

# GROW YOUR REVENUE CHECKLIST

Date:

### Client-Centric Profile

- Branded Background Banner
- Professional Looking Headshot
- Compelling Headline
- Solution-filled About Section
- Value-Add Attachments
- Recommendations
- Targeted Skills

### High-Value Prospects

**INDUSTRY:**

**LOCATION:**

**TITLES:**

**COMPANY SIZE:**

**OTHER:**

### 'No-Pitch' Messaging

**Welcome Message:**

**Value-Add Content:**

Offer:

Send:

Follow-up/Question:

**Seasonal or Trigger Message:**

**Re-engage existing connections:**

### Systemize & Simplify

- CRM
- Calendar & Reminders
- Tracking tools
- Content sources
- Content creation tools
- Delegate tasks

### Content

**OBJECTIVE:**

**VALUE-ADDED CONTENT:**

- Checklists
- Tip Sheets
- eBooks
- Videos
- Curated Content

### Quality Database

**PERSONALIZED INVITATION:**

- Common experience or background
- Job change
- Content they posted

### Nurture Your Leads

- Invite to events
- Ask for opinion
- Like, share, comment
- Recommend
- Introduce them to others
- Invite to lunch/happy hour

# 7 STEPS TO GROW YOUR REVENUE WITH LINKEDIN

**1** Create a Client-Centric Profile



**2** Develop Content Strategy



**3** Find High-Value Prospects



**4** Build a Quality Database



**5** Set up 'No-Pitch' Messaging



**6** Systemize & Simplify Activities



**7** Nurture Leads so YOU get the call

