

Engagement

VISIBILITY AND LEADS



Comment on 10 Influencers

Identify 10 influencers who serve your ideal client or are in your niche. Leave a thoughtful comment on each of their posts at least 3 times per week;



Comment on 10 Potential Clients

Find 10 ideal clients that you would love to work with. Leave an insightful comment on each of their posts at least 3 times per week.



Comment on 10 Complimentary Leaders

Find 10 leaders who serve your ideal client and align with your vision. Leave an insightful comment on each of their posts at least 3 times per week.



Respond

Has anyone commented on your personal or business page? React to the comment and leave a reply. Make sure to tag the original commentor



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Help and Become an Expert

Answer questions, be active in conversations, and give advice--but do not sell! Start to be seen as the expert and someone people can trust. This builds relationships. Stay active in groups for at least 15 minutes per group, per day.

Send Connection Requests

Don't spam, only send a handful at a time. The optimal amount is 20 per day Monday to Friday.

But, choose people whom you have actually interacted with or want to get to know. Add a comment to your request about why you want to connect.

Follow up with a direct message. However, don't pitch. Just get to know each other. Comment on their page and stay in tune with their updates.

