
MASTERING LINKEDIN FOR EXECUTIVES

workbook

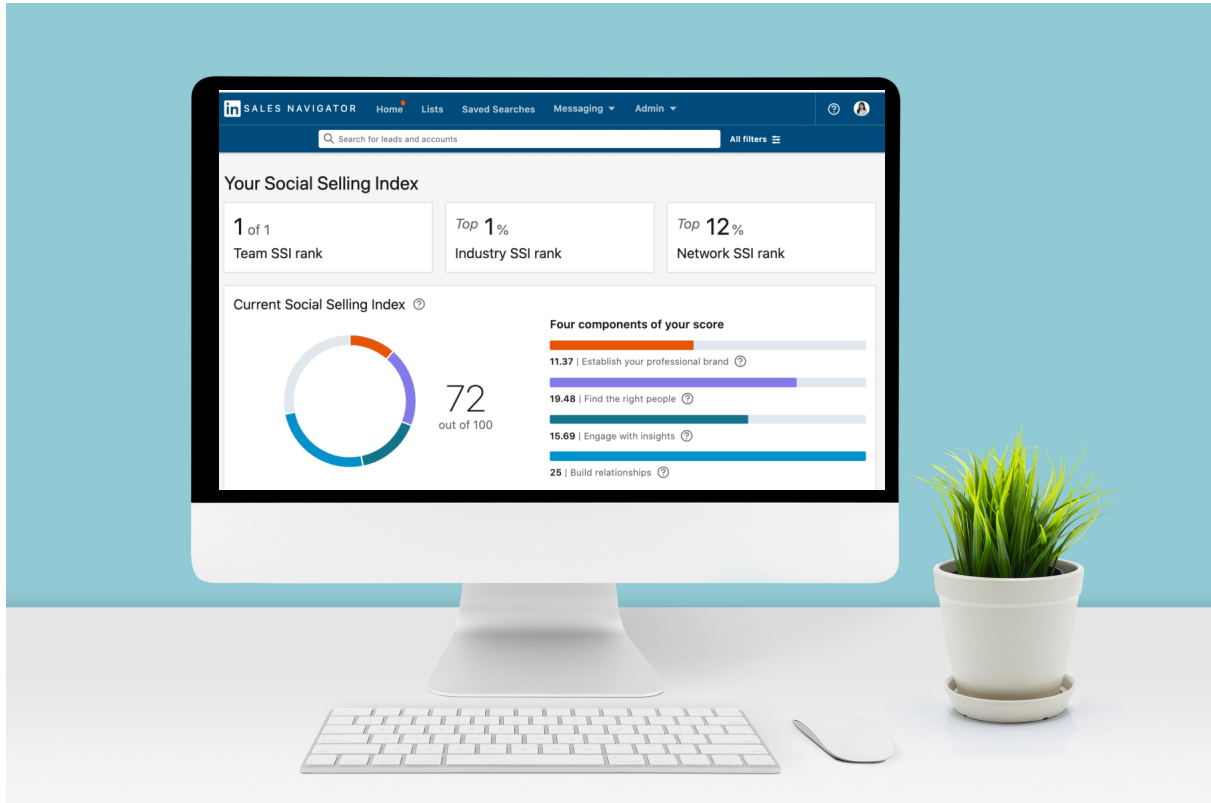


JUDIHAYS.COM

DO THIS FIRST

www.linkedin.com/sales/ssi

Grab a snapshot of your social selling index (SSI)



How your SSI score impacts your overall visibility & performance:

> 90 = 30% more reach

75 to 90 = 20% more reach

60 to 74 = 10% more reach

45 to 59 = average reach (10% of followers)

< 44 = 20% less reach

ADD YOUR PERSONALIZE LINKEDIN URL HERE:

HOW MANY PROFILE VIEWS DID
YOU GET IN THE PAST 90 DAYS?

HOW MANY CONNECTIONS
DO YOU HAVE?

DATE DOWNLOADED
DATABASE?

What IS YOUR STRATEGY FOR USING LINKEDIN?

for example: Career change, to build subject matter expertise, to promote my business, etc

YOUR NEW LINKEDIN HEADLINE:

I help [WHO YOU HELP] to [WHAT YOU DO] so that they [TRANSFORMATION]

WHAT DO YOU WANT YOUR SUMMARY TO CONTAIN?

Your Summary/About section is NOT YOUR CV. How can you use this section to demonstrate your subject matter expertise. What do you want your reader to know after they read it. What is the "call to action" for the reader?
Remember the "I, me, my" test!

ARE ALL YOUR ENTITIES PROPERLY CONNECTED TO THEIR COMPANY PAGES.

list the ones here that need to be fixed

WHAT IS ONE NEW ACTION YOU LEARNED THAT YOU WILL IMPLEMENT TODAY?

WHAT TYPE OF CONTENT CAN YOU SHARE AND WRITE ABOUT?

What do you want to be known for? What is your expertise? List your content ideas here.

WHO ARE INDUSTRY "INFLUENCERS" ACTIVE ON LI YOU CAN FOLLOW

Who is consistently publishing great content? Use search bar to find these people. Bookmark their activity feeds.

- 1.
- 2.
- 3.
- 4.
- 5.

WHAT IS YOUR CONNECTION STRATEGY FOR LINKEDIN?

Who is your ideal connection? Job Title, Industry, Location? How do you decide who to invite to connect? How do you decide what invitations to accept?

WHAT ROUTINE CAN YOU COMMIT TO - WRITE IT DOWN HERE

SELF AUDIT

Create A Professional Brand

This score is calculated based on your LinkedIn profile completeness, professional endorsements, and content you publish. To improve it, complete your profile with a professional photo, detailed job descriptions, and include any relevant skills. You'll get top marks if you have a complete profile.

You will also want to post relevant content and interact with your network's content as this rounds out your LinkedIn experience.

YOUR PROFESSIONAL BRAND	MISSING	NEEDS UPDATE	DONE
Have you claimed your custom LinkedIn URL?			
Does your profile read like a resume?			
Do you have an interesting header graphic?			
Have you checked your SSI score at www.linkedin.com/sales/ssi/ ?			
Is your Social Selling Score greater than 70?			
Does your profile photo look professional and is it current?			
Does your headline state your unique proposition and value - not your job title?			
Does your summary section speak to your target audience - does it provide insights?			
Do you include at least 3 pieces of rich media in your featured content section?			
Are your most important skills featured as the top 3?			
Have you used the pronunciation feature to introduce yourself?			
If you have more than 1,000 connections have you activated Creator Mode?			
Does your business have a LinkedIn company page?			
Is your profile properly linked to your company page?			
Are all your profile sections complete?			
Are you refreshing/updating your profile every 90-120 days?			
Is your Contact Info correct and current?			

Find The Right People

LinkedIn measures this by your use of LinkedIn's search and research tools. Improve your score by using LinkedIn's advanced search to find the right audience.

If you are using LinkedIn Sales Navigator for lead recommendations, and reviewing profiles of second-degree connections, this will increase your score potential. These actions will help you build a relevant network.

FIND THE RIGHT PEOPLE	MISSING	NEEDS UPDATE	DONE
Are you logging into LinkedIn daily?			
Have you defined your target audience(s)?			
Are you using LinkedIn advanced search filters (Boolean) to find your target audience?			
Are you seeking out and viewing other (target prospect) LinkedIn profiles?			
Are you checking to see who viewed your profile? (free first 5; premium 90 days)			
Are you saving leads (profiles) in Sales Navigator or in a bookmark folder?			
Do you know your invitation acceptance rate (out of every 100 how many accept)?			
Are you regularly reviewing and processing your outstanding invitations received?			
Are you withdrawing pending invites older than 3 weeks?			
Are you personalizing your invitations to connect?			
Are you connecting with speakers and influencers in your target industries?			
Are you sending a welcome message after your invite is accepted?			
Are you engaging with content (if person is active) before you send invite to connect?			
Are you sending direct message 'congrats' to your connections for their milestones?			
Are you looking at who is engaging with your content?			
Are you commenting on posts that are relevant to your target audience?			
Are you connecting with people who engage with content relevant to your audience?			

Engage with Insights

This is about sharing meaningful content and engaging in meaningful discussions. Increase your score by regularly sharing relevant articles, commenting thoughtfully on posts in your feed, and responding to comments on your own shares. Make sure your posts provide value and engage with your network's content too.

ENGAGE WITH INSIGHTS	MISSING	NEEDS UPDATE	DONE
Have you adjusted your newsfeed settings?			
Have you adjusted your desktop notification settings?			
Have you adjusted your mobile notification settings?			
Are you checking your notifications daily?			
Have you upgraded to Sales Navigator or Premium?			
Are people commenting and posting reactions to your posts?			
Have you joined LinkedIn Groups relevant to your target audience?			
Are you checking your profile dashboard metrics weekly?			
Are you tracking your profile performance metrics?			
Are you tracking your content performance metrics?			
Have you checked and adjusted your privacy settings?			
Is your profile fully visible when you view someone's profile? Turn it on to full visibility.			
Have you turned off "People Also Viewed" on your profile? If not, turn it off.			
Are you commenting with 5 words+ to demonstrate your subject matter expertise?			
Are you inviting interesting profile viewers to connect?			
Are you using reactions other than "thumbs up" on posts you like?			
Are you using the "save" feature?			
Are you responding to comments and replies on your posts?			
If you are on Creator Mode have you launched your Newsletter?			
If you are on Creator Mode have you made use of LinkedIn Live or LinkedIn Audio?			

Build Strong Relationships

Building strong networks and strengthen the connections that you already have is the key to success on LinkedIn. You can boost your score by engaging with decision makers and nurturing your relationships over time, as well as connecting with people in your industry, getting introductions from mutual connections, and sending personalized connection requests.

If you can establish yourself as a knowledgeable professional by providing helpful content and interacting with your network, your SSI score is likely to continue to rise. Remember, quality is more important than quantity – focus on building meaningful professional relationships.

BUILD STRONG RELATIONSHIPS	MISSING	NEEDS UPDATE	DONE
Do you have more than 500 first level connections?			
Are you connecting with VP+ and C-Suite level profiles?			
Are you connected with co-workers, colleagues, alumni and clients?			
Are your outbound invites getting accepted (30+ out of every 100)?			
Have you downloaded your network database in last 30 days?			
Are you using events and trade associations to find new people to add to your network?			
Are you receiving notifications on your mobile device?			
Are you endorsing your known connections?			
Are you mining your connection database for opportunities to start a conversation?			
Are you using notifications to send messages to your network?			
Are you regularly connecting with people you meet and talk with?			
Are you sending out the maximum invites per week to grow your network?			
Are you making introductions to people in your network via a group message?			
Are you inviting your connections to follow your company page (if you are page admin)			
Are you re-engaging with your existing network - people you lost touch with?			
Are you asking your existing network for warm introductions?			
Are you looking at posts with high engagement content to find new connections?			

Your Action Plan

What key actions will you take to improve your "Create a Professional Brand" score?

What key actions will you take to improve your "Find the Right People" score?

What key actions will you take to improve your "Engage with Insights" score?

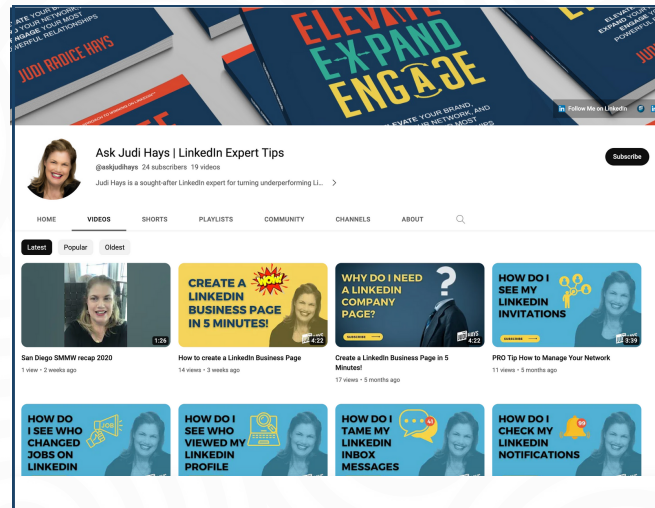
What key actions will you take to improve your "Build Strong Relationships" score?

A Refreshingly Different Approach to Winning on LinkedIn

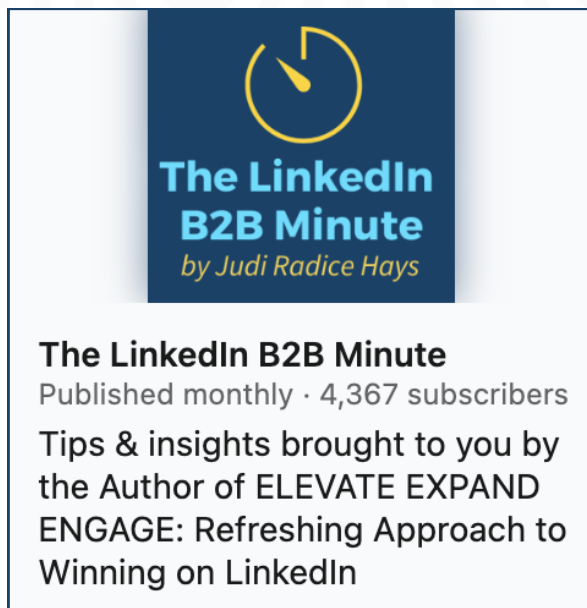
Elevate Your Brand, Expand Your Network, and Engage Your Most Powerful Relationships with these resources.



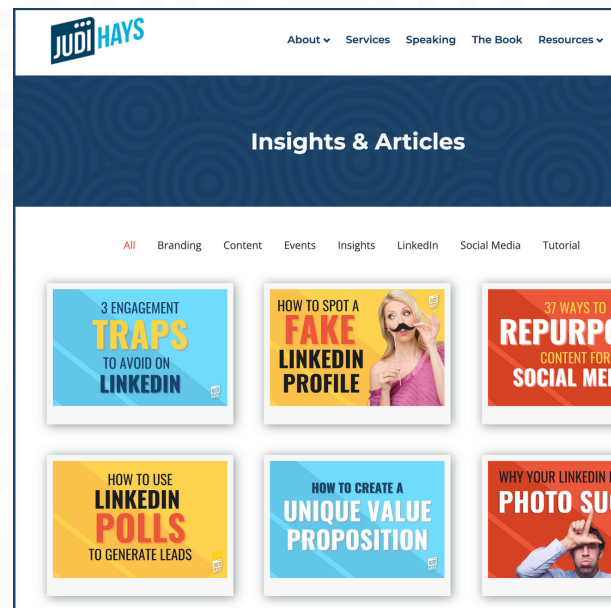
Available on Amazon



www.youtube.com/@askjudihays



www.linkedin.com/in/judihays



www.judihays.com

MEET JUDI HAYS

Judi Hays, a recognized certified marketing strategist and author of '***Elevate, Expand, Engage: A Refreshingly Different Approach to Winning on LinkedIn***,' is a respected LinkedIn expert in her field. She excels at empowering companies marketing high-value products in high-trust environments, utilizing her marketing expertise to enhance their authority, visibility, and credibility—factors crucial to revenue growth.

Known for her ability to revitalize underperforming LinkedIn profiles, Judi offers her clients invaluable guidance in audience identification, LinkedIn profile optimization, and strategic content creation to boost visibility and engagement.

Her unique methodology, conveyed through engaging workshops, team training sessions, seminars, and consulting services, caters to a wide array of industries and B2B organizations. She also offers comprehensive white glove 'done-for-you' advisory services for select C-Suite clients.

Judi often shares her insights on LinkedIn's marketing best practices and innovative uses as a regular podcast guest, webinar speaker, and Forbes contributor.

Her eponymous company, Judi Hays Inc founded in 2019, is a New York-based consultancy, specializes in working exclusively with professional service companies operating in the B2B space. Judi, along with her team, delivers expert-level LinkedIn marketing strategies, training, and prospecting techniques, promising tangible results for their clients.

STAY IN TOUCH

Connect with Judi on LinkedIn: <https://www.linkedin.com/in/judihays/>

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