Based on worksheets created by Stephanie Sammons

Building a Smarter Network

My Unique Market Opportunities for Connecting with Relevant People:

1) Location - where I live and work

2) Organizations and Associations I belong to

3) Natural affinity groups

4) Past and current work industries

5) Schools attended

6) Existing and potential referral sources

7) Hobbies and interests

8) Charitable and community involvement

9) Conferences or events I am attending in the next 12 months

10) Community or industry influencers, journalists, etc.

Relevant companies to discover new potential connections:

My 1st degree connections who are well-connected:

My other social networks to search for connections I can connect with on LinkedIn:

Networking Smarter

1st degree connections that I can introduce together:

_____ and _____

_____ and _____

_____ and _____

_____ and _____

_____ and _____

_____ and _____

_____ and _____

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People in my market or industry that I could develop strategic partnerships with:

1) _____
2) _____
3) _____
4) _____
5) _____

Organizing Your One-to-Ones

My Most Valuable Connections (MVCs) on LinkedIn are:

1) _____
2) _____
3) _____
4) _____
5) _____
6) _____
7) _____
8) _____
9) _____
10) _____

Some ways that I can add value to my MVCs each month through messaging on LinkedIn include:

_____
_____
_____
_____
_____
_____

People I would like to connect with on LinkedIn and can send messages/InMails to build rapport include:

1) _____
2) _____
3) _____
4) _____
5) _____
6) _____
7) _____

LinkedIn connections I can move toward a phone call or in-person meeting are:

1) _____
2) _____
3) _____
4) _____
5) _____

Getting LinkedIn to Groups

My Top 5 groups that I will strive to participate in consistently are:

) _____
2) _____
3) _____
4) _____
5) _____

Relevant discussion questions I can ask within my Top 5 groups:

Group Name _____

Group Question _____

Group Name _____

Group Question _____

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Group Name _____

Group Question _____

Group Name _____

Group Question _____

Group Name _____

Group Question _____

I will send 15 one-to-one messages per month to relevant mutual group members I am not yet connected with to build rapport and connect.

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

11) _____

12) _____

13) _____

14) _____

15) _____

Three relevant LinkedIn Groups I could start that would be helpful to my business might include:

1) _____

2) _____

3) _____

Creating Value for Your Network

I will post _____ LinkedIn status updates each week.

I will post my status updates at these times:

Day-Time:

_____

_____

_____

_____

_____

I will engage with _____ LinkedIn status updates posted by my connections each weekday.

At least _____ of my weekly status updates will contain an @mention.

I will participate in a minimum of _____ group discussions each week.

My sources for content to share through LinkedIn status updates (list news and industry-based blogs/websites, favorite blogs, LinkedIn Pulse influencers and categories, your own blog, etc.)

- Schooley Mitchell Blog
- Schooley Mitchell Pulse
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

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Three subject matter areas where I have expertise and experience are:

1) _____

2) _____

3) _____

Ten questions that are on the minds of my ideal clients/customers right now that I can post about include:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

Three compelling personal or client stories I could share and tie to my expertise in the form of a LinkedIn post include:

1) _____

2) _____

3) _____

Universal ideas and topics that my ideal clients and customers care about that I can post/share content about on LinkedIn include:

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____

Personalize Your LinkedIn Profile

Three personality traits that I have are:

1) _____

2) _____

3) _____

This is what I am passionate about regarding the work that I do:

My unique perspective regarding my work that differentiates me is:

My LinkedIn profile headline summary statement should include…

The people I serve (be specific):

_____

_____

_____

What I do for the people I serve and/or what I'm known for:

_____

_____

A personal tidbit about me that can create a human connection:

_____

_____

_____

Questions to Answer in Your LinkedIn Profile Summary:

Who are you?

Who specifically do you help?

What do you help them solve or achieve?

Why is it important for them to solve (the problem) or achieve the goal?

Why are you passionate about helping them? (your story and why you do what you do)

Have you helped others like them and how?

Do you have a credible designation, accolade, or accomplishment you could mention to reinforce your credibility?

Where do you want them to learn more about you? (i.e. website link)

How do you enjoy spending your time outside of work?

Don't forget to weave in your personality, passion, and perspective!

Checklist for a Complete LinkedIn Profile:

- [ ] Professional profile picture
- [ ] Current work experience
- [ ] Prior work experience
- [ ] Website links and custom link descriptions
- [ ] Customized profile URL
- [ ] Skills selected for endorsements
- [ ] Specific contact information
- [ ] Full Profile Summary
- [ ] Feature Section
- [ ] Publications (articles, guides, or books you've written)
- [ ] Add Rich Media (video, presentations, etc.)
- [ ] Volunteer work, awards and certifications, associations, causes
- [ ] Review profile settings and configure for maximum visibility