

How to Get the Highest ROI on LinkedIn

Your 30-Day Experiment





























Step-by-step Instructions and Calendar

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The 30-Day Experiment

- Invest 30 minutes on your profile
- Spend 15 minutes a day for 30 days

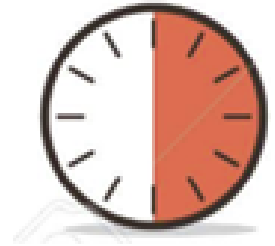
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						
						
						
						

Week 1

- Day 1: Invest 30 minutes on your profile
- Days 2 to 5: Spend 15 minutes a day

Sunday	Monday Day 1	Tuesday Day 2	Wednesday Day 3	Thursday Day 4	Friday Day 5	Saturday
						
	Update your profile	<ul style="list-style-type: none">• Messages• Activity• 3 Comments	<ul style="list-style-type: none">• Invites• Activity• 2 Shares	<ul style="list-style-type: none">• Messages• Activity• 3 Comments	<ul style="list-style-type: none">• Invites• Activity• 2 Shares	






Week 1 - Day 1: Complete Your Profile



- Header section
 - Headline - outcomes you provide for people
 - Professional Picture
 - Add a banner image
 - you in action or the outcome you deliver or your branding
- About
 - Instant Credibility Formula
 - List your ideal client titles and descriptors
 - Explain your differentiation
 - Include short testimonial
 - Add contact info or calendar link
- Job titles and descriptions
 - Name of companies so that their logo is clickable
 - List all companies, all colleges and high schools

Week 1 - Days 2 and 4






Days 2 and 4: Messages, Activity and Comments

Sunday	Monday Day 1	Tuesday Day 2	Wednesday Day 3	Thursday Day 4	Friday Day 5	Saturday
						
	Update your profile	<ul style="list-style-type: none">• Messages• Activity• 3 Comments	<ul style="list-style-type: none">• Invites• Activity• 2 Shares	<ul style="list-style-type: none">• Messages• Activity• 3 Comments	<ul style="list-style-type: none">• Invites• Activity• 2 Shares	

- Messages:
 - Check your messages and respond
- Activity:
 - Check notifications to see comments on your posts and respond
- Comments:
 - Choose existing posts and add a comment

Week 1 - Days 3 and 5






Days 3 and 5: Invites, Activity and Shares

Sunday	Monday Day 1	Tuesday Day 2	Wednesday Day 3	Thursday Day 4	Friday Day 5	Saturday
						
	Update your profile	<ul style="list-style-type: none">• Messages• Activity• 3 Comments	<ul style="list-style-type: none">• Invites• Activity• 2 Shares	<ul style="list-style-type: none">• Messages• Activity• 3 Comments	<ul style="list-style-type: none">• Invites• Activity• 2 Shares	

- **Invites**
 - Check the invitations to connect you received and accept selectively (ignore if not relevant or “smell spammy”)
- **Activity:**
 - Check notifications to see comments on your posts and respond
- **Shares:**
 - Choose existing posts that will interest your audience and share them with a comment, tags and hashtags

Week 2 – Days 1 to 5








Days 1 through 5: Messages, Invites, Activity, Comments and Shares

Sunday	Monday Day 1	Tuesday Day 2	Wednesday Day 3	Thursday Day 4	Friday Day 5	Saturday
						
	<ul style="list-style-type: none">• Messages• Invites• Activity• 3 Comments• 2 Shares• Check Profile Views	<ul style="list-style-type: none">• Messages• Invites• Activity• 3 Comments• 2 Shares	<ul style="list-style-type: none">• Messages• Invites• Activity• 3 Comments• 2 Shares	<ul style="list-style-type: none">• Messages• Invites• Activity• 3 Comments• 2 Shares• Write a post	<ul style="list-style-type: none">• Messages• Invites• Activity• 3 Comments• 2 Shares	

- Messages
- Invites
- Activity
- Comments
- Shares
- Check profiles views once a week
 - See who has viewed your profile
 - Decide whether to follow them or not
- Add a short post of your own once a week

Weeks 3 and 4

By now you're enjoying this so much you're active on week ends too!

Sunday	Monday Day 1	Tuesday Day 2	Wednesday Day 3	Thursday Day 4	Friday Day 5	Saturday
						
<ul style="list-style-type: none"> • 3 Comments • 2 Shares 	<ul style="list-style-type: none"> • Messages • Invites • Activity • 3 Comments • 2 Shares • Check Profile Views 	<ul style="list-style-type: none"> • Messages • Invites • Activity • 3 Comments • 2 Shares 	<ul style="list-style-type: none"> • Messages • Invites • Activity • 3 Comments • 2 Shares 	<ul style="list-style-type: none"> • Messages • Invites • Activity • 3 Comments • 2 Shares • Write a post 	<ul style="list-style-type: none"> • Messages • Invites • Activity • 3 Comments • 2 Shares 	<ul style="list-style-type: none"> • 3 Comments • 2 Shares

- Messages
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 - See who has viewed your profile
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Your 30-Days At-a-Glance

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Update Your Profile	<ul style="list-style-type: none"> • Messages • Activity • 3 Comments 	<ul style="list-style-type: none"> • Invites • Activity • 2 Shares 	<ul style="list-style-type: none"> • Messages • Activity • 3 Comments 	<ul style="list-style-type: none"> • Invites • Activity • 2 Shares 	
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Print this page – pin it up on your wall!

Try this for 30 days

- Be curious
- Share generously your thoughts, opinions, perspective and knowledge
- Let me know what happens!



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