

STELLAR *Life*

Hosted By *Orion*

LinkedIn Money Making Secrets

10 Point Checklist
Brian Traichel

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take **TODAY** to start living a Stellar Life!

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"Everyone has an opinion, everyone has advice, everyone says they're the expert, but go with your gut."

BRIAN TRAIHEL

10 STEPS YOU CAN TAKE TODAY

**Take charge of your health, wellness, and success.
Here are 10 steps that can move you closer to your goals – today.**

- Before you go out to try to make new business connections, go through your network and find out who's hiding in there who you didn't realize you were already connected to.
- Upload a headshot to your LinkedIn profile. Your attire should be business casual. While a professional picture is great, a good iPhone picture is far better than nothing.
- Rewrite your LinkedIn summary to address the following topics: who you are, what you do, what problem you solve, and how you do it.
- LinkedIn has 22 sections to fill in. For the next three weeks, work on filling in one section per day (it's okay if you skip two or three).
- Next time you post a business-related Facebook update, share it on LinkedIn as well. Tailor it to the different audience if necessary.
- Find LinkedIn groups related to your interests and join them. Use this as an opportunity to network.
- Search out five people on LinkedIn who live nearby and have similar interests. Then pick up the phone and actually call each of them!
- Once a week, endorse each of the connections you're pursuing for one skill. This is Brian's version of drip marketing on LinkedIn.
- For the next month, devote 30 minutes per day to LinkedIn. Use this time to connect with people, participate in groups, and so on.
- Any time you send someone a connection request on LinkedIn, personalize the message. Keep it short, but don't send LinkedIn's automatic "I'd like to connect" message.