

# Linked In Article Checklist

Drive traffic from the only Social Media site whose member's average income is 6 figures and above 😊

	<b>TITLE</b> You need to take your time here and get this right – if you're title does not pull them in it does not matter how good your content is...
	<b>Title Graphic</b> Make sure your title graphic is compelling enough to "stop the scroll"
	<b>Graphic Pre-Heading</b> Top of the graphic – ATTENTION: name your target market(s)
	<b>Graphic Title</b> # of Tips – Include a Big Benefit – Ask a Question – 7 Words in Title
	<b>Graphic Sources</b> Typorama, WordSwag, Pixabay.com
	<b>STOP the Scroll!</b>

	<b>Content Body of Article</b> Creating compelling content that pulls in the profits
	<b>Sub-headline:</b> reinforce promise of the headline
	<b>Keyword Rich Absolute Truth</b> EX: Facebook Live Casts are a great way to build and engage your community and make more sales.
	<b>Set up the Tips</b> Include the importance of the 3 deliverables
	<b>Graphic for each Tip</b> Compelling and related graphic for each tip
	<b>Golden Nuggets</b> Provide a "golden nugget" in actionable information
	<b>NO Conclusion</b> Lead right into the Call to Action

Call to Action Tips on the Next Page!



# LinkedIn Article Checklist, cont'd.

Call to Action Their next success steps!	
<input type="checkbox"/>	Flows directly from article No "The End" or "Copyright by" constipation
<input type="checkbox"/>	Bonus Tip Helps with the flow
<input type="checkbox"/>	Bonus Tip Get your lead magnet to get the bonus tip
<input type="checkbox"/>	Call to Action Graphic Compelling graphic of Lead Magnet
<input type="checkbox"/>	Call to Action Graphic Compelling graphic of Product
<input type="checkbox"/>	Graphic Link Make each Call to Action Graphic a clickable link

*Be sure to watch the checklist videos  
[right here.](#)*