Barker Business Solutions
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“Barker 20” Implementation & Tracking Worksheet

This worksheet is designed to propel you forward in developing your LinkedIn presence.

Focus Codes Table (In order of value)**:**

Connection Requests	C
Question 1	Q1
Question 2	Q2
Question 3	Q3
Addt’l Questions	QA (mainly for tracking)
Group Messaging	GM
Notification Responses	NR
Posting in the Feed	PF
Posting in Groups	PG
Comment/Share (bc “likes” don’t count)	CS (REMEMBER TO TAG!)

(The extra lines are for your use as you discover something that works for you which we didn’t cover)

Use the information in the table above to track your activities in growing your LinkedIn presence. On the following page is your TRACKING SHEET. You will have a new sheet for each month. I have put in an example on the first 2 lines for FOCUS and RESULTS.

FOCUS refers to what your focus is for your 20 minutes each day. When first starting, you might find yourself concentrating on adding new connections. It is perfectly OK to focus on adding quality new connections as your primary LinkedIn activity. You will want to do this until you are getting consistent “accepts” from your requests so that you can move into beginning your line of questions.

RESULTS refers to what you accomplished in your 20 minutes. Results are focused on your activity rather than monetary results. It is a well-known fact that if you persist at something known to work, the monetary results will follow. You MUST get good at the activity for the real business results to flow.

A bit more on each FOCUS type…

PRIMARY FOCUS ACTIVITIES

1. Connection Requests – This activity does not mean that you are simply hitting the "connect" button for 20 minutes. That would likely land you in LinkedIn jail. What it does mean is first searching for your ideal clients and then connecting with them.
   Once you have located them, review their profile before asking for the connection. Remember, it's about finding commonalities. If you need a refresher on how to find your ideal clients, review the replay of Week 2 located on the Resource Page (BBS Resource Page - LinkedIn Deep Dive Course).
2. Questions (Q1,Q2, Q3 and QA) – Your messaging tree will help you with your initial "questions". While the focus here is on the question, remember the format. Excitement, Rapport, Question. Your questions should be crafted to elicit responses that will help you move the conversation to YOUR services.
3. Group Messaging – You can use your messaging tree in a group also. I recommend customizing a Message tree to each particular group in which you are active. The format will be the same as for your generic messaging tree.
4. Notification Responses – one of my FAVORITE ways of developing engagement with folks and it goes a long way toward a connection getting to "know, like, and trust" you. And, assuming your profile is optimized, this is where it can really do the heavy lifting for you over and over again. Each time you say happy birthday/anniversary, etc., that connection will likely go to your profile to try to remember who you are.

SUPPORTING FOCUS ACTIVITIES

5. Comment/Share – As I noted, "likes" don't count – at least not for the purposes of getting a meeting with someone. The do count in the big LinkedIn algorithm so go ahead and "like" as part of your CS strategy. Be careful not to "like-stalk". This means you are constantly "liking" a prospect's posts/comments.
6. Posting in the feed – SUPPORTING activity only – I would not recommend spending more than 1 20 minute segment a week on posting in the feed, if that much. If you are going to spend time posting, at least initially, I would recommend doing so in a group where you will get far more eyeballs on your post.
7. Posting in a group – great activity but I would not recommend this activity more than once week. Remember to observe the rules. Add value.

On the next page is your Weekly Tracking Sheet. Use the codes above to indicate which activity you are doing in your 20 minutes each day. Remember, don't do more than 20 minutes a day. SET YOUR TIMER. Stop for the day when it goes off. Every time you get a meeting scheduled, mark it on the sheet in the last column. Personally, I like to use the number "1" for every meeting. If I scheduled 3 meetings in a week, that last column would read "1,1,1" to represent 3 meetings.

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WEEKLY SCHEDULE:

Month of November

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Meetings scheduled
Focus	C	Q1	Q1	Q2	GM	
Results	10	4	4	5	3	1,1
Week 1						
Focus						
Results						
Week 2						
Focus						
Results						
Week 3						
Focus						
Results						
Week 4						
Focus						
Results						

The extra lines are for whatever you may want to include. You may want to tally your activity for each focus area, e.g.

Have questions? You can reach me at 865-335-4893 or email at Laura@BarkerBusinessSolutions.com or, of course, on LinkedIn!