

| Focus | Action | Frequency | To do | Done |
|-------------------------|-----------------------------------------------------------------------------|------------------------|-------|------|
| Profile | | | | |
| Headline | Check headline for accuracy | Quarterly | | |
| Add Sections | Update "Add Sections" (Publications, Patents, Languages, Organizations, Etc | Quarterly | | |
| Summary | Update Summary | Quarterly or as needed | | |
| Contact Me | Update "Advice for Contacting" (YOU!) | As needed | | |
| Search | Check for "Findability" – keyword People Search | Bi-Weekly | | |
| Viewed my Profile | Check and Respond to "Viewed my Profile" | Daily | | |
| Network Location | Check Location and Industry of Your Network | Weekly or as Needed | | |
| Add People you May Know | Check "People You May Know" and Add Connections | Weekly | | |
| Network Statistics | Check for Growth on Home Page | Daily | | |
| Recommendations | Add Recommendations | As needed | | |
| LinkedIn Blog | Check LinkedIn's Blog | Weekly | | |

Updates


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|----------------|-----------------------------------------------------------------|------------------------|--|--|
| Updates Topics | LinkedIn Daily Status Updates or Utilize Sharing Bookmarklet | Daily or via Scheduler | | |
| Signal | Check Signal for Your Name, Company, Clients and or Competition | Monthly or as needed | | |
| | Save Search and Check Saved Searches | Daily or Weekly | | |
| | Respond to Updates when Necessary | Daily or Weekly | | |
| Notifications | Respond to Notifications as Needed | As Needed | | |

| Monday | Action | Me | Done |
|-----------------|------------------------------------------------------------------------------|----|------|
| Inbox | Delete "Spam" | | |
| | Archive "Interesting - Not Important" | | |
| | Respond to Requests | | |
| | Forward Introductions | | |
| | Accept "Unknown" Invitations | | |
| | Accept "Known" Invitations | | |
| Groups - Member | Check in with Top Groups | | |
| | "Liked" or "Comment" or "Share" Top Discussions | | |
| 3/3/3 Rule | "Send Message to One "Known" Person | | |
| | Send Message to One "Unknown" Person | | |
| | Note in Their Profile or in Salesforce What You Shared and If They Responded | | |
| Communication | Send Message to Tagged Grouping | | |

Tuesday

| | | | |
|-----------------|-----------------------------------------------------|--|--|
| Advanced Search | Create a Boolean Search for Ideal Clients (In Word) | | |
| | Search and Refine List | | |
| | Save List | | |
| | Send Message to Appropriate Prospects | | |
| Company Search | Check Existing List of Companies You are Following | | |
| | Follow New Companies | | |
| | Use Signal and Follow Companies | | |
| Communication | Send Message to Tagged Grouping | | |

Wednesday

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|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|--|--|
| Inbox | Delete "Spam" | | |
| | Archive "Interesting - Not Important" | | |
| | Respond to Requests | | |
| | Forward Introductions | | |
| | Accept "Unknown" Invitations | | |
| | Accept "Known" Invitations | | |
| Groups - Member | Check in with Top Groups | | |
|  LINKED INTO BUSINESS | "Liked" or "Comment" or "Share" Top Discussions | | |
| | Known" Person | | |
| | Unknown" | | |
| | on Salesforce | | |
| | They Responded | | |
| Communication | Send Message to Tagged Grouping | | |
| | | | |
| Communication | Send message to tagged grouping | | |

Thursday

| | | | |
|-----------------|-----------------------------------------------------|--|--|
| Advanced Search | Create a Boolean Search for Ideal Clients (In Word) | | |
| | Search and Refine List | | |
| | Save List | | |
| | Send Message to Appropriate Prospects | | |
| Company Search | Check Existing List of Companies You are Following | | |
| | Follow New Companies | | |
| | Use Signal and Follow Companies | | |
| Communication | Send Message to Tagged Grouping | | |



Friday

| | | | |
|-----------------|-------------------------------------------------|--|--|
| Inbox | Delete "Spam" | | |
| | Archive "Interesting - Not Important" | | |
| | Respond to Requests | | |
| | Forward Introductions | | |
| | Accept "Unknown" Invitations | | |
| | Accept "Known" Invitations | | |
| Groups - Member | Check in with Top Groups | | |
| | "Liked" or "Comment" or "Share" Top Discussions | | |
| | | | |
| 3/3/3 Rule | "Send Message to One "Known" Person | | |
| | Send Message to One "Unknown" Person | | |
| | What You Shared and If They | | |
| Communication | Send Message to Tagged Grouping | | |

Custom Checklist

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