

# LinkedIn

## Growth Guide

01

### Build Audience

- Create your audience with LinkedIn search or Sales Navigator
- Invite 25 people a day
- Monday - Friday
- During normal working hours

02

### Manage Invites

- If a connection invite isn't accepted after 30 days, withdraw the invite
- You can re-invite these people at a later date

03

### Send Messages to New Connections

- Send "Thank You" message 1-3 days after connecting
- Send value message #1 one week later
- Send value message #2 two weeks later

04

### "Like" Co-worker Posts

- Like your co-workers posts once a week

05

### LinkedIn Livestreams

- Identify the people to perform a reoccurring LinkedIn livestream
- Choose the audience(s) and topic
- Invite the audience(s) to attend
- Follow up with attendees post-livestream

06

### Follow Company Page

- Invite specific audiences to follow your LinkedIn Company Page