



LinkedIn Messages Should be **SNAPPY**

People are overwhelmed. Break through the inbox clutter by standing out.

Specific – Your message should have a clear and specific purpose. Stay focused on it.

Next Steps – Be clear on what you are asking for and have a clear, easy, specific next step.

About Them – Think in terms of what is valuable to them, not you.

Personalized – Personalize the message for the person... Don't send a canned message.

Precise – Don't include every detail. Generate interest.

You – Link to a personal connection or commonality to differentiate your message.

LinkedIn Updates Should be **SCORE**

Status updates should provide quick value to score attention in the newsfeed.

Short – Generally shorter updates perform best.

Catchy – Focus on an interesting stat or aspect of the content. Don't just be descriptive.

Obvious – There should be obvious value in the post – whether it is an image, link or text.

Relevant – Share status updates that are relevant to your target audience. Why do they care?

Expertise – Post status updates that grow your expertise and your personal brand.

LinkedIn Articles Should be **SMART**

You don't have to write every week. Write *great* articles when you have the time or a great idea.

Specific – Keep your article focused on a specific area that you have expertise in. Niche is nice.

Market – Market, share and promote your articles or they won't be seen.

Authentic – Authentic and personalized articles add interest to your account.

Real Value – The content should have real value to the readers.

Title – A catchy title is the key to success. Spend the most time on it.