60 Days To LinkedIn Mastery

The Entrepreneur, Executive, and Employee's Guide to Optimize Your Profile, Make Meaningful Connections, and Create Compelling Content . . . In Just 15 Minutes a Day

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Summaries.Com

MAIN IDEA

LinkedIn has more than 744 million users (circa September 2021) and is today the world's largest professional social network. Yet despite that, relatively few business people really ever take full advantage of it. As Gary Vaynerchuk notes, "So many are missing out on the insane opportunity on LinkedIn right now".

To make sure you don't miss out, learn to master LinkedIn. It's really not that hard. Work at it for 15-minutes a day, and in 60 days you'll be ideally positioned to find the job of your dreams, hire some star talent, or grow your business.

Mastering LinkedIn is a 3-step process:

LinkedIn Mastery

Optimize Profile → Make Connections → Create Content

"In real life, you make meaningful connections by spending time with people, getting to know them and bond over what you have in common. On LinkedIn, you make meaningful connections by putting yourself out there so like-minded people can relate to you and engage with your future content updates."

– Virginie Cantin, LinkedIn coach

"If you invest a few minutes per day thinking about and implementing these sixty steps, you will be a master of LinkedIn at the end of sixty days. You'll know more than 99.99 percent of LinkedIn users and will be making connections and creating content that brings you the results you want in your professional life."

– Josh Steimle

Optimize Profile

Day 1 – Clarify your purpose
Day 2 – Commit to being nice
Day 3 – Don't do these things
Day 4 – Find your genius zone
Day 5 – Talk to people
Day 6 – Write first person bio
Day 7 – Use a good photo
Day 8 – Use a customized URL
Day 9 – Use your banner
Day 10 – Use real experiences
Day 11 – Build a great headline
Day 12 – First three lines
Day 13 – How to say your name
Day 14 – Add proof, honors, etc.
Day 15 – Don't tell – Show
Day 16 – Volunteer and list it
Day 17 – "Other" website option
Day 18 – Add education details
Day 19 – Feature yourself
Day 20 – Add languages
Day 21 – Easy contact details
Day 22 – Use keywords astutely
Day 23 – Add 50 skills
Day 24 – 20+ recommendations
Day 25 – Capitalization, spelling
Day 26 – Turn on creator mode

Make Connections

Day 27 – Connect with lots
Day 28 – Connect the right way
Day 29 – Be a matcher
Day 30 – Bring your own tribe
Day 31 – Mute the clutter
Day 32 – Reach out to lurkers
Day 33 – Join groups
Day 34 – Go offline with events
Day 35 – Attract connections

Create Content

Day 36 – Slay the same dragon
Day 37 – Don't show ignorance
Day 38 – Don't talk politics
Day 39 – Ask more questions
Day 40 – Respond to comments
Day 41 – Tell great stories
Day 42 – Post native videos
Day 43 – Plan ahead
Day 44 – Use #hashtags
Day 45 – Collaborate
Day 46 – Use emojis
Day 47 – Issue a challenge
Day 48 – Cut the buzzwords
Day 49 – Be crystal clear
Day 50 – Avoid adverbs
Day 51 – Launch a newsletter
Day 52 – Discourage sharing
Day 53 – Stay active
Day 54 – Create a routine
Day 55 – Try LinkedIn tools
Day 56 – Watch for right signs
Day 57 – Step back and review
Day 58 – Teach others
Day 59 – Focus on what matters
Day 60 – Show some love