

LINKEDIN  
CREDIBILITY  
WITH OUR  
SET-AND-FORGET POSTING  
STRATEGY



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## WHY YOU NEED LINKEDIN



If Google is the go-to search engine for information, Amazon is the go-to search engine for products then LinkedIn is the go-to search engine for services and professionals!

Regardless of the size of your business, you want to be on LinkedIn, and you want to be visible to your connections and clients constantly!

## WHY YOU NEED TO POST REGULARLY

People's attention span is getting shorter and shorter. Can we blame them? They may be scrolling through the LinkedIn app on their cell phone with their left hand, while typing up a quick email response with their right hand. With a mountain of items whining for their attention, distraction and forgetfulness are the new norm.

Even their own birthdays, and anniversaries need to be entered into their phones with reminders!

Next time, when they need the services or products you provide, they can't even remember your name or your contact information! They will go to Google or LinkedIn to find someone else. **UNLESS** you keep showing up in front of them reminding them who you are and what you do by posting **REGULARLY!**

