



Checklist 8: Making Money in the LinkedIn Marketing

Project Name: _____

Date: _____

Yes No

Did you know that LinkedIn could be a vast social network to generate income in many different ways? If you knew already or if this is new to you; in both cases here's a checklist to tell you how:

Growing Your Mailing List

- 1 Start by creating a LinkedIn group.

- 2 Create this group around a topic that is relevant and interesting.

- 3 Grow your mailing list by making use of welcome and announcement emails to promote free:
 - *Webinars*
 - *Content giveaways*
 - *Auto-responder sequences that are educational*

- 4 Make sure to copy the most important email that you send to your list each week and paste it into a weekly announcement email in your group.

- 5 Put in a free giveaway like an ebook, report etc. on the publication section of your LinkedIn profile.

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Sell Information Products

- 1 Start by creating a free piece of content. These could be:

 - *Reports*
 - *Ebooks*
 - *Training videos*
 - *White papers*

- 2 Share a link to squeeze your page within the LinkedIn connections and groups that you have.

- 3 Give invitations to people for a webinar.

- 4 Give and offer LinkedIn discounts. Create an exceptional offer code for a product that is new and shares it.

- 5 Make use of the promotion section of groups.

- 6 Find influential members of LinkedIn and connect with them and see if they can write a review or become an affiliate for your product.

Selling Physical or Digital Products

- 1 Make separate product listings on the company page and utilize features such as banners.

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- 2 Encourage people to write down their recommendations for your product by adding a recommended button to the product's page.
- 3 Put in a presentation, explainer video or a commercial as a media element.
- 4 Make sure to add in a strong CTA and link.

Increasing Book Sales

- 1 Tell your contacts when you publish a new book by:
- *Sending personalized messages to each of your contacts*
 - *Sending private messages to up to 50 contacts at a time*
 - *Add an invitation to interview*
- 2 Join groups that are relevant to the topic of your book.
- 3 Make a video trailer for your book. Add the video to YouTube and add it as a media element on LinkedIn profile's summary section.
- 4 Define the ideal audience for your book and formulate an ad campaign towards LinkedIn users that match with that definition.

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