

DAN SMOKOSKA

#1 LINKEDIN & SOCIAL SELLING COACH
IN THE MORTGAGE INDUSTRY

40 UNDER 40 TOP MORTGAGE
PROFESSIONAL

CO-AUTHOR OF RETHINK
EVERYTHING YOU KNOW
ABOUT BEING A NEXT GEN LO



WINNING WITH LINKEDIN

HOW TO CREATE CONTENT THAT ATTRACTS TOP REFERRAL PARTNERS



FIRST THINGS FIRST, GO HERE.



LINKEDIN = GOLD MINE





THINGS I HEAR

“I’m not a writer”

“I’m not a creator”

“I’m not a marketer”

“I tried but got no results”

“I don’t know what to post about”

“I’m not good in front of a camera.”

LINKEDIN SUCCESS FORMULA



CONTENT

SOLVE PROBLEMS
GRAB ATTENTION
SHOCK THE FEED
TELL A STORY
STAND OUT

COMMENTS

ASK QUESTIONS
SHARE A THOUGHT
ENGAGE DAILY
TREAT IT LIKE A POST

DMS

STAND OUT
BE DIFFERENT
VOICE NOTES
VIDEO DMS
ZOOM CALLS
MAKE FRIENDS

CONTENT IN ACTION

LINKEDIN Q&A'S

GET **HIGH-VALUE** MARKETING INSIGHTS & RESOURCES

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