

9-MINUTE LINKEDIN STRATEGY CHEATSHEET

Run through this cheat sheet every day to supercharge your network on LinkedIn

Minutes

1 Accept incoming connection requests

If people have requested to connect, click the “tick” icon to accept. If you have extra time, click through to their profile to learn more about them.

4 Send a thank-you message to each new connection

Personalise a note to each new connection thanking them and introducing yourself. Keep it brief but personal.

This is a good opportunity to send them a link to a piece of your content you think they may find useful. (Check their profile to see what they will benefit from.)

1 Request to connect with 2 new people

The “People You May Know” page on LinkedIn brings up suggestions based on your current network. Click the blue “Connect” button if you know the person and you think they will remember you.

If you don’t know the person or have only met them briefly, you should send them a personalised invitation message. To do this, click through to their profile page and select “Personalised invite” from the dropdown or the “Connect” button from here which will also include a personalisation option.

Aim to connect with 2 new people every day.

1 Write an update

Link to some content your network will find valuable. This supports your brand and lets people understand what your message is.

2 Engage with others

Like and comment on at least one update from someone in your network. This would be a natural reaction if someone told you about this in person, so try to keep your interaction authentic.