

Module Six:

Creating Content

Worksheet:
❖ Engaging Followers

Engaging Followers

Your LinkedIn Company page is the equivalent of publishing a magazine, but instead of coming out each month, articles are drip fed throughout the day and week. It is never just one person who writes a magazine. Instead it is a collection of articles written by specialist and thought-leaders. Publications gather the best and most timely content and create a publication that their niche audience will pay to read.

This is exactly what we want to create with your Company Page.

Your Company Page should be a place your audience choose to come to when they want something to read or to stay up to date within industry changes and best practice.

With your audience in mind, list 8 sub topics, related to your specialism, that your prospects are likely to also be interested in.

One-way to organise your content and register it in people's mind is to get into a pattern of publications. Such as 'Motivational Tuesday' 'Get Set Monday'.

Consider how you might structure your content throughout the week to create a 'culture' for you business that will create a 'tribe' (People who want to follow you and be part of what you're doing).