

# Secrets to Social Selling

## 10 Point Checklist

**Brynne Tillman**

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**



**"Keep building relationships and providing value.  
The sales will come when the time is right."**

**BRYNNE TILLMAN**

# 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.

- Position my LinkedIn profile to be value-centric. Upload the right profile picture. Curate a concise yet impactful headline bio. Fill out all the profile fields with the correct information that'll be valuable to my connections.
- Show up as a thought leader by taking advantage of LinkedIn connections and posts. There is a social media aspect to the platform to share my thoughts, content, and updates.
- Create curiosity and teach something new. Always think about what my prospects want to consume and learn more about. This is how I can catch their attention.
- Really know and understand what my buyers want. Before I get anything from my prospects, I must first give them what they're looking for.
- Nurture my existing connections. Building LinkedIn authority is not about having a large audience. Don't just connect and forget.
- Keep prospecting for new strategic connections. Build my reach and keep on the lookout to expand my network. LinkedIn is an excellent space to find like-minded people.
- Utilize and take advantage of Google Alerts for content creation. Keep in the know of what's current and trending to share with my audience. With tools that can capture this information, I can produce valuable content more efficiently.
- Communicate naturally. Don't spam my connections and keep sending pitches. Congratulate them on their career milestones, say hi, ask them how they are, and ask them about their challenges. Spark honest conversations.
- Strictly follow LinkedIn's guidelines. Respect the platform's regulations and don't put my profile at risk of being flagged or, worse, banned.
- Visit Brynne Tillman's company's website, [Social Sales Link](#), to access some of the best resources to create long-lasting business connections on LinkedIn.