The 3-2-1 LinkedIn Action Plan

A realistic weekly system for lawyers who want more visibility, stronger relationships and more business development value from LinkedIn.

3 MEANINGFUL COMMENTS	Add useful perspective to posts from clients, referral sources, colleagues, industry leaders or the firm. Avoid one-word comments when you have something substantive to add.
2 STRATEGIC CONNECTIONS	Connect with people you met, worked with, were introduced to, or genuinely want to keep in your professional network.
1 USEFUL POST	Aim for one original post every 2-4 weeks. Use a client question, legal development, misconception, observation or personal/firm moment as the starting point.

YOUR 7-DAY ACTION

[ ] Do the 5-minute profile review

[ ] Draft one post with the Hook -> Insight -> Why It Matters -> Takeaway framework

[ ] Leave three meaningful comments

[ ] Add two strategic connections

[ ] Engage with one useful firm post

MAKE LINKEDIN PART OF REAL-WORLD NETWORKING

Meet someone -> Connect -> Stay visible -> Engage -> Demonstrate expertise -> Be remembered when an opportunity or referral arises.

The one action I will complete this week: