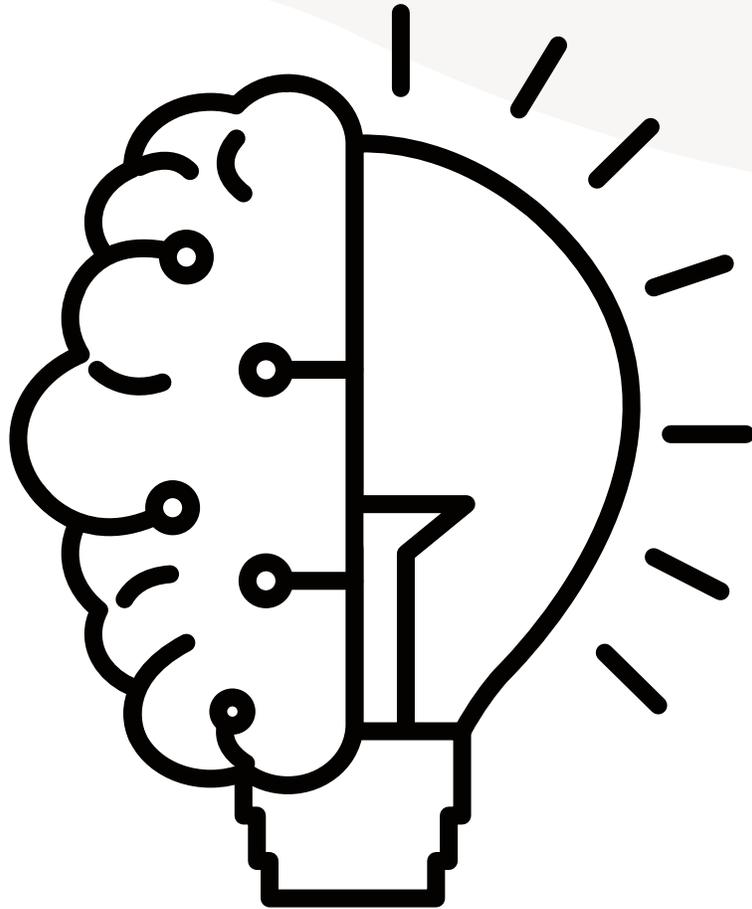


TAKE YOUR LINKEDIN PRESENCE TO THE NEXT LEVEL



LI ROADMAP + 3 MONTHS OF LI CONTENT

THEPOCKETPHD.COM

WELCOME!

I'm thrilled that you're considering working with The Pocket PhD to take your LinkedIn presence to the next level.

I founded The Pocket PhD on the belief that experts need the support of other experts – and with the knowledge that most entrepreneurs don't have the time or inclination to agonize over every word.

Our approach to LinkedIn content marketing not only saves you time and prevents the headaches that come from banging your head against your keyboard, but it also supports your business goals.

When you hire our team to do a LinkedIn audit and create custom LI posts for you, you're investing in yourself. Not only will you consistently get your content marketing done and develop a good rhythm with LinkedIn posting, but you'll give yourself the time and freedom to focus on the revenue-generating areas of your business. Plus, we support you in making strategic marketing decisions about your business.

Your content won't create itself, but hiring our team to create custom LinkedIn posts for you might be the next best thing!

Emily Crookston

Owner and Decider of All Things
at The Pocket PhD



SHOULD YOU MARKET YOUR BUSINESS ON LINKEDIN?

LinkedIn is one of the best opportunities for small business marketing available. Did you know that there are over 700 million users of LinkedIn and only 1% of those post content? If you're looking to move from a referral-based business to getting inbound leads, LinkedIn is your best option.

Do you believe your target audience regularly uses LinkedIn?



Do you need an easier way to create custom, remarkable LI posts, while you concentrate on the revenue-generating aspects of your business?



Do you need to move from a primarily referral-based business to fielding quality, inbound leads?



Do you need to raise your consulting fees, get paid speaking opportunities, or break the ceiling on your current revenue capacity?



RESULTS

The higher your score the better fit the LI Roadmap + 3 Months of LI Content is for you!

LINKEDIN ROADMAP + 3 MONTHS OF LI CONTENT

We do an audit of your current LinkedIn page, then create a done-for-you, shiny, new About page and personal LI brand. From here, we create 3 months of posts and generate 6 blog article topics that you can take and run with.

1 | LINKEDIN ROADMAP

- Pre-kickoff homework to get background, current state of content
- LinkedIn audit
- Custom recommendations, action steps and game plan

2 | HOW YOU FASCINATE

- Take the Fascination Advantage assessment
- Get your report + personalized video with actionable insights

3 | 60-MINUTE KICKOFF MEETING

- Go over branding, offerings, and future offerings
- Map out 3 big marketing themes and 6 blog topics

4 | LINKEDIN PROFILE UPDATE

- Create 5-10 headlines for you to choose from
- Updated LinkedIn About section
- Updated cover and photo

5 | PERSONALIZED LI GUIDE

- Create a personalized, step-by-step guide to follow to get on track
- Form a consistent habit of engaging, commenting, and posting on LI

We support you or outright handle everything marked with the checkmark. We provide resources & coaching for anything we can't do for you!

6 | 36 CUSTOM LINKEDIN POSTS



Create LinkedIn posts, original or repurposed from blog articles or based on themes



Share any requested edits to LinkedIn posts



Post final version on your LinkedIn page 3x per week



Spend 10-20 minutes commenting and engaging on others' posts

7 | 6 CUSTOM BLOG TOPICS



Come up with 6 blog topics based on marketing themes



Use the blog topics to create your own blog articles or pass them off to content creators on your team

8 | 3 MONTHS OF ONGOING MONTHLY SUPPORT



Answer any questions about marketing on LinkedIn



Support you in staying consistent with commenting, engaging, and posting on LinkedIn

We support you or outright handle everything marked with the checkmark. We provide resources & coaching for anything we can't do for you!

OVERVIEW OF SERVICES

Our goal is to help you get seen, connect with your audience, and generate leads on LinkedIn. You'll find all of the details included on the following pages.

The tl;dr of it, though, is that you'll be responsible for feeding us your best ideas – whether in the form of client examples, blog posts, or presentations you've previously written, or articles you come across that you want to share with your audience.

We'll take care of the writing your 36 LinkedIn posts (3 per week for 12 weeks) from there and we'll collaboratively edit the work we create together. You own everything in the end.

Your LinkedIn Roadmap + 3 Months of LinkedIn Content package also includes 3 months' worth of blog topics (6 blog topics) you can take and run with.

The following pages outline how we approach content marketing. Our collaborative process is designed to make sure you're proud to put your name on everything you post.



YOUR
BRAND
HERE

PHASE 1: PRE-WORK AND KICKOFF

Once we've agreed to move forward, we'll choose a start date. I'll share a pre-kickoff package with you so that you can start answering the questions on the pre-kickoff homework and we can get to know your brand a bit better.

We'll begin work together with a 60-minute kick-off call to talk about your answers to the pre-kickoff questionnaire, get straight on your offerings, future offerings, and come up with blog topics for 3 months.

Our goal is to help you meet your LinkedIn goals. We'll work to create this together so that you feel in control throughout the process.

Once we understand your brand better, we'll:

- Do a LinkedIn audit of your current page and come up with a game plan
- Create your done-for-you LinkedIn profile page based on audit findings
- Create and share new LinkedIn branding and design
- Begin drafting LI posts

PHASE 2: LINKEDIN CONTENT CREATION

After we get a handle on your LinkedIn brand, we'll create 36 LinkedIn posts for you to post on your LinkedIn profile. We recommend posting 3 times per week, so your package includes 3 posts each week for 12 weeks.

Your package also includes a step-by-step personalized guide that will give you a checklist to work through each month, so no content gets lost in the shuffle.

Each month, we will:

- Create and share 12 LinkedIn posts for you to share on your page
- Share 2 blog topic ideas that you can use to create blog articles or pass off to a content creator on your team
- Make any recommendations or suggestions for improvement as needed

PHASE 3: ON-GOING SUPPORT

As we continue to create content for you, we want to ensure we're meeting or exceeding your expectations. So we also offer ongoing support throughout the 3 months while we're creating content for you.

We believe this service works best if:

- You are currently running a primarily referral-based business and want to gain quality, inbound leads through LinkedIn
- You aren't currently using LinkedIn optimally (i.e., you're not posting consistently each week, you want to start using LI more regularly)
- You are a solopreneur or have a small marketing team that doesn't create social media content for you
- You would love help brainstorming blog or other content ideas for your business

PRICING

Pricing is based on a 3-month commitment and is billed in 2 installments of \$2,500. That allows us to fully support you in terms of strategic direction, idea development, creating content for you, editing, and offering any additional resources that might be helpful for you.

The price for the LinkedIn Roadmap + 3 Months of LinkedIn Content is \$5,000.

NEXT STEPS

We'll meet for an initial consultation so that we feel good about strategizing and creating content for you and you feel good about working with us.

From there, we'll choose a start date and schedule your kick-off session.

When you're ready to schedule your initial consultation, please email emily@thepocketphd.com!