

You should already know *by now* that LinkedIn is a killer prospecting tool, and if you don't, consider yourself notified.

LinkedIn holds **unparalleled opportunities** for the consultants and side-hustlers among us.

When you're trying to create inbound leads, build your groups, and establish yourself as a **valuable resource** to business owners, it helps to have the **loudest voice** possible.

This is accomplished by syndicating your content across **multiple** social media platforms.

There are a variety of solutions out there for syndication, but nearly all of them cost money **AND** require you to use their system.

This has some **disadvantages** since you're at their mercy.

Another thing to consider is that the creation of inbound leads requires at least a *rudimentary website*.

Why shouldn't your website be the central hub for your lead generation needs?

After all, it is yours, you're already paying for the hosting, and you have complete control over what goes there.

By using some WordPress plugins, we can give our website the ability to "stream" our message across the major social media networks.

This gives us a loud voice – much better reach into the ecosphere of business owners who are looking for answers, and for people who can implement their ideas.

This guide will cover how to install the automation software to your WordPress supported website. If you don't have a WordPress site, it is easy to set one up if you can follow these steps:

<https://wordpress.org/support/article/how-to-install-wordpress/>

You will need a domain name and hosting account with cpanel.

The nice thing about WordPress is that you can get a great looking and feature-rich dynamic website up and running for less than \$50 if you use a pre-built theme.

If this is all Greek to you, then it is better to hire an outsourcer from the rolodex included with this course to deploy one for you.

Choose Your Plugin

There are two plugins included with this package:

WP LinkedIn Auto Publish

This plugin will only publish to LinkedIn content feeds when you make a post on your WordPress site.

Social Media Auto Publish

This plugin will syndicate your post to Facebook, LinkedIn, and Twitter

For the widest reach, you would want to publish to all three networks.

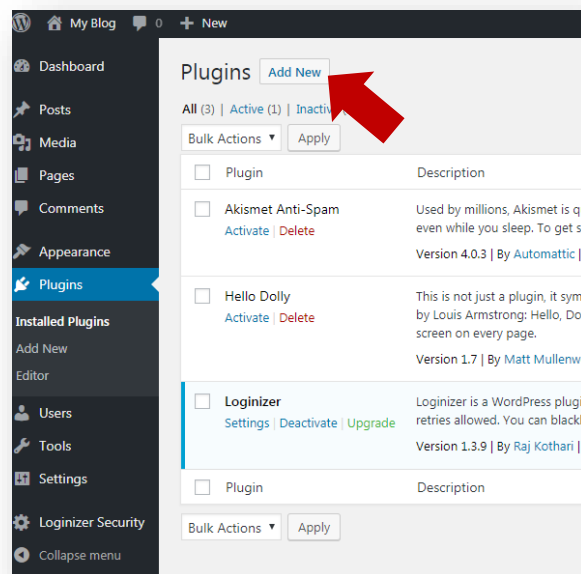
I don't recommend installing both of these plugins, as they will conflict with LinkedIn. If you only want to publish to your site and LinkedIn, use WP LinkedIn Auto Publish.

Installing Plugins To WordPress

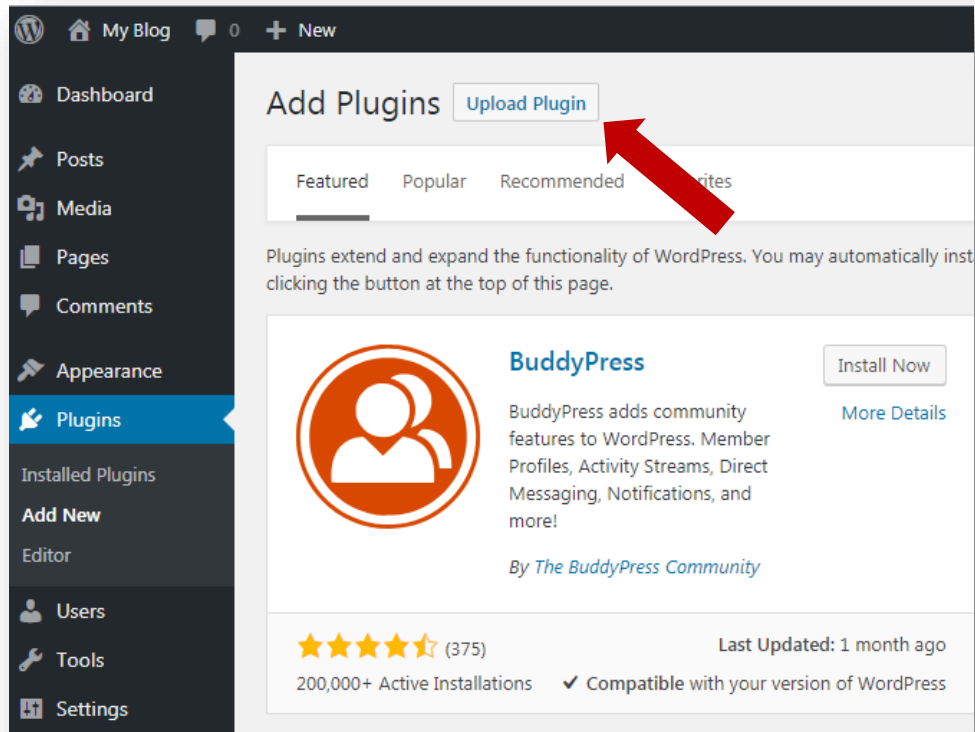
Here is the workflow for installing a WordPress Plugin:

Steps To Install Plugins:

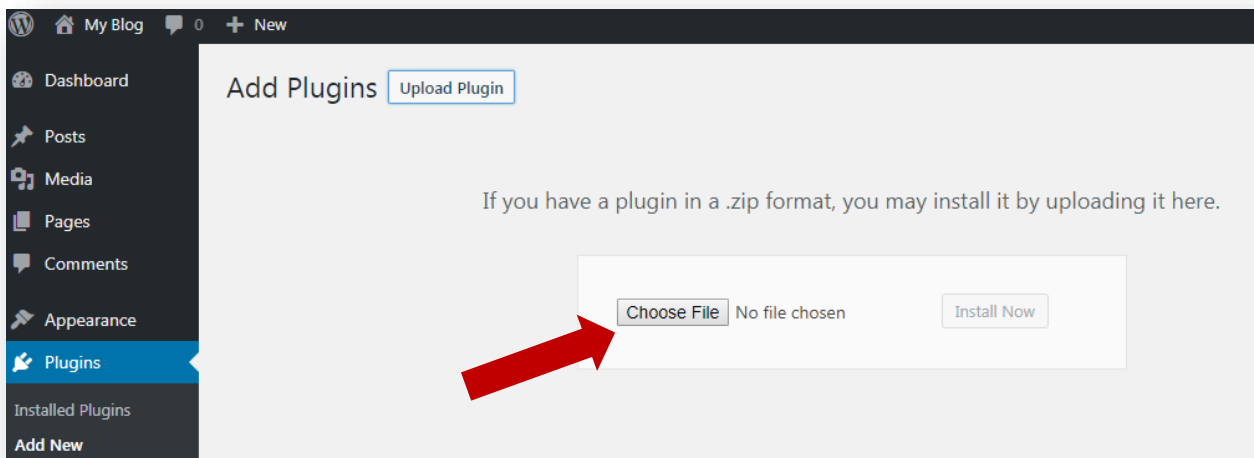
1. Click Plugins
2. Select Add New...



3. Select Upload Plugin



4. Select Choose File



5. Navigate to where you downloaded the plugin and choose the plugin install file (often a zip file called "plugin-name.zip")

6. Once selected, choose **"Install Now"**

7. Once installed, click “Activate Plugin”

Now follow the on-screen prompts to configure the respective plugin.

More information on the plugins can be found here:

Social Media Auto Publish

<http://help.xyzscripts.com/docs/social-media-auto-publish/installation/>

WP LinkedIn Auto Publish

See the help tab in this plugin's settings tab.

Once you've installed the plugin of your choice, you can post on your WordPress website, and the content will be posted to LinkedIn (and or other social media sites)

Additional Networks

There is a paid automation plugin that is worthy of mention:

<https://northernbeacheswebsites.com.au/autosocial/>

This plugin will also allow syndication to Google My Business which will help you build a strong presence for your agency's GMB profile.