

LinkedIn for Lawyers Checklist

1. Complete Your Profile so that it represents you well and you can be found
 - a. Value centric headline that attracts and engages the right audience
 - i. Who you help
 - ii. How you help
 - iii. Why they should choose you
 - b. Use search engine optimized words
 - c. Write your ABOUT section
 - i. Challenge
 - ii. Insights
 - iii. How you help
 - iv. Call-to-action
 - d. Connect Media
 - i. Press Releases
 - ii. Articles or publications
 - iii. Videos
 - e. Include case studies
 - f. Get recommendations
 - g. Complete your skills section
2. Networking
 - a. Identify your target audience:
 - i. In-house Counsel
 - ii. Other Attorneys
 - iii. Business Owners
 - iv. Referral Partners
 - b. Connect with personalized notes
 - c. Send welcome message with value
 - d. Find and connect with existing clients
 - e. Leverage clients for introductions
 - f. Schedule 1:1 meeting for networking (prepare with email below)
3. Thought Leadership
 - a. Using #hashtags to find content
 - b. Creating original content
 - c. Finding and engaging on content from a specific profile
 - d. Sharing content

NETWORKING TEMPLATE:

I am looking forward to our coffee meeting next week. Please feel free to look through my LinkedIn connections and make a list of people that you might want to meet. I will do the same and we can review the list when we are together.

Here are the steps to make it easier for you:

1. From my profile, click on see connections number (500+).
2. This takes you to my connections where you will see a search bar in the top right click on "all filters".
3. Enter the titles of the people you would like to meet ie. "CIO" OR "CTO" OR "IT Director" as well as the other relevant filters.
4. Click "apply" in the top right of the box.
5. Make a list of who your networking partner knows that you would like to meet.
6. We can review the names when we are together and whittle it down to a few good introductions.
7. Please send me your introduction templates here is mine as an example:

I would like to introduce you to Brynne Tillman, CEO of Social Sales Link. I thought it might make sense for the two of you to connect and investigate how you might work together. Brynne helps sales professionals build their pipeline, reduce the sales cycle and close more business through leveraging the power of LinkedIn. She really understands how to Monetize LinkedIn and has created programs that have made a significant impact on the way professionals are growing their business. Brynne will be contacting you in the next couple of days, please take her call; I believe it will be well worth your time.

If you would like to reach out to Brynne, her contact information is:

Brynne.Tillman@SocialSalesLink.com | 215.499.0499
<http://www.linkedin.com/in/brynnetillman>

8. After our meeting I will copy you and each person we have agreed upon in a LinkedIn message, and maybe you can do the same.