Profile is over seventy per cent complete
- I have signed up for InMaps and:
 - Shared my InMap social graph with my other social networks
 - Labeled key players on my InMaps social graph
- I am aware that I have two Profiles:
 - My internal LinkedIn Profile
 - A Public Profile
- I have customized both Profile Settings for maximum reach
- I have created my own custom URL for my Public Profile
- I have created Profile Badges for my external sites
- I am committed to steadily but selectively adding more LinkedIn connections. I understand more connections means:
 - More endorsements
 - More recommendations
 - More leads
- I am faithfully customizing my messages, when sending invitations to new connections

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- I am giving precise, specific and personalized reasons as to why I want to connect
- I have joined at least three relevant Groups where I can showcase my skills by being genuinely informative, helpful and interesting:

- I am committed to monitoring and interacting regularly with my Groups on a consistent basis
- I am looking for opportunities to provide truly helpful answers within my Groups
- I have made sure that the Groups I have joined are active
- I have taken note of the size of the Groups I wish to join, to make sure they are not too large
- I am integrating and cross-promoting with relevant outside sites, including:
 - Pinterest
 - YouTube
 - Twitter
- I am:
 - Posting and commenting regularly and consistently – preferably every day
 - Never posting or commenting just for the sake of doing so
 - Answering questions as helpfully as possible
 - Sharing other great answers I, myself, receive
 - Being quick to give credit where credit is due
 - Thanking people for shares and recommendations
 - Keeping my main target audience always in mind
 - Sticking to my focused overview

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- I have visited the Who To Follow Section and selectively picked key industry figures to follow, so I will be kept in the loop via their updates
- I am carefully observing and making note of:
 - What techniques the influencers that I follow use
 - Which ones get a noticeable response
 - Which tactics annoy me
 - Which tactics I respond to
- I am adding techniques I think would work for me with my target audience to my LinkedIn habits
- I am checking my LinkedIn messages, Groups and feed daily
- I am interacting regularly on LinkedIn, to nurture and grow new leads!