

# In 10 Minutes, I'll Get You IN THE 1% OF LINKEDIN USERS to GET more LEADS


## 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/>

## 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

## 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

- 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 as 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

# 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

# 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

# NEXT STEPS

Do these activities and you will be in the 1% of LinkedIn users.

Let's connect and see it in action. Search Build Live Give in LinkedIn and select Paul Higgins.

If you would like to get some of our killer scripts, email me at [paul@buildlivegive.com](mailto:paul@buildlivegive.com) and mention SCRIPTS.

Like to take your post engagement from 200 to 2K views a post? Book a call with me at <https://rebrand.ly/xqgcl9>