

# The LinkedIn Success Formula


## 10 Point Checklist

**Julie Mason**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"Be more strategic in looking for the right connections.  
It's never about quantity and always about quality."**

**JULIE MASON**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Establish a LinkedIn strategy. Don't just add people blindly. Decide my goals in using the social media platform and create objectives on how I want to position myself there.
- Articulate my message clearly. Everything in my profile and my posts should reflect who I am and what I'm representing.
- Add value and build trust with my connections. Don't treat LinkedIn like Facebook and Twitter, where random people can follow me and vice versa. Treat my LinkedIn network with care.
- Beware of third-party applications that offer automation and connection building features on LinkedIn. The platform's updated terms and conditions state that using apps like these might subject guilty users to being banned.
- Have a little patience in growing my LinkedIn connections. Again, it's not like other social media networks where things can go viral at any time. Focus on quality rather than quantity.
- Woo my prospective clients, and don't go straight to the pitch. Don't add someone as a connection and give them an offer right away. Build rapport through light conversation.
- Create a Dream 100 list. On a spreadsheet, list my top 100 ideal clients in detail. Include all their contact information, their assistants' contact details, and notes on how I might approach them.
- Create a messaging sequence template. Though it's best to send unique messages to prospects, it's also easier to have a guide on what to write to them.
- Take advantage of LinkedIn articles. Like blog posts, LinkedIn articles can be considered trustworthy sources by Google and advantageous to SEO strategies.
- Check out [Julie Mason's website](#) to learn more about how to generate leads and sales using LinkedIn.