



# WANT MORE LEADS?

## This checklist will give you what the top 1% of LinkedIn users do to get constant LEADS

## 1. WHY

LinkedIn is the place to be for B2B leads in 2019.

- 500M+ members
- 80% of B2B leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook
- LinkedIn generates 3x more conversions than Twitter & Facebook.

Source: <https://foundationinc.co/lab/b2b-marketing-linkedin-stats/>

## 2. KILLER PROFILE

- Have a great looking profile pic
- Custom background header with an inspiring image, brand name, who you serve and slogan
- Impactful headline statement. Want you do eg Mentor, Podcaster etc Use emojis to separate words eg . Then 'I help X to achieve Y so they can do Z.'
- Executive Summary to be client facing - not about you. Pain point, Agitate, Solution and CTA. One Call to Action (CTA). Email best 2-4 Videos at bottom of Executive Summary. Eg. Your story. How it works. Case study

- Voluntary experience max 3
- Recommendations - Have a system to ask regularly.
- Skills & Endorsements - 40 in total. Arrange in order of importance. Specify say what skills. One of top 3 normally.
- Profile views - Reach out to views 2nd and 3rd connections ask how they found you

## 3. KILLER POSTS

- Leverage the algorithm. 15-20 engagements first 30min and 50 in 1st hour
- Join social selling groups and post in allocated windows. More at the end
- Post to Anyone and Twitter
- Re-post to your favourite groups
- Open 2 sentences must be intriguing (Above ...)
- Human stories best
- Space posts as 60% reading on mobile
- Compelling picture
- During post use hashtags and @mention people
- End post with a question to encourage comments

# KILLER POSTS contd.

- End of post use 3-4 hashtags. One signature hashtag and 2 with high traffic. #sales = 5.2m followers (ask me how to search for followers)
- P.s - Ask them to like post
- Like the comments on your post and reply to them
- Direct message if they are in your target market and thank them and ask what their focus is
- Min 3 posts a week. Tuesday and Thursday best days
- Have a posting schedule with themes per day
- Posts to be 60% Awareness posts 30% CTA and 10% Curated content
- First 8 seconds of video essential. Length 30 second max. Natural with captions
- Use pexels.com and unsplash.com for sourcing photos
- Post without links and then edit post and add them. Trick algorithm
- Use humour and emojis. Be yourself
- Block time in your diary so you embed these habits
- Utilise a Virtual Assistant. Clear roles of responsibility between you.
- Share articles of potential clients to your network and @mention them
- Lead generation. Don't get caught up in the vanity numbers of posting. 80% value is the direct messaging
- When adding a comment to someone else's post add value. You are always on show
- Look at key influencers with the same ideal client and leverage off their posts by messaging people who like and comment

## 4. RELATIONSHIPS

- Build relationships not connections
- Treat others like you want to be treated yourself
- It is a social platform - 2 way engagement
- Add value 1st eg liking and commenting on their recent posts
- Wait for a reply for 2 biz days before personalized invite
- Once they are a first connection, endorse their top 3 skills
- Look for mutual connections and ask them about the person

## 5. KILLER TIPS

- Groups. You can send direct messages to 2nd connections
- If an inbound request has no personal message, send a message asking them how they found you. If no response, decline message
- Any spammers remove from connections

## 6. ACTIONS

Implement checklists to be in the 1% to get more leads.

Let's connect on LinkedIn and see it first hand.

Search Build Live Give and select Paul Higgins as employee. Send personalised invite mentioning this doc. As a bonus, I will send you my killer LinkedIn scripts.

Like to take your post engagement from 200 to 2K views a post and get 10 leads a week?

BOOK A CALL <https://rebrand.ly/xqgc19>