

15-Day LinkedIn Challenge

Print this page and cross off each day when you complete the activity.

DAY 1

Strengthen your profile

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Add connections

3

Search for prospects, influencers, and referral sources

4

Join groups

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Send messages

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Find alumni and connect

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Follow companies

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Send messages

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Identify 15 relationship targets

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Connect with targets

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Study profiles

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Look at who's viewed your profile

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Scan groups

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Send messages

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Track results



Day 1: Strengthen Your Profile

Use the RAIN Group LinkedIn Checklist to develop your profile and become a person of interest. Make it great!

Day 2: Add Connections

There are several ways to do this. Click on “My Network” in the top navigation and any pending invitations will display near the top of the page. On a member’s profile, click the “Connect” button. On the “Grow Your Network” page, search your email address book to find contacts or invite them using their email address. LinkedIn can help you search for your connections and make suggestions for you. Think about your top targets and contacts; search for them specifically and add them. Be sure to customize the message you send when asking to connect.

Day 3: Search for Important Prospects, Influencers, and Referral Sources

Search for specific people you want to connect with or people at specific companies. For cold connections, it’s a good idea to follow someone before you connect with them. You can follow anyone from their profile page unless they have restricted followers to only their 1st-degree connections.

Day 4: Join Groups

Join groups in the areas where you’ll find buyers, clients, influencers, and competitors. Follow members in the group whose updates you want to see. You can also send messages to anyone who’s a member of the same group you’re in, so be sure to join the groups where your target prospects are members.

Day 5: Send Messages

Go one-by-one through your connections and say hello, catch up, check-in, or set meetings with people where it would be worthwhile. Scan your connections—and the connections of your connections—and then reach out.

Day 6: Find Alumni and Connect

Search for your school’s page on LinkedIn and click on “Alumni” in the side navigation to find people who attended your school. LinkedIn will help you search for people with whom you share work, school, location, and other connections. As always be sure to personalize the message and highlight the shared alma mater when you ask to connect.

Day 7: Follow Companies

Search for and follow companies that are important to you—customers, prospects, competitors, partners, and vendors. You can follow up to 1,000 organizations and get updates with their posts.



Day 8: Send Messages

Yes, this one again. You're here to sell. Make connections and strengthen relationships.

Day 9: Identify 15 Relationship Targets

Highlight at least 15 people you're not connected to, and don't currently know, that you want to connect with. They might be buyers, referral sources, or other stakeholders at existing clients. First, simply create this list of targets.

Day 10: Connect with Targets

Review each relationship target's profile for similarities or reasons to connect. This could include work interests, past work experiences, mutual connections, and so on. Customize your message and reach out to connect.

Day 11: Study Profiles

Find profiles that are interesting. See how people describe themselves, and what they post about themselves. Take notes about what you like and don't like. Then review your own profile and make updates.

Day 12: Look at Who's Viewed Your Profile

Scan who's viewing your profile. If you aren't connected, reach out and make a connection. If you are connected, reach out and strike up a conversation. Follow important people.

Day 13: Scan Groups

On Day 4, you joined groups. Now it's time to take a careful look at them. Scan questions and answers to see if you want to engage. Start by chiming in and responding to others' questions, not leading discussions. Scan the list of group members to see who you might want to follow.

Day 14: Send Messages

One more time! Keep on connecting with people and drumming up conversations. Selling on LinkedIn doesn't happen without, you know, actually selling.

Day 15: Track Results

Take a few minutes to summarize results. How many connections did you make? How many new relationships did you create? Did you create or move any business initiatives forward? Evaluate the results you've had spending just 15 minutes a day on LinkedIn and then calibrate your time and efforts up or down. Do more of what's working and less of what's not.