

what's stopping you?



Monday 30th April 2018
19:30 £10 plus fee
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What is LinkedIn!

- Over 467 million users
- One of the social platforms with the most active members with 94% of B2B users using its as a 1st choice
- 90% of traffic from social media is driven by the big 3 and 50% of that comes from linked in.
- Business people ready to have a business level of conversation
- One of the most established platforms with a tougher but more specific demographic
- Groups & communities just like facebook and Instagram where you can add value and become a active member

We
got
this™
(sometimes!)

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Getting Started

- Most people only need a free account unless you need to view in private modes however take up the 30 day free trial.
- You must set up your profile FULLY to avoid being downgraded – LinkedIn have a 3 stage clearing process to limit spammers and poor content.
- Professional headshot photos get up to 14 times more views so its key to take the time to use clear quality imagery.
- The aim is to raise curiosity and not resistance. Don't reveal all your goodies too soon.
- The summary section is where most people fall down write with pain points or your potential clients pain points in mind. We are self employed for a reason. Its up to you to figure out your why and write with those thoughts in your mind.



Growing your network

- Bulk add by email contacts
- Linked in recommends (much like instagram)
- Find Alumni –pulls from your profile AND key word search function
- Incoming requests
- Joining communities
- Endorsements for others, asking for recommendations from previous clients and always remembering to give back the same
- Consistency in your posting. I recommend using a daily method of operation works sheet to cover your social media platforms. Allow 15 mins a day for linked in.



Growing your network

- Advanced search function to search for 2nd level only – this is like your friends of friends in the facebook world and most likely to be valuable for you.
- Search by specific active industry – eg field sales, photography, HR
- Search previous employers and their competitors by role
- You can even search by postcode.
- This strategy converts 2nd level connections to 1st level and snow ball momentum begins where you gain exposure to your chosen demographic.
- Relationship building in community groups is a major winner.



How to make contact

- If using inmail then always use a title – make it specific.
- Always reference the commonality you have with them. If you don't have one don't message them. Linked in restrict your messaging use them wisely. Random requests with no attempt to network is a total waste of your time.
- Introduce yourself, don't assume they will read your profile on linkedin.
- Get to why you are messaging – and fast . Write concisely on the first contact.



Suggested Script

- The Initial Contact Approach –Just start the conversation
- “ Hey NAME, its great connect with you. I see we share a similar past having worked at XXXX/ same industry. I am really enjoying networking on linkedin and connecting with people like yourself. How long have you been in XX or working at XX?



Who has viewed me

- Hey NAME I was just doing some work and I noticed you had viewed my profile...
- If you know them
- Its been a while since we spoke so I wanted to see how you were. We should set up a time to chat and see if we can help each other. Let me know a good time for you this week. Cant wait to catch up
- If you DON'T know them
- I just wanted to reach out and introduce myself. I am enjoying networking on linked in. I would love to arrange a time to have a short call to see if there's anyway we can help each other. I love to refer my friends and network to people I know. It would be great to connect either way. Let me know when you're free this week.



Follow up

1. They are willing to talk

Say as little as possible and schedule a specific time...

2.They ask a question

Never go into presentation mode about what you do.... Keep it simple

I'm working with a global beauty brand and im looking to for more people to become leaders on a regional and national level. Would you be open to some more information

3.They ignore you and that's ok 😊



What to post on linked in

- Glossy images
- Your lifestyle – in a professional way
- Corporate news
- Share relevant industry news
- Appeal to your audience but change your language. Who are you targeting and what are their problems?
- Download the high quality videos and upload as fresh content
- Write articles
- Convert the likes and comments to your inbox and then should linkedin not be your platform of choice drive that traffic to your flagship platform/ website
- Look up ever changing buzz phrases like “ why you should” “x ways to” “the future of” Easily found on google but make a huge impact



Key Points

- LinkedIn users are a loyal tribe, quality is often better than quantity here.
- Aim for a “All Star Profile”
- Use the platform daily – rehashing existing content for that audience works well
- Invest 15- 30 mins a day here to grow and cultivate your audience
- 20 posts a month can earn you a 60% reach growth.
- Always include a image / video – this boosts your post on their algorithm by 94%
- Be purposeful, not salesy and always yourself.

