



Social Sales Link™

12

Days of LinkedIn





Day

1



Take inventory of your first degree connections and identify all your prospects, past clients, and referral partners that you've been ignoring and reconnect through a mobile video message.



FREE RESOURCES: socialsaleslink.com/library



The Featured section on your profile is a scroll stopper. So it's vital that this content is positioned to lead your buyers to your solution.



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Day

3



Did you find a LinkedIn post that you'd love to save for later? Click on the three dots on the top right, click on the save bookmark and retrieve it from your homepage anytime.



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4



Use your background banner image as a billboard for your brand/business.



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5



Make your "top of the fold" enticing, so that people will want to learn more about you.



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6



When writing, don't think about why they should care. Get them to care... about you and your offering.



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7



Position your profile to provide value for your ideal client.



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Add a Cover Story to your profile picture. On mobile, you can add a video of up to 30 seconds welcoming your visitors to your profile. Keep it short, sweet, and engaging.



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**In sales, "ABC" means "Always Be Closing."
In social selling, it's "Always Be Conversing."
Be sure to build a true relationship with your
prospect before you start to sell your
offerings.**



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Don't be a "like" person in your LinkedIn connections' shares. Add value to the conversation by commenting, so you'll be viewed as the thought leader that you are.



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If you want to get engagement immediately from your network, consider publishing a LinkedIn Poll.

***Bonus:* You get to see what matters to them as well, which makes it easier to start conversations.**



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Day

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Let your connections know that they matter. Give them a Kudos, endorse them, engage on their content, write a recommendation, make introductions to others in your network or simply send them a video message via mobile letting them know how much you appreciate them.



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Merry Christmas from the Social Sales Link team!



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