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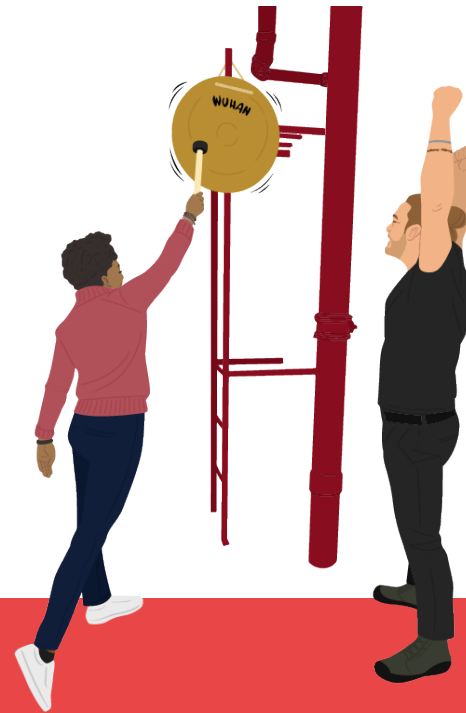
WE KEEP YOUR BOTTOM LINE
TOP OF MIND

LinkedIn Authority Blueprint Statement of Work

	Specific Task/Deliverable	Goal	Why/Tactic
LinkedIn Authority Blueprint Workshop	LinkedIn Authority Blueprint Questionnaire Review	To understand your business, goals, target market, messaging, UVP, company history etc.	We must understand your business to create a strategy for your LinkedIn profile.
	Brainstorming Topics Related to Industry	To come up with ideas that your target market will appreciate.	Having a conversation about the most important things that your target market cares about is important to understanding how you will position your content.
	Personal Preferences and Industry Nuances	Learning about your own personality that we can leverage in your content.	You know yourself and your business better than anyone else. We get to dive deep into who you are.
	History and Inspiration	Understand who inspires you and what history we can leverage from your past experiences.	Getting to the core of who you are will help inform your network about how they can connect with you on a deeper level.
Content Calendar	90-Day Content Calendar with Ideas for What to Post Each Day	Have enough ideas so you never wonder what you should be posting on LinkedIn.	When you prepare in advance, you can have consistency in your marketing.
Asset Library	A Library of Assets; A Home for All Your Content	One central location for your quotes, articles, posts, videos etc. Having a home will help with organization.	Knowing where everything is will help you be able to schedule posts quicker in the future, save time, and give you new ideas.
Connections Dashboard	Create a LinkedIn Connections Dashboard	To be able to review all your connections in a simple place so you can identify who you know and who you don't know.	Most people never review their connections and that leaves lots of opportunities on the table. We give you a simple way to identify who you know and who you don't know and document it so you know who you must follow up with.
Profile Optimization	Create new Headline based on strategy	To have a clear message on your headline and about section so people can spot you, find you, and do business with you.	Optimizing your profile will help you have more exposure and allow people to reach out to you more easily.
	Create Strategic About Section on your Profile		
Messaging Scripts	How to Start Conversation with New Connections	You need templates and scripts for every type of scenario so that you always know what to say to people on LinkedIn.	When you are prepared with templates you don't overthink it and if you use the right scripts, you will get more clients to have conversations with you.
	How to Communicate with People who Have Special Occasions		
	Getting Back in Touch with People who you haven't Spoken to in a while		
2 Weeks Content Written	Create Content that is Ready to Use for LinkedIn Posts	Each post will be up to 1300 characters and have an image we create in Canva for you.	Having ready to go content will help you get rolling with posting and it will help you understand our style of posting too. This way you know if you would like to use
Blueprint Review Call	Reviewing your LinkedIn Authority Blueprint	Have a meaningful conversation to review the blueprint and understand next steps	Sync up and know what the options are moving forward and understand how to use the blueprint for your business.
			\$5,597

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