

## **LinkedIn Relationship Building Checklist**

Print off this checklist and tick off each step as you go through the [‘Relationships That Pay: Grow Your Business with LinkedIn Connections’](#) guide on our Talk About Digital Podcast website.

### **Refresh Your Profile to Re-engage Your Network**

- Update your LinkedIn headline to reflect your latest offerings
- Revise your LinkedIn summary to explain what your business does and how it benefits your audience
- Update your experience and skills to showcase recent projects or achievements
- Post an update announcing changes, achievements, or new services
- Refresh your profile photo to attract attention and signal a change

### **Segment Your Connections to Identify Key Targets**

- Review your LinkedIn connections to identify those who align with your current business goals
- Assess which industries, job titles, or regions are relevant to your offering
- Use LinkedIn’s search filters to segment connections by industry or relevance

- Prioritise connections for outreach based on potential business opportunities

## **Start Conversations with Existing Connections**

- Personalise your messages when reconnecting with dormant connections
- Reference past conversations or mutual interests to reignite engagement
- Ask thoughtful questions to open dialogue and encourage further discussion
- Offer help or advice without expecting anything in return

## **Engage Regularly with Your Network's Content**

- Like, comment, and share posts from key connections to stay visible
- Leave meaningful comments that add value to the conversation
- Focus on authentic engagement, rather than self-promotion
- Continue conversations in the comments or move to private messaging if appropriate

## **Create Value-Driven Content to Nurture Relationships**

- Share useful articles, tips, or industry insights that your connections will find valuable
- Highlight your expertise through value-added content without being overly promotional
- Tag relevant connections in posts when sharing something that applies to them
- Use polls or questions to involve your network in conversations and encourage engagement

## **Use LinkedIn Tools to Stay Organised and Consistent**

- Check LinkedIn notifications regularly to track engagement with key connections
- Set reminders to engage with specific connections at regular intervals
- Use birthday, work anniversary, and job change notifications to send personalised messages
- Schedule regular check-ins with important connections via LinkedIn messaging or InMail
- Use LinkedIn Calendar or third-party apps to organise virtual meetings when needed

## **Nurturing LinkedIn Relationships for Long-term Growth**

- Focus on consistent engagement with your connections, not just quick wins



- Regularly interact with your network to maintain visibility and trust
- Transition conversations into business opportunities naturally, when the time is right

By using this checklist and following the related guide on the TAD website you will understand how to nurture your existing connections on LinkedIn to re-connect and build those relationships to help you to grow your business from your existing network.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.