

# The Seven Day Guide to Building Deeper Connections with your Clients & Wider Network on LinkedIn

Equip yourself to build the right profile and the best connections with small actions every day for one week.



## Make your Profile Engaging

- Upload a professional and warm profile picture
  - Upload an eye-catching cover photo
- Write your 'About Me' section in the first person and allow your personality to come through
  - Upload media to demonstrate your expertise

## Start the Ten-Minute Challenge

To be continued every working day from now

- Scroll through your newsfeed looking for interesting and engaging content from your network
  - Like, comment or share on at least three posts
- Make your comments thoughtful, positive or constructive and add to the conversation
- When you share a post, write above it your own thoughts or perspective on what you are sharing

## Post an Update

- Post an update sharing something about what you have been doing this week
- Do not sell or just share the corporate line. Make it personal and engaging
  - Think of events you have attended, something new you have learned or a personal experience that meant a lot to you
- When people comment, respond to their comment as thoughtfully as possible (not just 'thank you')
- Make a commitment to continue this at least once a week

## Start a Conversation

- Look through your newsfeed or network list and find someone you haven't spoken to for a while
  - Send them a personal message. Either comment that you saw them in your newsfeed or just that you haven't spoken and ask them an open question to start a conversation
- Plan to do this once a week to build engagement with your network

Day 1



Day 3



Day 5



Day 7



Day 2



Day 4



Day 6



## Connect with People Who Know, Like & Trust You

- Establish your criteria for sending and receiving connections - who will you connect with and why?
- Send ten personalised connection requests to people who know you well and would support or advocate for you (repeat every remaining day of the seven days)
- Check your connection inbox - accept connection requests from people who already meet your criteria and send them a personal message to start a conversation
- Check your connection inbox - reply to connection requests from people you don't know and who don't obviously meet your criteria, asking them why they would like to connect

## Give & Ask for Recommendations

- Look for people in your network whose work you have experienced and can comment positively on
- Post a recommendation or 'Give Kudos'. Give five recommendations on day four and then at least one a month from now
- Tell a story and make it meaningful. What would convince someone reading it to take action?
- Avoid reciprocal recommendations or those for co-workers
- Once you have given at least five recommendations, who can you ask to recommend you?  
NOT the same people you have given them to

## Follow a LinkedIn Suggestion - but Make it Personal

- Look in your notifications for LinkedIn suggestions to congratulate someone for a Birthday, work anniversary or new role
- If it's a work anniversary or new role, look further into whether it is genuinely a new role, promotion or something else meaningful or just a change in LinkedIn information
- If it's meaningful, use the opportunity to send a personal message (NOT just posting the LinkedIn suggested comment) and open a conversation

## Congratulations!

In just one week you have taken great strides to using LinkedIn as a platform to build and nurture your network. There is much more you can do, from **building your personal profile**, **developing new connections** in your industry, **learning from your network** and **seeking referrals**. But these small steps will build for you the platform to make everything else so much easier.



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