



HOW TO
WIN YOUR FIRST
10 NEW CUSTOMERS
VIA LINKEDIN





ARE YOU SPENDING WAY TOO MUCH TIME TRYING TO FIND YOUR NEXT NEW CLIENTS THROUGH TRADITIONAL MEANS SUCH AS NETWORKING, COLD-CALLING AND SENDING OUT INEFFECTIVE EMAILS?

IS YOUR COMPETITION OUT-PERFORMING YOU BECAUSE THEY ARE LEVERAGING THE POWER OF LINKEDIN?

Let's identify the factors you need to sort to be successful at finding and nurturing new clients on LinkedIn...

IS YOUR LINKEDIN PROFILE READY?

- **Profile Picture**
Professional headshot, smiling, full face in frame, be dressed appropriately.
- **Headline**
Be compelling, tell a story of how you can help, full of valuable keywords.
- **Location**
Think not where you are, but where you want to do business.
- **Contact Details**
Are they up-to-date? Make yourself fully contactable.
- **LinkedIn URL**
Is it personalised? Add it to your business card and email signature to get found.
- **Summary**
It should be about you and not your company. LinkedIn is a social platform, people connect with people. Tell your professional story. Add a Call-to-Action and your contact details.
- **Experience**
Demonstrate your expertise and your life journey, your achievements, not what you did, but how you did it.
- **Education**
Detail your qualifications and which institutions you attended. It helps build your network and demonstrates your capabilities.
- **Skills**
If you don't prioritise them, LinkedIn and your connections will - stay in control of what you want to be known and found for.
- **Recommendations**
This is your chance to shine - seek them where you can. Do you regularly recommend people? You should!



DO YOU KNOW WHO YOUR IDEAL PROSPECTS ARE?

- Have you created an ideal prospect profile that includes demographics and what their pain-points are?
- Do you know how you can solve their problems?
- Do you regularly curate/create content that helps them solve their problems?
- Do you know which LinkedIn Groups they are in?



DO YOU KNOW HOW TO FIND AND REACH OUT TO YOUR IDEAL PROSPECTS?

- **Do you know how to use Advanced and Boolean search to find them?**
- Do you understand the etiquette of how to reach out professionally on LinkedIn?
CLUE: You can't sell to them on the first date!
- Do you have a group strategy for providing value in the Groups where your ideal customers hang out?
- Have you clarified the Call-To-Action (CTA) you want your prospects to take? i.e. a strategy call, a virtual coffee meeting, a PDF download or watch this video?
- Do you have means of capturing the email address of your ideal prospects when they visit your profile but are not ready to buy yet, so you can further nurture the relationship off LinkedIn? **(this includes a Landing Page and a content freebie - like this one!)**



ARE YOU TRACKING YOUR COMPETITORS AND INDUSTRY THOUGHT LEADERS?

- Do you know how to become anonymous so you can view your competitors profiles?
- Are you 'Following' your competitors **Company Pages** on LinkedIn?
- Have you found, and now Follow, industry leaders and commentators?
- Do you know how to set up '**Google Alerts**' to keep track of your competitors and useful information?
- Are you checking the individual profiles of your competitors? What can you learn? (Make sure you are in private mode).



ARE YOU 'SYSTEM READY' FOR LINKEDIN PROSPECTING?

- Do you have a CRM system or a database or even a spreadsheet for keeping track of your prospecting activities?
- Are you prepared for the long-game of courting your prospects?
- Do you have a library of scripts and templates for reaching out to your prospects?
- Do you have a system for tracking your competitors?
- Do you have a content strategy in place?
- Are you able to continually produce and curate content that is useful to your ideal prospects?
- Have you allocated time in your diary to manage the outreach?



Now you will have identified the different areas you need to improve to ensure you are maximising the LinkedIn platform.

Selling in a digital age is not about sending information about your company, it is about educating, being useful and helpful in solving problems and pain points. If you consistently create and share great content that helps your customers, you will stay front-of-mind and build increasing trust with your prospects.

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