



Proven Steps

To transform your LinkedIn
profile into a client generating
machine!



Pro Lead Agency

Thank you for downloading Pro Lead Agency's **9 Proven Steps to Transform Your LinkedIn Profile Into a Client Generating Machine!** This ebook is intended to provide a high level view of the key steps to turning your LinkedIn profile into one of the most powerful tools in your revenue generating arsenal. We hope you find value in the contents of this ebook and wish you the utmost success in your LinkedIn marketing efforts!

STEP 1 TARGETING & OFFER

Figure out who you want to target!! We can't stress this enough. Don't try to be everything to everyone. Everything that we do rests heavily on the foundation of who you are targeting and what you can provide to them above and beyond that of your competitors. Ask yourself some key questions about your current clients like:

- Who are your favorite clients?
- Why are these clients your favorite?
- What do these favorite clients have in common?

Next, what can you offer prospects similar to your ideal clients that would WOW them? Are you offering a steep discount, guaranteeing results, high levels of customization, top-tier experience, etc.? You need to offer something extraordinary if you expect to achieve extraordinary results. Make their decision to perform your desired call to action a no-brainer. Highly effective offers usually contain a risk reversal element as well. Some examples of risk reversal would be money back guarantee, free consult, free trial. Implement the option most appropriate for your business.

STEP 2 PROFILE OPTIMIZATION

Most LinkedIn Profiles are simply an online resume with a sprinkle of personality. This is a BIG mistake. Your prospects don't care that you graduated magna cum laude from XYZ university and enjoy traveling to exotic places. They care about what you can do for THEM. Your LinkedIn profile should read like a sales page for the services you provide. Your headline and summary should be designed to drive your prospect to take action. They should answer the following questions for your prospects in a concise and persuasive fashion:

- What do you do?
- How do you do it?
- Why are you different or better than your competition?
- What do your clients say about you?
- How do they move forward to the next step in working with your company?

After that key portion is perfected, maintain your job history, recommendations, endorsements, groups, and interests. All of the entries should have images and be as closely related as possible to the service offering described in your headline and summary.

STEP 3 OUTBOUND MESSAGING

Outbound messaging campaigns are critical to your success. Messaging on LinkedIn should be concise and persuasive. LinkedIn is a social network, but it is a PROFESSIONAL social network. Meaning.... you should not hesitate to contact your prospects, and share your offer with them. Tiptoeing into your pitch or inauthentically trying to add value is ineffective. This simple format below should be the underlying tone of the majority of your outbound messaging on the platform:

- Connect
- This is who I am
- This is what I can do for you
- This is how you can contact me so I can do that for you
- Follow Up

STEP 4 CONTENT POSTING

LinkedIn is like Facebook in 2012. Quality content still gets a TON of organic reach. Interesting, engaging, divisive, hastaged, value add, and humorous..... Take your pick. All are good options as long as they align with your brand, and you're posting at least 5 days per week. You can use apps like Buffer or Hootsuite to aid you in batch scheduling posts in advance, which makes consistent posting easier to manage. Use the two for them and one for me approach when scheduling your posts. Two posts of interesting content for every piece of content pitching your service. After a month or so of consistent posting; take stock of which posts received the most engagement, and try to replicate that success with similar posts.

STEP 5 BOOKING LINK

We're in the 2020's, no one should have to engage in back and forth about whether Tuesday at 2PM Pacific or Thursday at 7PM Eastern time works better for an intro phone call. A booking link is critical and will dramatically increase your booked appointments as well as save you a ton of time. If you don't already have a booking link get Calendly. It's free and can do everything you need to make booking appointments with prospects seamless.

STEP 6 SETUP CRM

As leads begin to pile up from the success of your LinkedIn marketing efforts, this tool will become vital to converting them into clients. Use a CRM to track the data from the campaign and maintain a clear picture of the prospects in your pipeline. Who is likely to close and when? What did they like about your product and not like? When should you follow up with them and what should you emphasize on the next call about your product? Take notes on their family, and things areas of interest. All of this information and more should be stored in your CRM.

STEP 7 AUTOMATED OUTREACH

Linkedin doesn't like it, but if executed correctly automation is EXTREMELY effective. The way to execute correctly is to work on steps 1-4 prior to engaging in any automation. You need to know who you're targeting, have an irresistible offer, write messaging with a clear value proposition, and legitimize your profile with content. Those are the key factors to your client generating success. Automation is the tool that accelerates the rate people receive your work from steps 1-4. If your work on steps 1-4 was garbage..... All you're going to accomplish with automation is accelerating the rate you piss off your prospects.

When you are ready to move forward with automation, we recommend using a cloud based service with unique IP addresses for each account. If that statement is a little over your head.... we recommend using the more expensive solutions. The ease of use, additional features, and reduced risk to your Linkedin account make these solutions far superior to the \$20/month chrome extensions. As with most things in life, you get what you pay for.

STEP 8 DATA COLLECTION

Whenever you connect with someone on Linkedin you are able to see the contact data they made available to their connections on the platform. This is crucial for your long term client generating success. This is THE BEST data you are going to get anywhere. Think about it..... When you sign up for any social profile what information are you giving? You're giving your personal cell and best email address right? Well guess what....so is everyone else!

Based on hundreds of thousands of connection acceptances for our clients, we've found that 75% make their email address available, and 50% make their cell phone number available. If you're not scraping this data, and using it for additional marketing; you are losing out on a HUGE opportunity. [Pro Lead Agency](#) has executed cold email campaigns with 99% deliverability and 50-70% open rates on behalf of clients using this campaign data. We've also Improved conversion rate on Facebook ads campaigns by 50% from using Linkedin campaign data to create custom audiences. Acquiring data this good provides a STRONG foundation for all of your client generation efforts.

STEP 9 CONSISTENT EFFORT

Whether its content posting, outreach, follow ups, or things that you can do with the help of automation, consistency is critical to your success. Most sales are made on the 7th contact. Automation can help you get part of the way there, but what happens if a prospect receives 4 messages, then they book a call with you. You have a great call, they need a week to think about your offer, and request that you follow up with them at the same day and time next week. Then you don't call! That's on you! These systems drive prospects into the top of your funnel and get them onto a call with you, but if you're not willing to consistently bring them over the finish line with consistent effort how can you expect to be successful?! Be consistent with steps 1-8 and you will generate more clients than you can handle!



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We hope you enjoyed reading Pro Lead Agency's **9 Proven Steps to Transform Your LinkedIn Profile Into a Client Generating Machine!** If you would like additional help with your LinkedIn marketing efforts, reach out to us at Proleadagency.com