

# Multiply Your Leads Using LinkedIn

## 10 Point Checklist

**Jason Osborn**

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**



**“LinkedIn is different. People come on LinkedIn,  
and they’re geared towards business. So the  
platform is for business people and professionals.”**

**JASON OSBORN**

# 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.**

- Make an impact. Find ways to encourage people through my life's stories. I don't have to go through extreme tragedies to help and inspire others.
- Think about my prospects. Instead of focusing on myself, I should state what I offer on my profile. My business should be about my potential clients, not myself.
- Pay attention to details. Scan through my prospect's profile and use the information I find to build a rapport. The more I understand their needs, the more likely they will accept my requests and respond to my message.
- Be persevering and consistent. I won't always have luck or fortune on my side. But I can become successful when I learn from my mistakes and keep going despite the challenges.
- Create personalized connection requests. My message will not look spammy if I craft targeted messages that show specific value, not just generic ones. I should also refrain from using automatic tools for messaging.
- Interact with their profile. Before sending a connection request, I should make small interactions. Whether liking or commenting on their profile, I can make a lasting impact when I'm familiar with them.
- Identify my unique ability. I offer a distinct set of skills that only I possess. When I maximize these abilities, I become valuable to my clients and my team.
- Extensively research LinkedIn Ads. They're expensive, so take time to test and see what strategies work for me. Then, create a process for these ads that will generate a return on my investment.
- Test things organically. Sometimes, it's essential to go through trial and error to find out what works best. But, then, it should be an effective way to prove and disprove claims.
- Visit Jason Osborn's LinkedIn [account](#) and check out his free LinkedIn [mini-course](#) to know how to generate quality leads consistently. You can also tune in to his [podcast](#) and listen to impactful ideas from online marketing to business growth.