



HOW TO DELEGATE LINKEDIN PROJECTS TO YOUR ASSISTANT

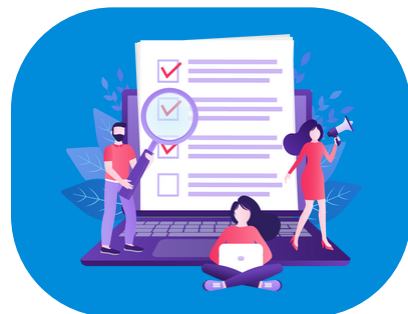




Step 1:

Define a clear **purpose** for LinkedIn:

- Position yourself as a **thought leader**
- Generate **leads** or **referrals**
- Create **brand awareness**
- Attract top **talent**





Step 2:

Determine **who matters most** to you.
These are the relationships your
assistant will nurture:

- **Customers**
- **Prospects**
- **Partners**
- **Leadership team**
- **Employees**
- **Peers**
- **Media**





Step 3:

What **topics** should your posts be about?

- Your **areas of expertise**
- **Initiatives** you want to promote
- **Causes** that matter to you
- Your leadership philosophy
- Your team
- Announcements, events, launches





Step 4:

Create a **system** for your assistant to execute.

- Create a content calendar.
- Define rules about what you need to approve and what can be done without your approval.





Step 5:

Delegate and execute. The more clearly you define the projects you want completed, the easier it will be for your assistant to implement them.

Next week we will be covering 10 specific LinkedIn projects you can have your assistant take on for you.

Watch out for them!



Want help?
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