

# Organic LinkedIn Strategy to Grow Your Business

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



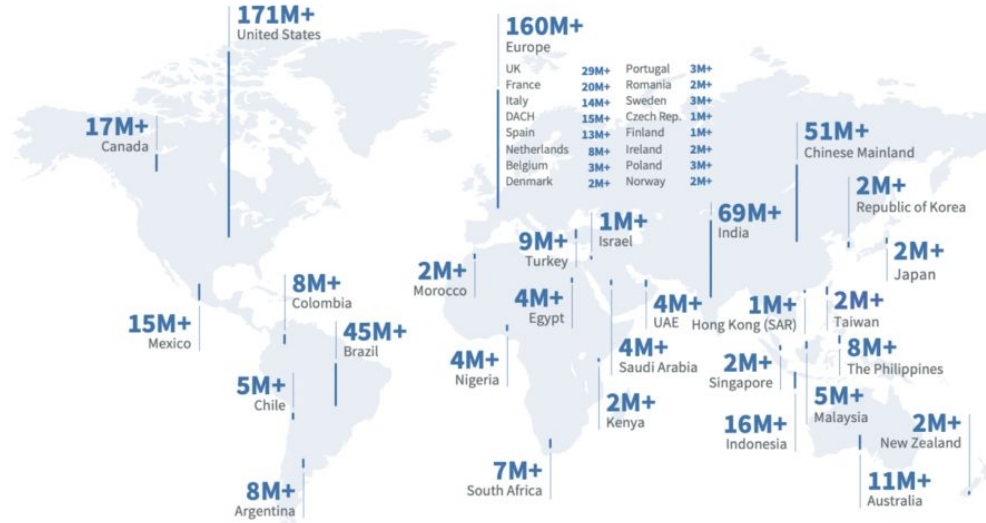
THE  
UNIVERSITY  
OF RHODE ISLAND  
DIVISION OF RESEARCH  
AND ECONOMIC  
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# Why Choose LinkedIn?

LinkedIn has the MOST PRECISE B2B targeting capabilities of ANY of the social networking platforms.

706 million members in 200 countries and regions worldwide



# LinkedIn for Social Selling

You can use LinkedIn to attract new leads faster than you can from blogging, SEO, cold calling, social posting, attending conferences, or emailing.

The great thing about LinkedIn is it allows you to go directly to the clients you want to attract.

Instead of hoping your ideal clients find you in search, see your content on social, or click on your ads, you can contact them directly. You can get access to these prospects without getting shut down by gatekeepers.

On top of that, if you use the right outreach strategies, not only can you go-direct to your most desirable prospects, but you can also initiate an immediate conversation.

# Profile Optimization

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# Make Your Profile Stand Out

The LinkedIn profile page is the foundation for your **personal branding**. LinkedIn regularly adds features to increase its capabilities as a personal marketing platform and give you new ways to signal your skills and motivations. If you haven't checked your profile page recently, you might well find new ways to build your personal brand.

We don't get around to it because we're busy, and because it can sometimes feel selfish or egotistical to invest time in marketing ourselves. However, when we neglect personal branding, we don't just sell ourselves short – we also miss a big opportunity from a marketing perspective.

# Profile Picture

Choose the right profile picture for LinkedIn

1. Make sure the picture is recent and looks like you.
2. Make up your face takes up around 60% of it (long-distance shots don't stand out).
3. Wear what you would like to wear to work.
4. Smile with your eyes! Make sure your picture is approachable.



OK



Better



Best



# Add a background photo

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.

Good

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Life Coaching for Adults on the Autism Spectrum

[www.asdlifecoaches.com](http://www.asdlifecoaches.com)



# Better

**HELPING FEMALE LIFE COACHES  
GO FROM OVERWHELM TO PROFITS!**

**VALERIE PRIESTER**  
CERTIFIED BUSINESS & LIFE STRATEGIST



# Best



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LADIES IN  
CORPORATE  
LEADERSHIP



# Make your headline more than just a job title

There's no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. If you've got sales reps at your company who are on the ball with social selling, then take a quick look at their profile page headlines for inspiration. They will almost certainly have more than their job titles in there.

# Good



Jaclyn Hunt MA, ACAS, BCCS · 2nd

Owner of ASD Life Coaches LLC

Colonia, New Jersey, United States · 500+ connections ·

# Better



**VALERIE PRIESTER**  
CERTIFIED BUSINESS & LIFE STRATEGIST

Co

Valerie Priester · 2nd

Helping female life coaches go from overwhelm to profits!

Murfreesboro, Tennessee, United States · 500+ connections ·

[Contact info](#)

# Best



Sharissa Sebastian, MBA, CPC, PCC,  
MBTI Certified, MSc

· 2nd 

Leadership & Executive Coaching for Corporate Women |  
Elevating Women In The Workplace | TEDx Speaker, Forbes  
& HuffPost Writer, Forbes Coaches Council

Lakeland, Florida, United States · 500+ connections ·

[Contact info](#)



# Share Relevant Content

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# Position Yourself as an Expert

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this. You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view.

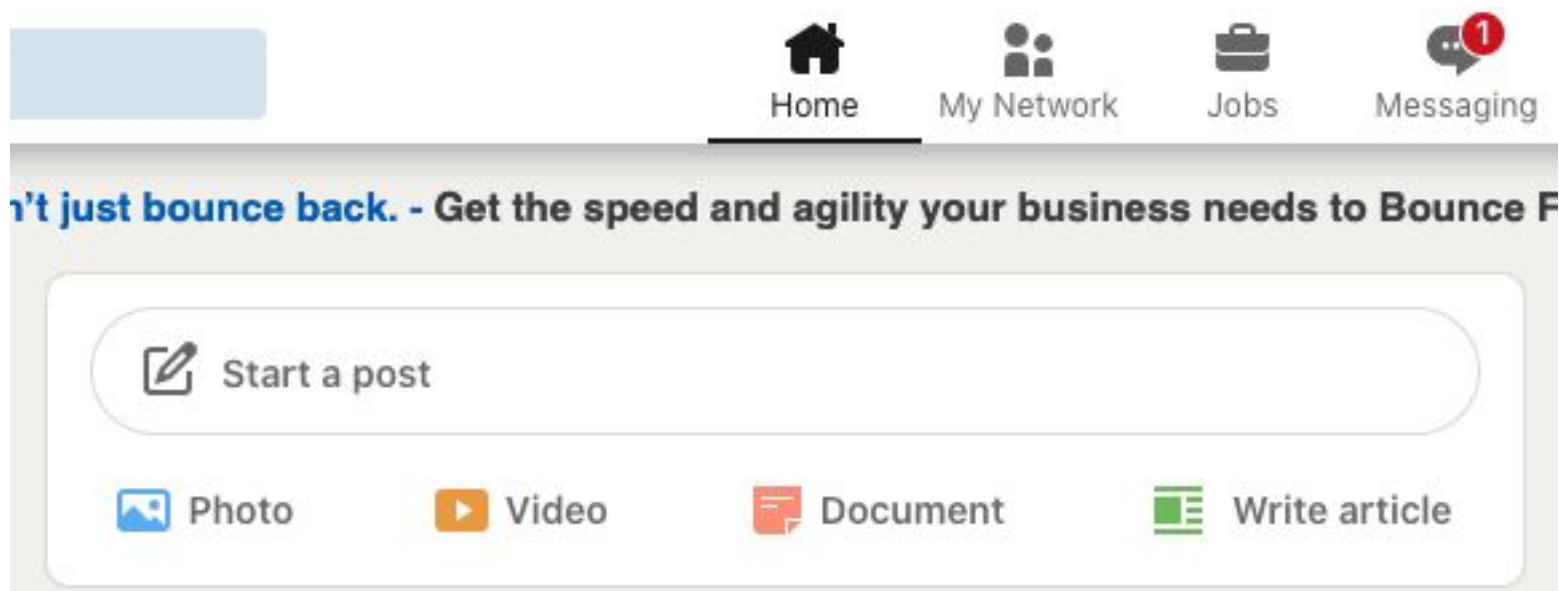
# Add Comments

Sharing is great – but it's just the starting point. When you add comments to your shares, you give yourself greater prominence within the feed and start to express why you think a particular piece of content matters. Well-expressed comments also enable you to share a broader range of content. It might be that you don't agree with a point of view but still find it interesting, for example. A comment that can express that viewpoint starts to establish your opinion and thought-leadership. It's also more likely to draw additional comments, which then raise your profile across LinkedIn. Bear this mind when you're writing your comment – and make sure you're saying something you're happy for people to associate with you.

# Long Form Content

The more you share and comment on content, the more you establish your expertise and thought-leadership credentials on LinkedIn. Publishing long-form posts is the natural next step to take. A great starting point is to monitor the response that you get to your comments and shares. Are there particular subjects and points of view that seem to resonate with your network? Are there comments that you have shared which you feel you could expand on in a post? Evolving your thought-leadership in this way keeps it real – and keeps you plugged into the issues your connections are talking about. Be ready for your long-form posts to start new conversations too. Keep an eye on the comments and be ready to respond.

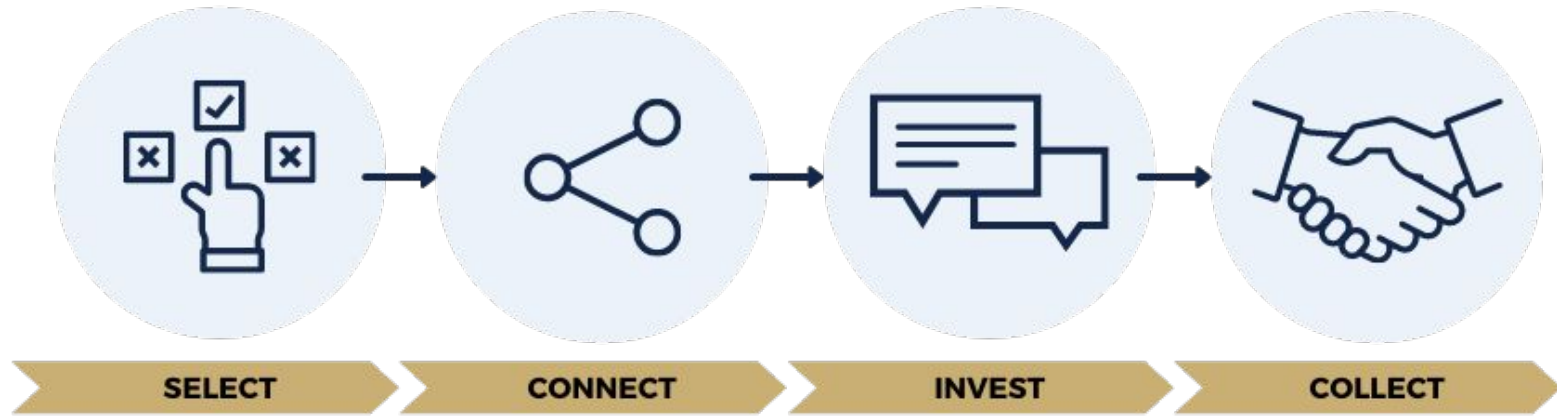
# Where to Post



# LinkedIn Sales Cycle

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# Updated Sales Process



# So Why Isn't Everyone Using LinkedIn?

Well, most people, (even many LinkedIn pros) don't truly understand how to turn LinkedIn into an outbound/inbound lead-gen machine.

If you implement these tips, you will be ahead of 80% of LinkedIn users.



# 5-Step Linked Process

**Step 1:**  
Find Your Target Audience On LinkedIn. Build a targeted list of your best prospects on LinkedIn.

**Step 2**  
Master The Connection Request: Use the CVC method to get your connection requests accepted.

**Step 3**  
Create Your Message Map: Figuring out what to say and when to say it.

**Step 4**  
Advance The Conversation: The money is in the messaging - Learn how to use timing, cadence, and etiquette to overcome objections and build trust with your prospects.

**Step 5**  
Sales Integration: The most effective and professional way to move conversations from LinkedIn to your sales funnel.

# Step 1: Finding Your Target Audience



# Targeting

Describe the types of companies you sell to and the decision makers you want to talk to at those companies.

- Industries to Include
- Industries to EXCLUDE
- Company Location
- Titles to Include
- Titles to Exclude
- Seniority Level

# Search Limits

Make market research part of your sales process.

You are limited with the number searches per month with a free account. During the entire month—even before you hit the limit—be aware that the more specific your search is, the less likely you will have to click through multiple pages of search results, which counts against your limit

Take the time to create the search criteria of your ideal client.

You get unlimited searches per month with a paid account (\$79/m).

LinkedIn doesn't display how many searches you have left.

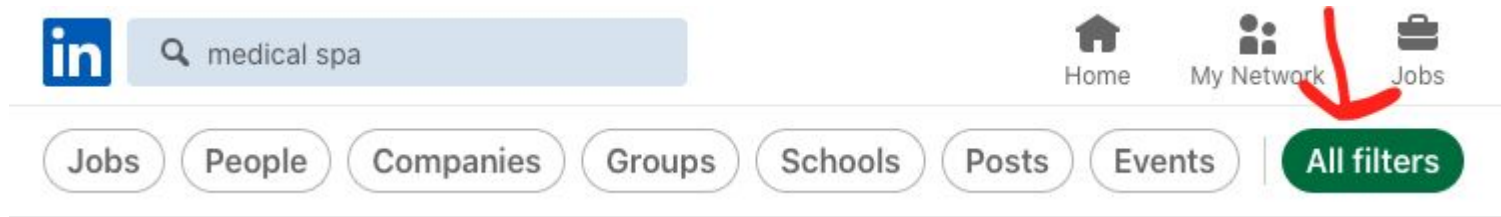
# Search Limits

People search usage limit is calculated based on your activity on LinkedIn. This is used to determine if you're using LinkedIn for recruiting or generating leads. Here are some examples of what might be considered as habits for recruiting or generating leads:

- Viewing lots of profiles that are not 1st-degree connections
- Searching for companies and employees of a specific company
- Searching outside of your network (3rd-degree people searches)

# How to Search

1. Search for one keyword: industry or job title.
2. When the results pull up, search for the button that says 'All filters'.



3. A filter box will pop up on the side. Enter all your criteria by checking off each box you want to filter by. You can filter by People, Posts, Companies, Schools, Group and Events.

4. Click on 'Show results'



# Search Results

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## Pro Tips:

1. Save the URL of your search results to easily pick up where you left off.
2. Combine company, person and boolean searches to get the most targeted leads.
3. If at least 80% of your results are ideal prospects your search needs to be refined.

# Step 2: Mastering Your Connection Request

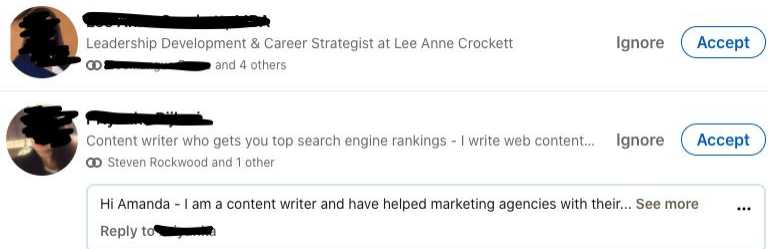




# Send a personal note

Reasons you should always send a personal note with your connection requests

1. People don't want to waste their time on connections they do not see a mutual benefit from.
2. Your invitation stands out in the inbox



3. Your message becomes the first message in their inbox.

# Use the CVC Method

How to use the CVC method to get your connection requests accepted and warm up your prospects

**Common ground**  
**Value proposition**  
**Compliment**

# Examples of Common Ground

- Live in the same town
- Attended the same university
- Worked at the same company
- Know the same people
- Same role or industry

# Examples of Value Proposition

- The unique value you offer
- Referral partner ( I will send you referrals if you send me referrals)
- Vendor application ( Ask to be included on their vendor list)
- Strategic business alliances (if you want to partner with a company)

# Compliment

- News Mentions
- Recent published content
- Accomplishments
- Promotions
- Work history

# Pro Tips

1. Be authentic with your CVC connections
2. Don't "pitch slap" prospects in your connection messages
3. If you get blocked your account will get flagged

# Step 3: Create a *Message Map*

# What to Say

**THE MONEY IS IN THE MESSAGING.** It is also the hardest thing to get right. Don't be discouraged and don't give up. Do not use cookie cutter scripts

Why most message fails: (and burns about 95% of your network)

## **Assumptions!**

1. You are assuming your connection is a good lead.
2. Your connection's company is ready to buy now.



# Question Framework

It is your responsibility to qualify your leads. Be respectful of their time and DO NOT pitch without knowing if they are ready to buy.

Use the framework:

**Questions:** you need to be an interviewer. Ask the right questions.

**Answers:** Listen and decide on the correct call to action.

**Discussion:** two-way discussion.

# Step 4: Advancing the Conversation

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# What to Say, When

**THE MONEY IS IN THE MESSAGING.** It is also the hardest thing to get right. Don't be discouraged and don't give up. Do not use cookie cutter scripts

## **1st Connection:**

Introductory message, why should they add you to their network.

## **2nd Connection:**

Exploring what and IF they have needs. Qualify if they are a good fit and are ready for your product and service. You may have to handle objections.

## **3rd Connection:**

If (and only if) they are a good fit, and are ready to buy, lead them with a call to action. If they are not interested do not harass them. They might not be ready to buy at this moment, but when they are ready to buy they will think of you.

# Stay Organized

1. It is your responsibility to move the conversation forward. You may have to follow up a couple times. Know when to back off so you aren't harassing them.
2. Leading prospects is hard in the beginning until you master your outreach skills.
3. Stay organized so no one falls through the cracks.
4. The fortune is in the follow up.
5. If you are primarily using LinkedIn to grow your business, invest in sales navigator (\$79/month)

No wait: start a 30-day free trial today

- Extended LinkedIn network access
- Advanced lead and company search
- Lead and account recommendations
- Job change and target company news alerts

# When to Follow Up

After you connect with your new prospects on LinkedIn, what comes next? How long do you wait to hear back from them? How do you re-engage them if they don't respond?

The answer – “It's your responsibility to move the conversation forward!”

# Step 5: Stepping Up Your Sales

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# Closing the Sale

“My prospect accepted my CTA (call to action)!! They are ready to hear my pitch! But wait... what do I do now?”

After your prospect accepts your call-to-action, it's time to move the conversation off LinkedIn! To make this transition seamless, there are a few critical things you need to do.

1. Do you hand off to a sales team?
2. Are you the sales team?

# NOTE

Sales do not happen on LinkedIn. You have to have a process to move your prospect off the platform to close the sale. This could be a phone call, contract signing or handing them off to a sales team.

Make it clear the changing communication channel away from messaging. If a lead goes quite off LinkedIn, send a follow-up message on LinkedIn.



# Conclusion

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1. Commit to spending 1 hour a day in LinkedIn. In the beginning it WILL be hard. It WILL be time consuming and it WILL feel like you are getting nowhere. KEEP AT IT!
2. This is about value proposition. Would you buy from you?
3. Do not 'pitch slap' people.

# Resources:

[20 Steps to a Better LinkedIn Profile](#)

[Framework for LinkedIn Prospecting](#)

[Best Practices for LinkedIn Prospecting](#)

[Ultimate Guide for LinkedIn Prospecting](#)

[7 Rules for LinkedIn Prospecting](#)

# Questions?

Type your question to the chat box

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