



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.





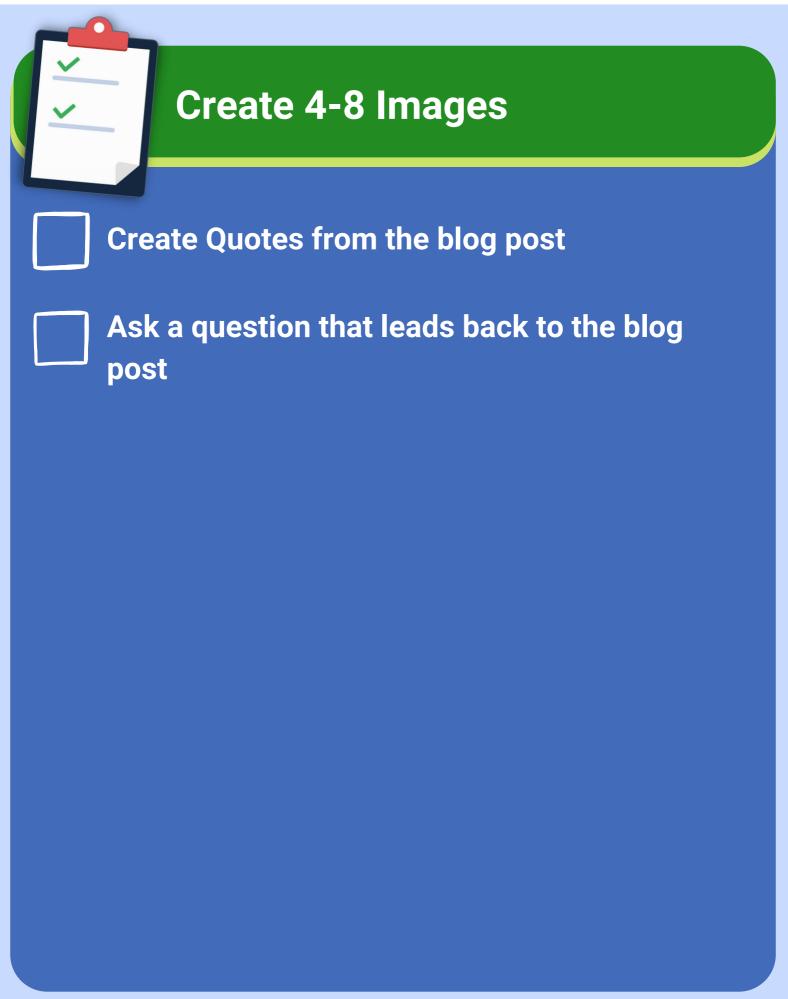
## Pick a topic (and if you can't think of one, try one of these)

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 <u>BuzzSumo.com</u>
Look at the table of contents from some of your favorite books
Browse through podcast titles

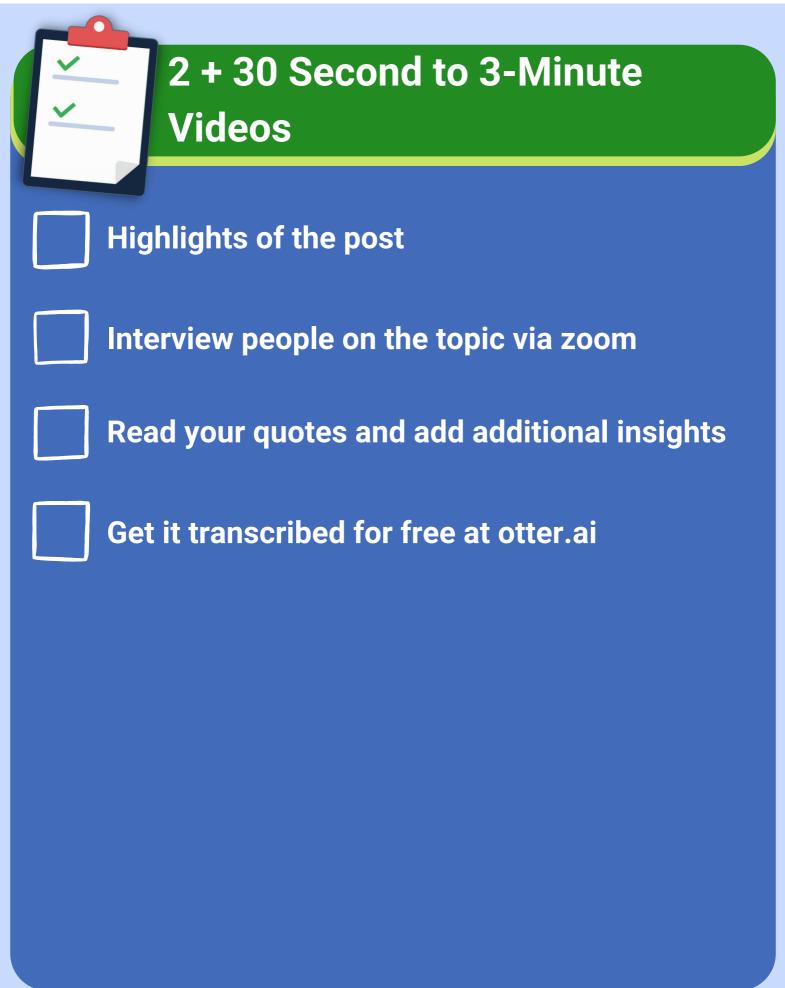


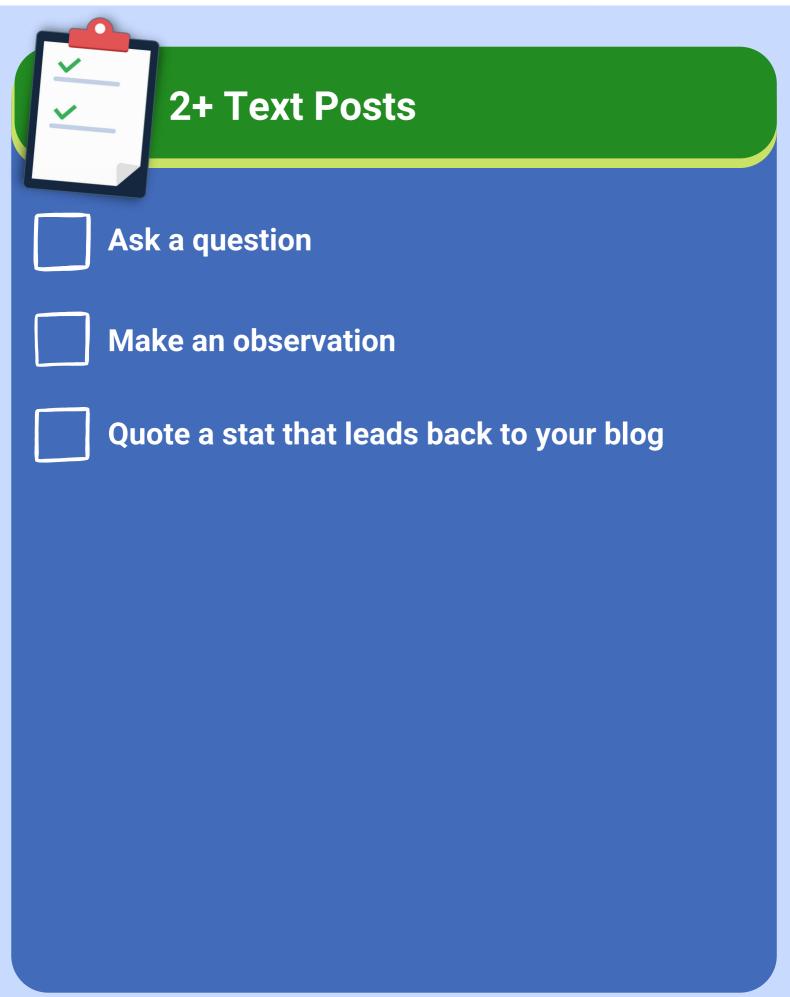




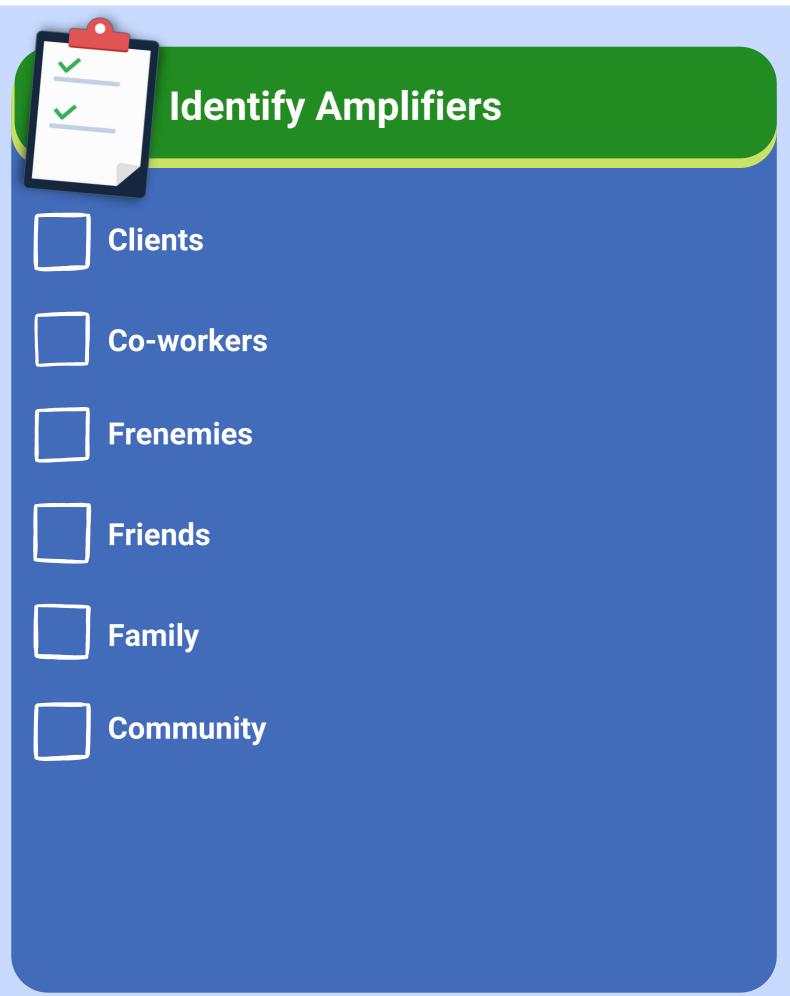










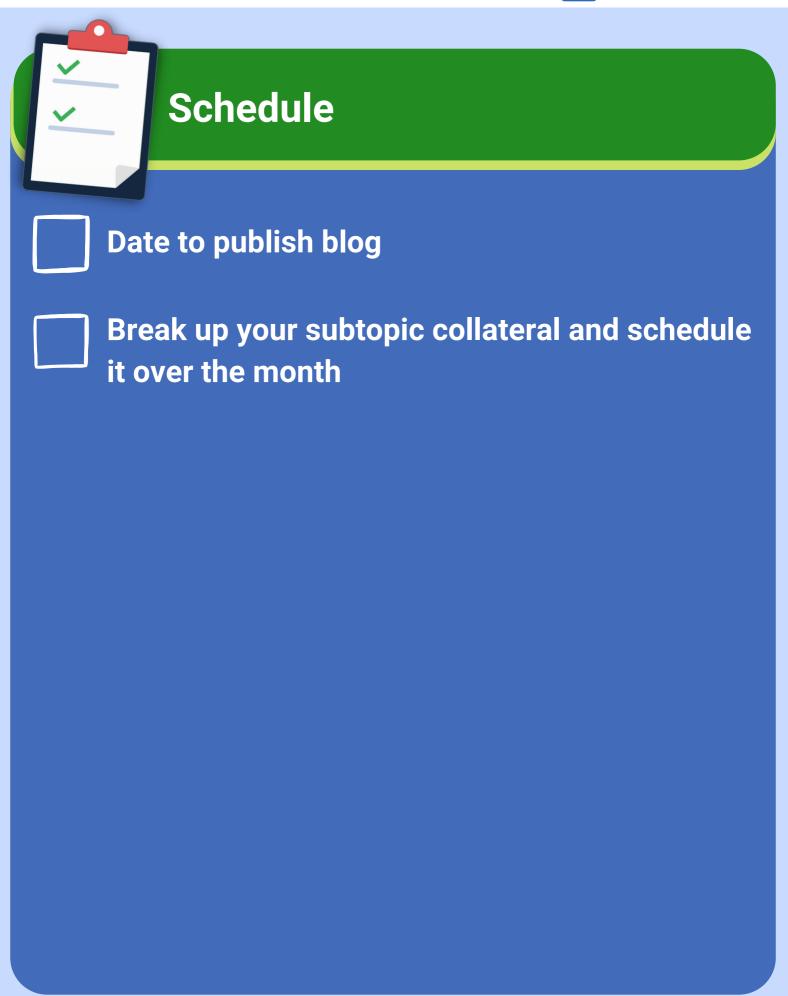






## **Record Your Hashtags**

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





## **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









- @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.











FREE Resources: socialsaleslink.com/library

