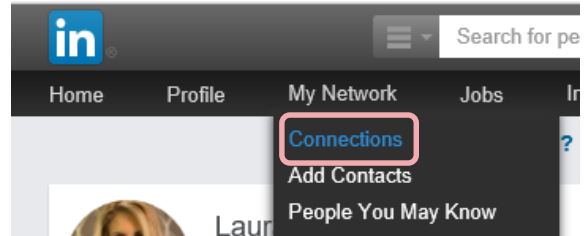


Best Practice: Social Triggers

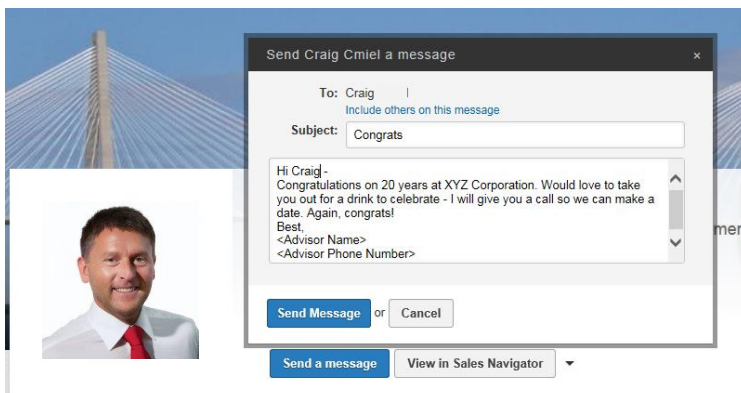
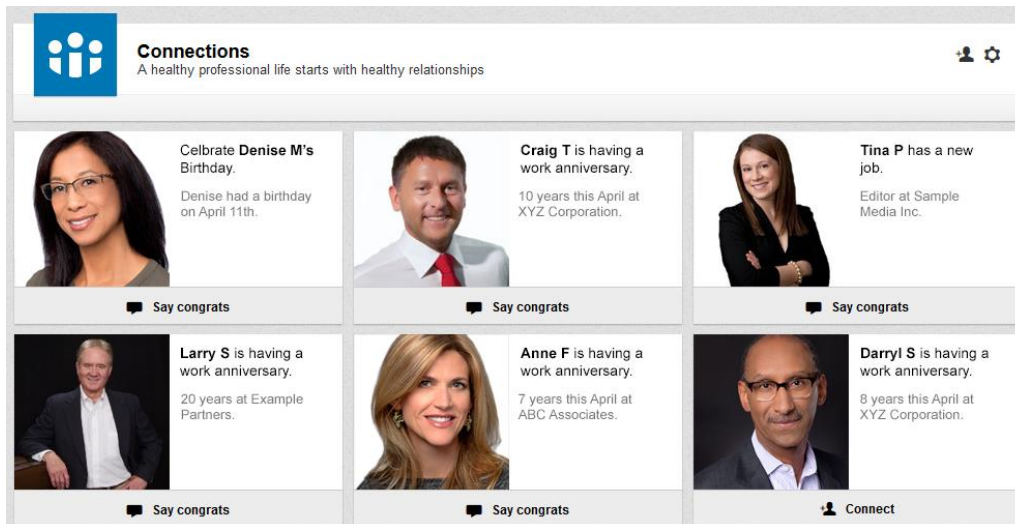
One of the secrets to generating new business on LinkedIn? Time blocking. Spend 5-10 minutes/day to review what is happening within your network; birthdays, work anniversaries and new jobs (money in motion). Then pick up the phone or send a personal message to deepen client relationships and stay in front of prospects. It's that easy!

Click on **My Network > Connections** from the top tool bar:

Providing you with the following to act upon:



- 1. New Job** – this is money in motion! Pick up the phone and congratulate them on the new job, invite them out to celebrate and offer to help with any rollover assets.
- 2. Birthday** – Either pick up the phone or send a personalized message (or surprise & delight gift – e.g., [Cherly's](#) \$5 'Happy Birthday' Cookie card) to wish your client/prospect a Happy Birthday!
- 3. Work Anniversary** – Either pick up the phone or send a personalized message (or surprise & delight gift – e.g., [Cherly's](#) \$5 'Congratulations' Cookie card) to congratulate your client/prospect on the anniversary.



If you are sending a personalized message to your client/prospect be sure to click on their name, once you land on their profile page click on the **Send a message** button. A dialogue box will open and you can customize the title as well as the body of the message. *FYI – currently there is no spell check!* Once complete simply hit **Send Message**.