

Mind Map 6 – Steps to Generate a Regular Supply of Leads on LinkedIn.

(1) Set up a Gmail Acc exclusively for your LinkedIn, this will help you keep all your 'notifications in the one place and accessible from anywhere.

(2) Make sure your LinkedIn profile includes social proof and presents you and what you offer professionally.

(3) Add Social Proof (Video Testimonials, Case Studies, Certificates, pdf's etc) to your LinkedIn Profile.

(4) Get Recommendations in writing for your LinkedIn profile, as many as possible, you can never have too many!

(5) Subscribe to Sales Navigator and follow the prompts and short training videos to set up your Sales Navigator to the level of 'Expert'.

(6) Use Sales Navigator to refine your search within your target market and set up lead lists of up to 500 people. Within a day or 2 Sales Navigator will populate its own newsfeed with content from your saved leads.

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(7) Send a personalised 'Request to Connect' message to people within your chosen target market (Start with 15 – 25 Connect request per day).

(8) Send a personalised 'Request to Connect' message to people who have recently visited your LinkedIn profile.

(9) Accept incoming requests to connect as quickly as possible as they may be from people interested in what you offer.

(10) Manage your outgoing requests to connect by withdrawing all requests that are more the 1 month old. LinkedIn sends out reminder messages and you don't want to be seen as annoying people with regular reminders from LinkedIn if they haven't accepted after a period of time.

(11) Send all new connections a 'Welcome to my network and thank you for connecting' message.

(12) Add a P.S. with a simple 'Non Sales based' offer to the end of welcome message.

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(13) Position yourself as an authority within your industry by publishing articles that identify a problem, the solution you provided, the results achieved and a testimonial from your client, include your contact details and a call to action at the end of the article.

(14) Develop your content posting strategy (Remember to Add Value without Selling) , include a mix of text only, image and text, as well as video posts. Consistently and regularly post to your feed, company pages and your groups. Interact with the content of your target audience.

(15) Consider how you can Add Value without Selling to new connections by offering free advice, ideas, suggestions or tips that can genuinely help them with their business.

(16) Offer your new connections a free online coaching or training session, either 1 on 1 with you via a Zoom call or even via a webinar.

(17) Set up a Group on Facebook or LinkedIn, add content that assists your audience by adding value to them and then invite connections to join your group, it is here that you can strengthen your 'positioning' and relationship with them.

(18) Set up a company page, add posts and invite recent connections to 'Follow' your company page.

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(18) Subscribe to and use Hootsuite to schedule posts for your company page.

(20) Consistently send out personalised 'Congratulations' as well as 'Happy Birthday' messages.

(21) Don't ever sell or pitch on LinkedIn, instead Add Value without Selling, use Free Training, Case Studies or Reports to communicate what you offer.

(22) Take the conversation to the next level and away from LinkedIn, invite your prospects to join you on a 'Get to Know You Better' call that is 'Free of any kind of Sales Pitch' to see if you can collaborate and help each other.

(23) Use a CRM or a spreadsheet to keep track of your communications.

(24) Importantly, develop a daily LinkedIn prospecting ritual and apply yourself consistently, the results will come!

(25) Check and reply to your Messages in your LinkedIn Messages Inbox daily.

