

## LinkedIn Lead Generation 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
- ☐ 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 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
- ☐ 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:  

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- ☐ 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
- ☐ 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!