

**BECOME A LINKEDIN POWER USER**

Create and follow a routine and next thing you know you've become a power user of LinkedIn with connections all over the place. Stay on the plan and it will become a natural extension of your day, and the conversations and connections will follow.

Once you start to see results this will become something you want to do, not something you worry about keeping up with.

**Your 30 minute a day LinkedIn routine**

**1: Be aggressive in forging connections.** You should attempt to **make 5 fresh connections per week.** When you connect, always "Add a Note" and explain why. Here are the types of people you should connect with:

- Friends, family, professors, classmates
- Industry connected alumni from your school
- Speakers at a conference
- Guests on a podcast you listen to
- Someone in a job you'd like to have someday
- People you interact with at conferences, volunteering, internships, career fairs

**2: Post something daily** - You want to build your personal brand and become known as a thought leader in the sports industry. The best way to do this is by sharing or posting useful information to your audience:

- Blog articles you have written
- Industry news with commentary
- Share someone else's article from their feed and add a comment
- If one of your connections gets a promotion or lands a new job, say something publicly
- If you have a quote you love, make it into a simple graphic and post it

**3: Like 5 people's posts each day of the week.** Look for posts that don't already have a multitude of likes, that way you stand out more.

**4: Comment on 5 posts a week.** Whenever you post a comment your name and title shows up, which is akin to throwing your business card out to the people.

**5: Notification Plan Every morning,** check your LinkedIn notifications. These alert you if any of your connections has a new job, posted an article, shared a piece of content etc. This is the easiest possible way to stay in touch with your connections!

- **DO NOT:** use an auto-respond, that's lazy. Say something meaningful!
- **DO NOT:** send birthday wishes. Too cliché. Being the 300th person to say Happy Birthday doesn't move the needle.
- When someone in your network gets a promotion, send them a personal message rather than just auto-respond "Congratulations" on their status. "Hey I just saw about your promotion, that is incredible - are the responsibilities much greater than before?" Always finish with an open-ended question, so they respond with some thought and not just "thanks!!"



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**TO DO LIST**

- 1** Connect with 5-10 people per week
- 2** Execute your notification plan
- 3** Post something daily ideally between 11-12am
- 4** Like 5 other people's posts per day
- 5** Make a comment on 5-10 posts per week