



Module 30: Daily 30-Minute Routines



Looking for a little structure? Depending on your goal, we've built differently daily routines to help you get started. These are starting points to help structure your time in case you wanted specific steps for 30 minutes of your day.

- If you have less than 500+ connections, start with the “**Network Builder**” routine.
- If you're a sales professional with more than 500+ connections and need to generate results in the next 60 days, start with the “**Meetings Booked**” routine.
- If you're above 500+ connections and you want to make a splash on LinkedIn, start with the “**Digital Road Warrior**” routine.

P.S. The Digital Road Warrior is our name for sellers and professionals who are investing in LinkedIn as a community builder, an engaged peer, and a relationship builder.

Network Builder Routine

The “OG” routine we created that doubled our followers and built a bunch of visibility on the platform in 90 days. We'll break down each step, but this will become your 30-minute daily routine. The rest of the playbook is dedicated to helping you understand this routine & succeed on LinkedIn!

▼ Goal: Build your network with your target audience.

1. Post daily post with content and usable hashtags (max 3).

- After posted, read post.
 - Like post.
 - Comment on post.
2. Send blank connection requests to 20 new people.
 - Use LinkedIn Sales Navigator to ID leads based on target account lists.
 - Filter by Spotlight Filter -- Active on LinkedIn in the past 30 days
 - Filter by Relationship -- Prioritize 2nd Degree Connections
 - If 3rd degree, include a personalized note in connection request.
 3. Send thank you messages to any new connections in the past 24 hours.
 4. Send connection requests to any profile visitors in the past 24 hours who are 2nd or 3rd degree connections.
 - Include "Hey [name]! Thanks for stopping by my profile. Were you looking for anything in particular?" in the connection request.
 5. Withdraw connections from any connection that has not connected within the past 3 weeks.
 6. Scroll through feed or use Sales Navigator to prioritize leads and comment on at least 5 posts with a valuable, insightful comment.

Meetings Booked Routine

Our accelerated routine to leverage direct and indirect methods of engagement to create meetings on LinkedIn.

▼ Goal: Book more meetings off of LinkedIn.

1. Engage with 5-10 key influencers in your industry.
 - a. Comment on their post with a valuable insight or question.
 - b. Find ICP personas in the comments and reply to their comment with your own.

2. Search for key terms and engage in social listening.
 - a. Use a capture doc to copy/paste interesting questions and insights about your audience.
 - b. Review capture doc for patterns & insights into your audience.
3. Send connection requests to valuable and engaged prospects.
 - a. Obey the Rule of 3.
 - b. Send connection requests to 10-20 new people leveraging Connection Strategies (if applicable).
4. Follow up with any new connections in the past 24 hours.
 - a. Send a video message from your phone.
 - b. Or, send a thank you message with a prompt for engagement.
5. Shift appropriate comment conversations to DMs.
 - a. Guide the conversation using qualifying/discovery questions to qualify the prospect for a meeting.
 - b. Ask for the meeting, if appropriate.

Digital Road Warrior Routine

Our comprehensive routine we use every day to build our personal brand and book meetings on LinkedIn. Chances are, this might take a little longer than 30-minutes when you first roll it out. But once you get into a rhythm, this will become your 30-minute daily routine

▼ Goal: Build your audience and book meetings off of LinkedIn.

1. Post daily post with content and usable hashtags (max 3).
 - a. After posted, read post.
 - b. Like post.
 - c. Comment on post.

2. Send connection requests to 20 new people.
 - a. Use LinkedIn Sales Navigator to ID leads based on target account lists.
 - b. Filter by Spotlight Filter -- Active on LinkedIn in the past 30 days
 - c. Filter by Relationship -- Prioritize 2nd Degree Connections
 - d. If 3rd degree, include a personalized note in connection request.
3. Engage with 5-10 key influencers in your industry.
 - a. Comment on their post with a valuable insight or question (if appropriate).
 - b. Find ICP personas in the comments and reply to their comment with your own.
4. Search for key terms and engage in social listening.
 - a. Use a capture doc to copy/paste interesting questions and insights about your audience.
 - b. Review capture doc for patterns & insights into your audience.
5. Follow up with any new connections in the past 24 hours.
 - a. Send a video message from your phone.
 - b. Or, send a thank you message with a prompt for engagement.
6. Shift appropriate comment conversations to DMs.
 - a. Guide the conversation using qualifying/discovery questions to qualify the prospect for a meeting.
 - b. Ask for the meeting, if appropriate.
7. Withdraw connections from any connection that has not connected within the past 3 weeks.

Build Your Own Routine

If you viewed the above routines, you'll see that most of the plays inside are fairly basic. That's because they're starting points!

Work on testing out adding new Outbound Prospecting plays or spending more time on Building Inbound as a part of your time. Build your own routine by testing out what works!

Next:

 Module 31: Metrics of Success