

# The LinkedIn Daily Workouts™

“A sense of curiosity is nature's original school of education.” — Smiley Blanton

<input checked="" type="checkbox"/>	LINKEDIN (we recommend using a personal account)	FREQUENCY
<input checked="" type="checkbox"/>	Share helpful and intriguing content (curated content or your thoughts on business topics, with questions to trigger conversation). Focus on teaching and helping	Daily M-F
<input type="checkbox"/>	Write and share a long post that includes your thoughts/commentary and link to blog posts on your website (put the link in the comments). Or no link required.	As needed
<input type="checkbox"/>	Respond to comments left on your posts and always say thanks!	At least once a week
<input type="checkbox"/>	Search for mentions of [keywords] and scan for posts and comments from target industry leaders.	3-5 times per week
<input type="checkbox"/>	“Like,” and “comment” on targets’ posts	5-10 per session
<input type="checkbox"/>	If your target is mentioned in the news or receives recognition, send a congratulatory message.	As needed
<input type="checkbox"/>	Monitor for mentions of [company] and acknowledge/reply	2-3x/week
<input type="checkbox"/>	Join LinkedIn groups and pods and share your content, add comments, share news when appropriate	Weekly
<input type="checkbox"/>	If using “sales navigator” search targets and add 100+ of them as leads	Once a month
<input type="checkbox"/>	Look at lead shares in sales navigator and “like,” “comment” and share where appropriate	3-5 times per week

## KEEP TRACK OF YOUR WORKOUTS

When you’ve completed the workout above, allow yourself a treat! You deserve it! Creating new habits is not easy, but you are well on your way!

## Need More Help?

Reach out via email [mana@lightspandigital.com](mailto:mana@lightspandigital.com), or give us a call: 773.442.2448