



Social Sales Link™

A Thought Leader's Original Content Checklist









Becoming a thought leader on LinkedIn doesn't happen overnight. And, it doesn't happen randomly. It takes hard work and commitment.



In this post, we are going to review what a content schedule might be for your original content for a month.



Pick a topic (and if you can't think of one, try one of these)

- Questions your clients have asked you
- Keynote topics from a conference you have attended
- Google top blog posts (don't read them just take inspiration from the titles)
- Look at questions in [Quora](#) and other community sites
- Check out [BuzzSumo.com](#)
- Look at the table of contents from some of your favorite books
- Browse through podcast titles



Write the blog first

- What is the challenge
- Record the clear take-away(s) your audience will get
- Name it - clever but not too clever - they have to know what they are going to get when they click through the link
- Look at the table of contents from some of your favorite books
- Add search engine optimized words
- Make or buy a graphic that is consistent with your digital brand
- Decide on a call-to-action
 - Download more insights
 - Set up a call
 - Register for a webinar



Create 4-8 Images



Create Quotes from the blog post



Ask a question that leads back to the blog post



2 + 30 Second to 3-Minute Videos

- Highlights of the post
- Interview people on the topic via zoom
- Read your quotes and add additional insights
- Get it transcribed for free at otter.ai



2+ Text Posts

Ask a question

Make an observation

Quote a stat that leads back to your blog



Identify Amplifiers

- Clients
- Co-workers
- Frenemies
- Friends
- Family
- Community



Record Your Hashtags

- Identify hashtags your intended audience follows
- Use your own unique hashtag
- Make sure your company page is following them



Schedule

Date to publish blog

Break up your subtopic collateral and schedule it over the month



Share Blog Post on LinkedIn

- Choose where to publish the post, on LinkedIn Articles or on your website
- Choose whether to share it on your personal timeline or your company's
- If it is posted on the company's page, be sure to tag yourself
- Use appropriate hashtags



Amplify the Blog Post

- Get activity within the first hour
- @Mention your amplifiers with a question or request for their perspective
- Click on the ... copy the link, add some text and share it in a LinkedIn message, email on your email signature.
- Share it in LinkedIn groups
- Join or create a LinkedIn Amplification Pod where you have up to 50 people that have a similar audience where you can share each other's posts
- Send it in a newsletter



Share Supporting Content

- Upload videos to LinkedIn Native video from the home page or phone
- Use the transcription in the text
- @Mention amplifiers
- @Mention your company page (or your personal page if the company shared it)
- Use hashtags



Engage and Connect

- Everyone that reacts, shares and comments should become a new connection
- Respond to every comment
- Ask them to follow your company page and your unique #hashtag - (Follow ours please #sslinsights and follow [Social Sales Link company page](#) too!)
- Engage on other content they have engaged on (just look at their activity on their profile)
- Find other content with relevant hashtags and engage on it (it will attract new people who might like your content)
- Send a link to 20 people in your network letting them know that you think they might get value from it or asking for their perspective on it
- Find a few thought leaders who are killing it on LinkedIn and follow them, learn from them and make it your own

Becoming a thought leader takes so much more than pushing out content - but it does take a unique perspective on a consistent basis. This is just one simple checklist that you are welcome to use or simply be inspired by.

As always, if you have any questions on how you can use content or just some insights around thought leadership to rock your brand, we'd love to chat.



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