How To Land Tons Of New Clients Using

LinkedIn

Blueprint Outline

Here is a summarized version of exactly what you will be doing to get clients on LinkedIn. Don't worry though, if you don't understand something, we will be going into full detail in this book.

Step 1: Setup your Linked-In account to Attract clients.

Step 2: Build up your list of connections to at least 100 people in less than 24 hours.

Step 3: Figure out your perfect client and start joining the appropriate groups.

Step 4: Setup your High Value Offer.

Step 5: Follow Up & Provide Results.

Step 6: Collect Your Recommendations.

Step 7: Up-sell them using an extremely easy soft-sell technique.

Step 8: More tips, tricks, and information.

Okay, so now that you have the basics...let get down to business.

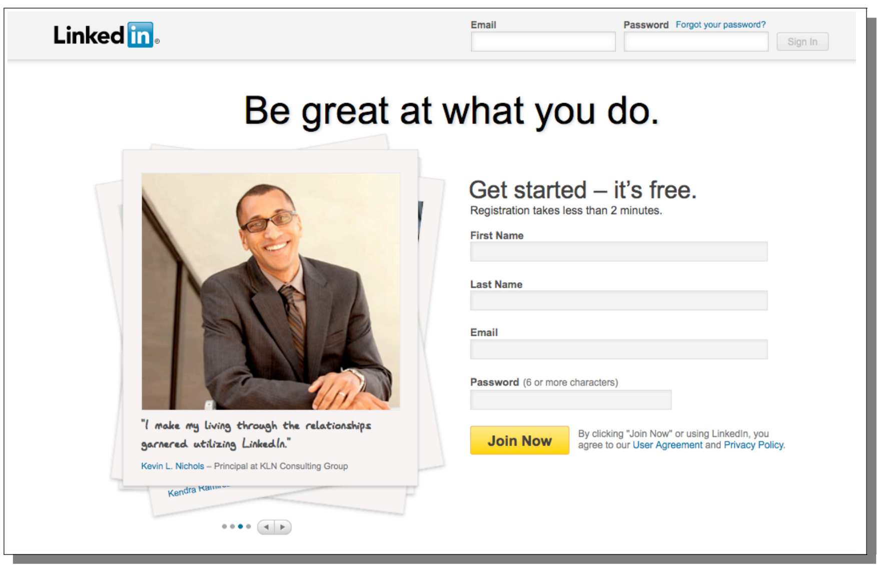
Step 1: Setup your Account

If you already have a LinkedIn account, you can skip this Step.

There are 7 Steps to setting up your account.

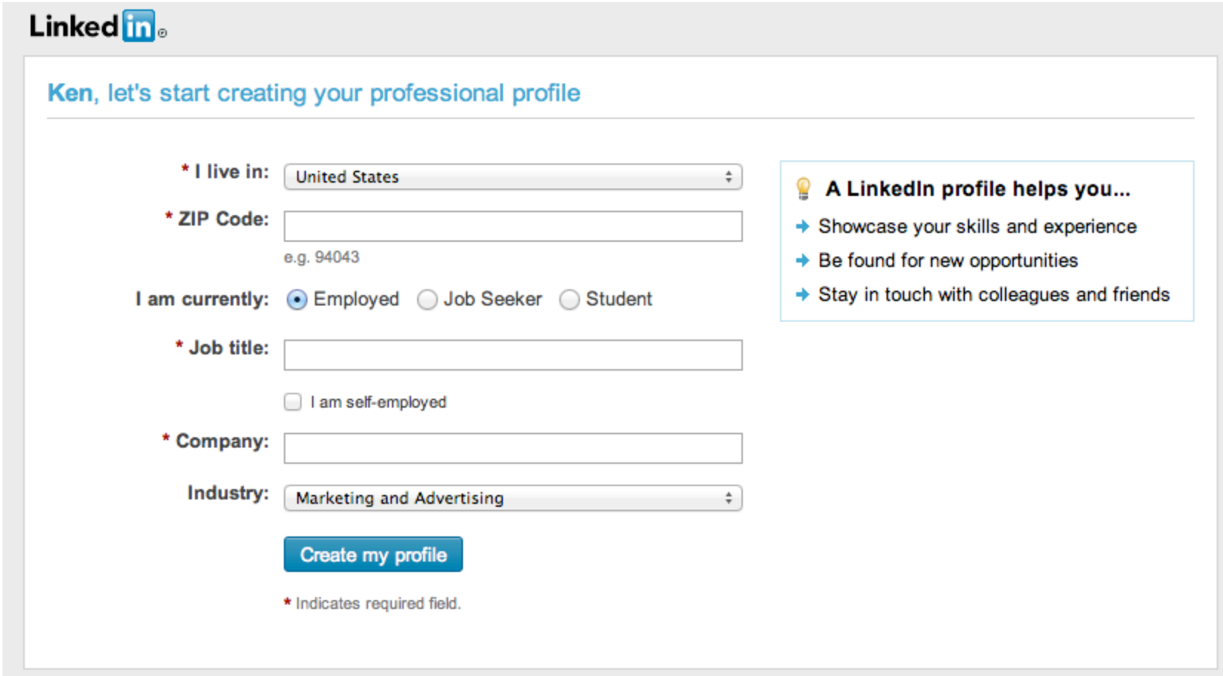
Step 1 of 7

Start by going to http://www.linkedin.com to setup your new account.



Enter your first name, and last name, email address, and password.

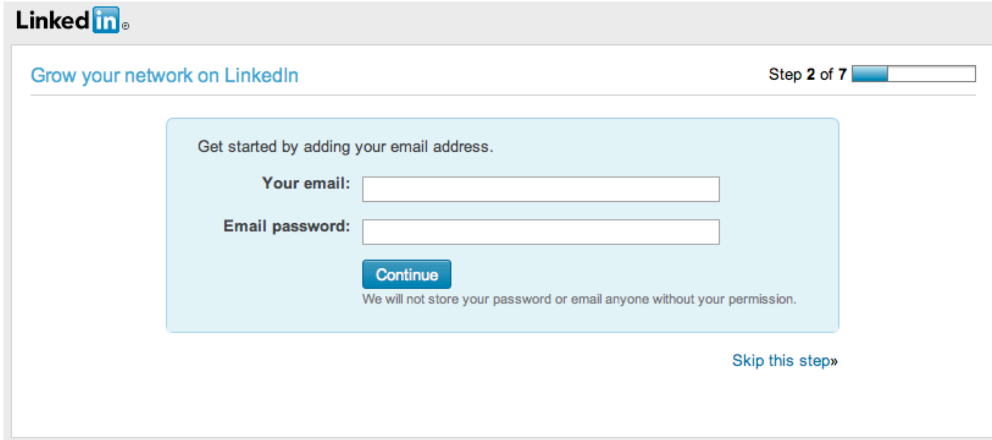
Enter your email address in the box and click "Join Now."



On the next step simply enter the correct information into the boxes. For your "Job Title," this depends on the entity type you set your business up as. You could be the CEO, CFO, President, or you can just put "Owner", it's up to you.

You may choose to use "Marketing and Advertising," but you can browse the possibilities and choose what works best for you.

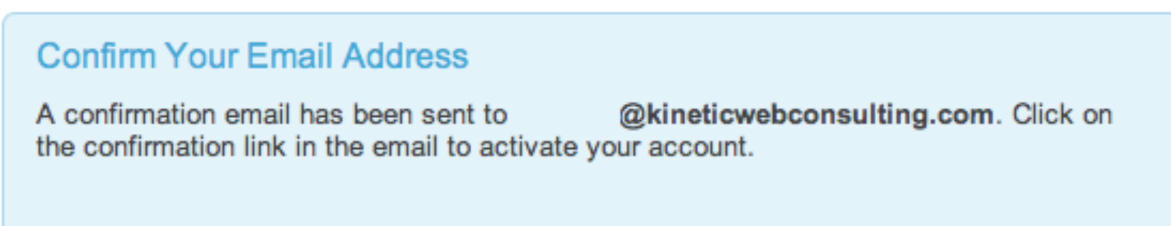
Step 2 of 7



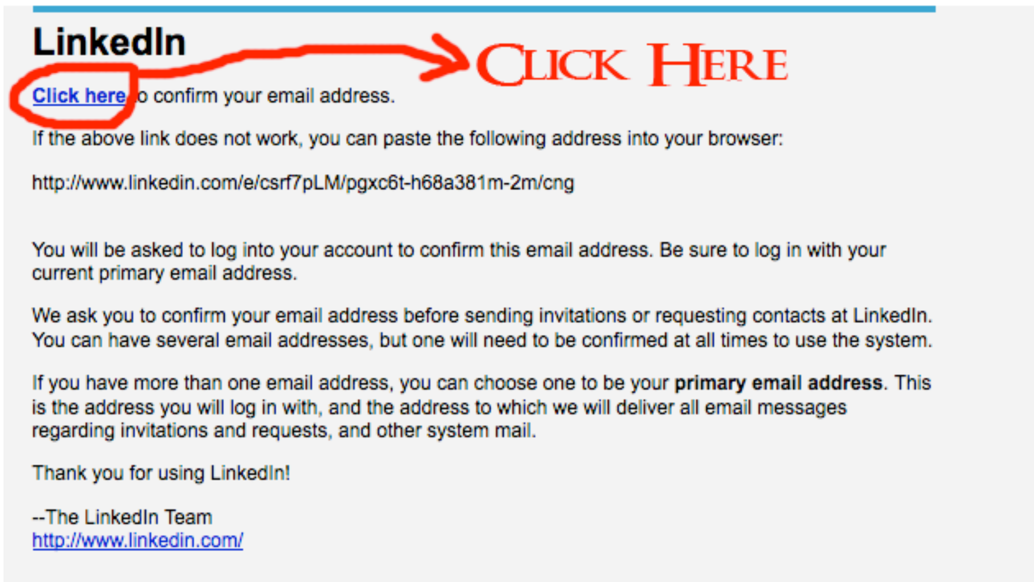
Enter your email address and password. This is optional, but the reason to do this is so LinkedIn can import your contacts from your email account into LinkedIn.

So this is up to you, because you can manually add your contacts later on. Now, if you entered your email in here...you will get to a screen that allows you to start selecting the people you want to connect to. Go through this list and start selecting those people that you want to connect with. Remember, this is a business social networking site. You don't want to add in your drinking buddies.

Step 3 of 7

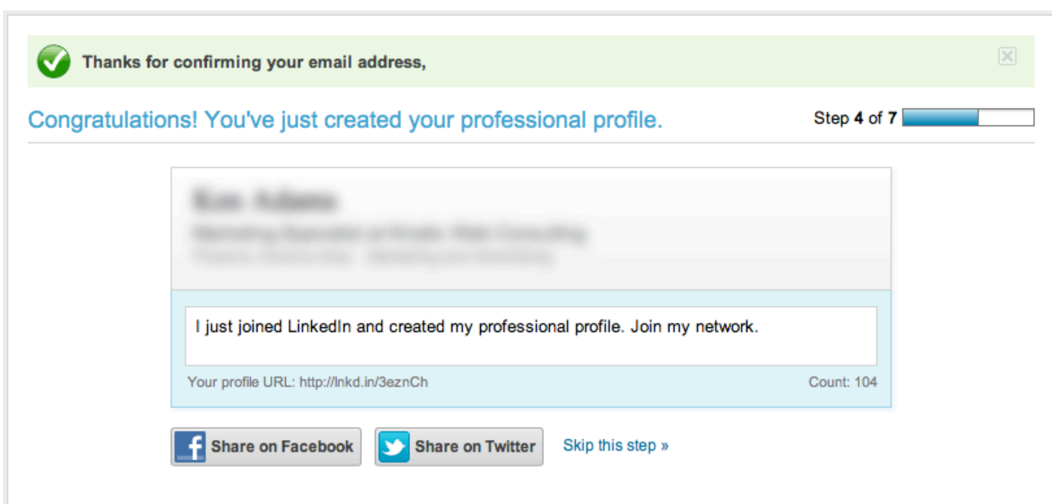


Now, you will have to confirm your email by clicking the link inside the email they sent you.



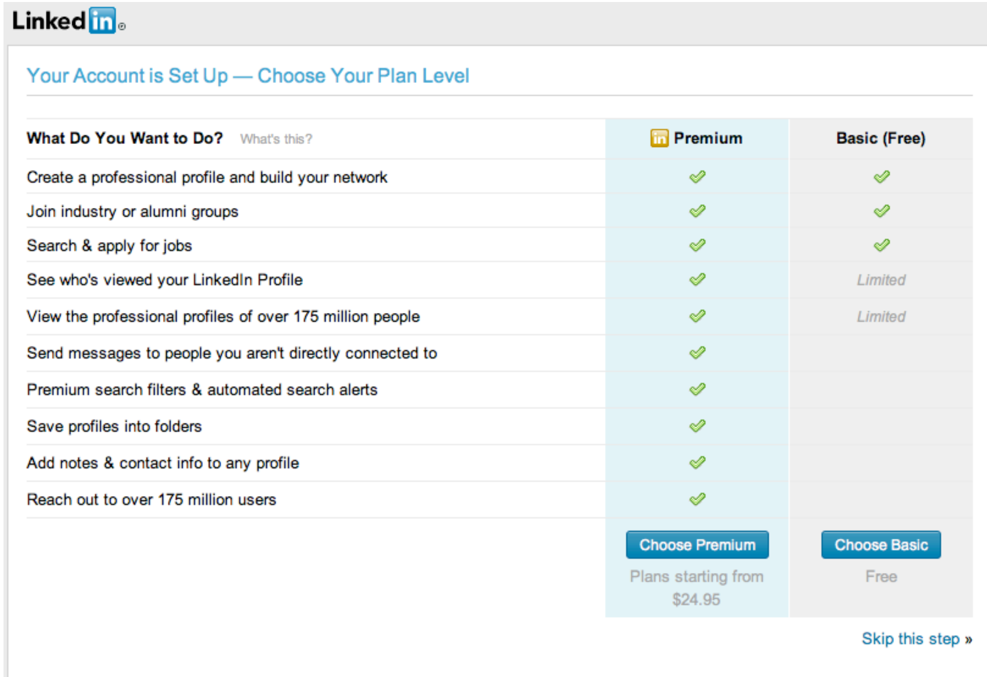
Step 4 of 7

This step lets you share your new profile on Facebook and twitter. Again, this will be up to you. You might not want to announce this to the world. Either share it, or click "skip this step."



Step 5 of 7

Select Your Plan Level. A free level account should be fine for your purposes at this point.



Step 6 of 7

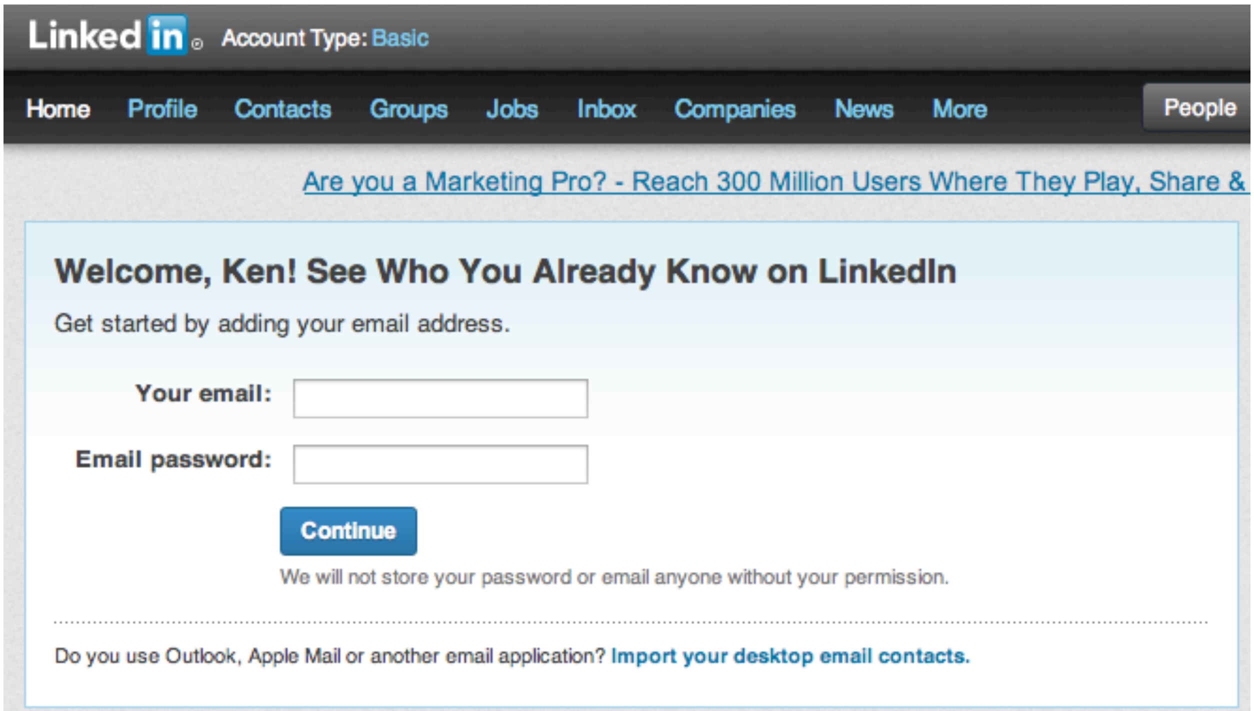
Now you will go through a series of questions to help improve your profile. You can either enter this information in now, or you can skip it and come back to it later.

- What year did you start working?
- Where else have you worked?
- Where did you attend school?
- What degrees did you earn?
- When did you attend?
- Where else did you attend school?
- Add a few skills you have: You can enter your skills now, but it's also easy to come back and do this step later. When you edit this, LinkedIn provides you with a list of common skills that you can more easily choose from.

- What did you do as a …?
- Do you know any other languages?

Now just click the “Finished” button.

Step 7 of 7



Now you get to a screen that looks like this.

Hover your cursor over the “Profile” tab and click “edit Profile” from the drop down menu. Go through your profile and look for all the blank spots and start filling them in.

Here's what you should make sure add in or edit.

Add Photo – This should be a very professional photo because LinkedIn is a business related networking site.

Click Edit Next To Your Name- Here is where you should change your "Headline" to something really catchy that includes your main services. You only get 120 characters so make it count. Try to add in the keywords that you think people will search for when they are looking for you services.

Current- You can edit your Business name, but you also want to make sure that your "Title" is good. Make it short and catchy.

Now add in a description of what you do. You can just copy over the same sentence that you used in your "Headline."

Past – It's best to only add in past jobs if it is relevant to your current business.

Recommendations - Skip This. We will do this soon.

Connections – Skip This. We will do this soon.

Websites - Add in your business related websites. You can also include your link to your online resume/portfolio if you don't have a website.

Public Profile – LinkedIn gives you a really ugly URL, but thankfully, you can change it.

Look for the area that looks like the picture above and click "customize your public URL" link. This will be at the top right of your screen. Enter in your business name so your linked URL will be nice and pretty like: www.linkedin.com/in/yourbusiness

Summary – Here is where you describe in detail what you do, and also explain how your services can help other businesses on LinkedIn. If you need examples, just search for other members offering the same services. DO NOT just copy other people's profiles. Make yours original to you and your business.

Additional Information – In this section, there are 4 areas to fill in.

1. You can add or edit your websites.
2. You can also add in Interests and it's ok to add personal interests as well as business ones.
3. Groups and Associations - If you are part of any groups or associations that you think would enhance your profile, you can add them here.
4. Honors and Awards – Again if you have anything worth mentioning here, put it in, but if you don't then don't worry.

Personal Information – You need to put your best contact phone number here, and the rest is all optional.

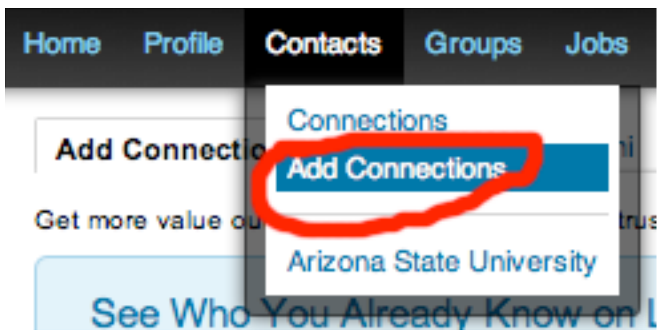
Skills & Expertise – Here is where you can list all of your services and skills. When you start typing in the box, LinkedIn provides you with suggestions to help you out. You can only add 50 of these, but we suggest adding as many as you can.

Now, your profile should be 100% Completed, or very close. If it's not 100%, look for something that you need to add in.

Step 2: Build Connections

Now is the time to start adding in your connections. We want to get at least 100 connections added in as fast as humanly possible. The reason why we want 100 connections is to make you look popular. This may not be high school, but nobody wants to do business with the loner. Don't worry if you don't know 100 people, there is a way to work around that.

Hover your mouse over the "Contacts" tab and click "Add Connections."



Now, you have 2 ways to add in your contacts.

#1: You can add in your email address and password and let LinkedIn pull up all of your email contacts.

#2: You can manually add in your contacts by pasting in a list of email addresses.

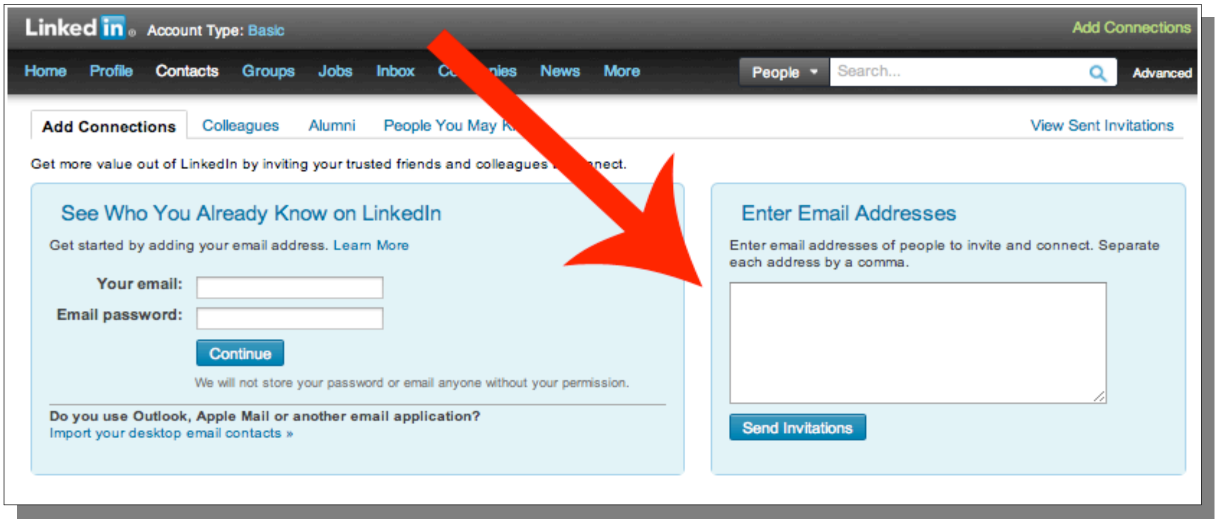
Once you add in new contacts, you will have to wait until they accept you. Now, if you have not added in at least 100 connections, here is what to do.

Go to a website called: [TopLinked](). This is a completely free site that allows you to download lists of contacts that you can ad. Sign up for a FREE account. After you signup, you will need to confirm your email address.

Once you are confirmed and logged in, click the “Monetize Your Networks” tab. Then click the bottom link that says “Click here to go to the download page for the Invite Me List for LinkedIn...”

Download the first list and save it to your computer.

Now open up the .csv file and copy the entire list and past them into the “Enter Email Addresses” box in LinkedIn.



Now you just have to wait to be approved by all your new contacts. If you don't get up to 100 contacts by the next day then do this once more, but we don't recommend doing it more than twice as it may get you flagged by LinkedIn.

Step 3: Join Groups

At this point, you already have your profile completed and you have at least 100 connections. Now before we start joining groups, we need to take some time and narrow down your perfect client.

Your Perfect Client

The mistake that many marketers make is they think everyone is their perfect client. This is completely false.

Try and narrow down a few specific niches that you really want to go after.

To help you out with this, start with thinking about any experience you have with a certain type of business that can give you an insider's advantage. For me, I was a Realtor when I was younger...so I can talk to realtors and sign them up as clients extremely easy because I can relate to them.

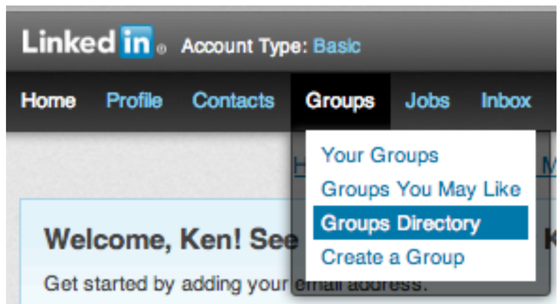
Also, think about any hobbies you have. I am really into mountain biking and snowboarding. If you ever had to buy any biking gear, you know how expensive it is. My last mountain bike cost me $4,600 and that wasn't even the high-end model. I can guarantee that the owners of these shops need help, and since I am passionate about the sport, it will help build trust very quickly.

If you do choose a niche like dentists, you can narrow that down a little. Think of "30 something year old dentists", or "Woman only dentists."

Narrow down your niches and pick 3 to 5 different ones. If you can't find a group for a super tight niche, you can always search for a more broad term. For example: "30 year old women dentists" shows no results in LinkedIn, so you can try a more broad term "women dentists." The point is to start very tightly niched, and then broaden out if you have to.

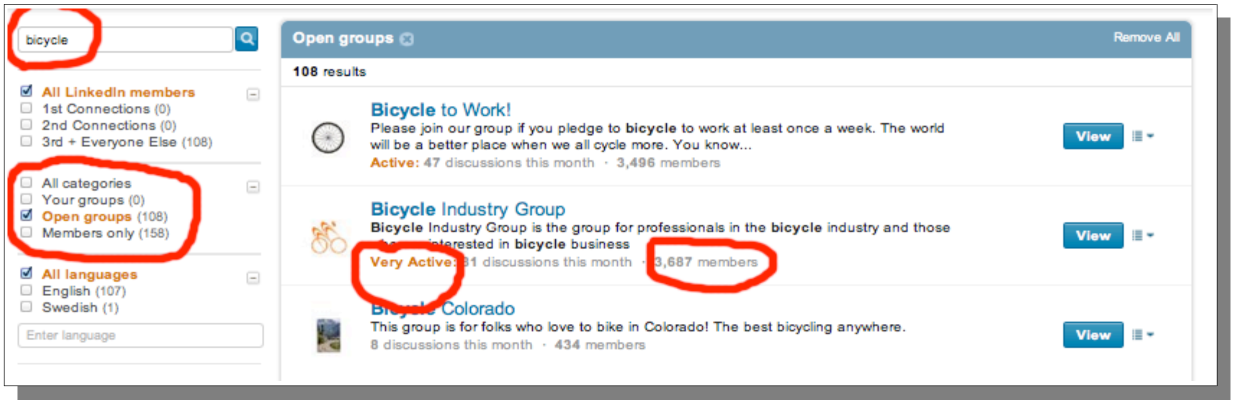
Start Searching For Groups.

Hover your mouse over the "Groups" tab and click on "Groups Directory."



So, for this example...I typed in bicycle. Also, under the search box, I select "Open Groups" and "English." The reason you want to select open groups is because some groups are locked and you need to apply to join which just takes more time. You also want to look for groups that have at least a few hundred members, and the group must be active.

This search brought up 108 results, and the 2nd result looks great. At first glance, it is all about: bicycle professionals, It has almost 4,000 members, and it is very active.



So, I will click on that group to view it. Once inside, scroll down until you see the image below...

Click on that image, and you will get to a screen that gives you 2 great pieces of information.

The 1st thing I look at is how many owners, managers, seniors, and directors are in the group. This group has 742 owners, and that is amazing.

The 2nd thing to look at is how many comments the group gets per week. If it's more than 70, you may want to pass on the group because your posts will fall off the page very quickly.

This group looks like it will be a perfect fit. So go back into that group and click the "Join Group" button.

Now look for other groups that can be a good fit for your niche. Then look for groups from other niches that you have selected. You can start with only 1 niche at a time if you want. Or you can get busy with all your niches. Just don't bite off more than you can chew. We recommend no more than 3 different business niches to start.

Also, LinkedIn only allows you 50 groups...but you shouldn't need anywhere near that many to be successful.

Start Participating

Now that you belong to some LinkedIn groups, you need to start participating and adding value.

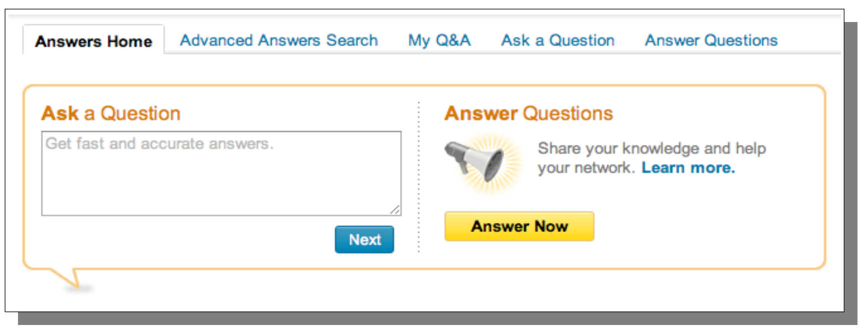
Do not start offering your services right away! Many marketers join groups and start promoting their services immediately. That is the wrong thing to do here. The other group members will either ignore you or leave negative comments about your "Spam" techniques.

You want to go into your groups and start participating in the current discussions. You can answer any questions that people have, you can give your opinions on a topic, or you can even just post relevant videos or articles that will are a good fit to that discussion. The key here is to actually add real value, and not to try and sell anything right away.

Now after you start participating in some current discussions, you should start your own discussions. The best way to start a discussion is to ask a question.

You could ask a relevant question about that business niche, or even ask for an opinion on a news story. Make sure you follow up on people's comments.

Another great way to participate is to go to the LinkedIn Answers section and start looking for questions that you can help answer. Just go to 'Answers Home'



Now click on the "Answer Questions" tab on the right side. Start looking for questions that you can answer that are relevant to your niche. You can either search for questions using a keyword, or you can just start browsing. http://linkedin.com/answers

Again, the point here is to add value. Don't try to sell your services here. Right now you are building up your relationships.

Don't spend too much time here. I know you can get lost here spending hours reading and answering questions, but don't spend more than 5 or 10 minutes a day here.

So, how long do you need to build relationships before you can start offering your services? I know you are anxious to start bringing in new clients, but you need to make sure they like you & trust you. Otherwise, nobody will want to do business with you.

It’s impossible to give you an exact time frame here, because it depends on so many different factors. How much value did you give? How large are the groups? What location? And much much more.

The best way to determine if you are seen as a valuable member of the group is when you ask a question, how fast do people respond? If you get fast responses and you can get a lot of action in your discussions...it's time to move on to the next step – Your Perfect Offer!

Step 4: Find Your Perfect Offer

Assuming you already have your profile setup correctly, you already have over 100 connections, and you already became a valuable member of at least 1 group... you can now start to offer a "High Value" offer to your group.

So, what do you offer them? The truth is that you can offer anything you want. But your perfect offer has to include some very important elements.

#1: Your offer needs to have extremely high value. It needs to be something that can actually help them by providing a good result.

#2: Your offer needs to either be Free or Dirt Cheap! Right now, we are NOT looking for big monetary compensation for providing these services. We are trying to build up our "Recommendations". In your LinkedIn profile, you will have a "recommendations" section. This section is the Life-blood of this entire process. When you have a handful or more of real recommendations, people will trust you and hire you.

Are we telling you that you have to give your services away for free? How are you going to make any money? Yes, you need to start giving away some of your time, but not for very long. We will get to that soon. But before you start asking for a large paycheck, you need to get your foot in the door and start collecting great recommendations.

The service/s that you offer can be whatever you like, just as long as the business you are giving it to will get something valuable out of it and you are able to provide the service with minimal cost/time.

You just need to think outside of the box a bit and think about what scaled down version of your services you could cost effectively provide that would impress businesses and make the want to work with you in the future.

The next step is to create a post in the discussion group that contains your offer. Remember that we are only going to make this post after spending some time contributing to the group and have been accepted as a valuable member.

Make sure you emphasize in your offer that you are only doing this for free/cheap just for people in the LinkedIn group and that all you ask for in return is that they are happy with the service, they provide you with a recommendation on your profile (they will know what this is and how to give you one).

Step 5: Follow Up

Now that you have your perfect offer posted as a new discussion in your group, you need to make sure that you monitor your linked-in inbox. As soon as you start getting some PM's coming in, you need to reply back to them ASAP.

In your reply...you should thank them for reaching out, and let them know when they can expect the offer to be done. Also, now is the time to ask for any more information from them... if you need it.

Now that you responded to their PM, you need to actually do the work. However, do not give it back to them instantly. Let's say that the actual work only takes you 10 minutes to do. You should wait about 48 hours to return it back to them. Remember, you want them to think of your offer as being very valuable and if it only took you a few minutes... they won’t give it as much value in their eyes.

However make sure you return it back to them before the deadline you gave them.

You will naturally get some people wanting to hire you right away, and of course you can work with them. But, just don't try and close everyone right now. We are only working on building your recommendations, and we will upsell them after that.

Step 6: Collect Your Recommendations

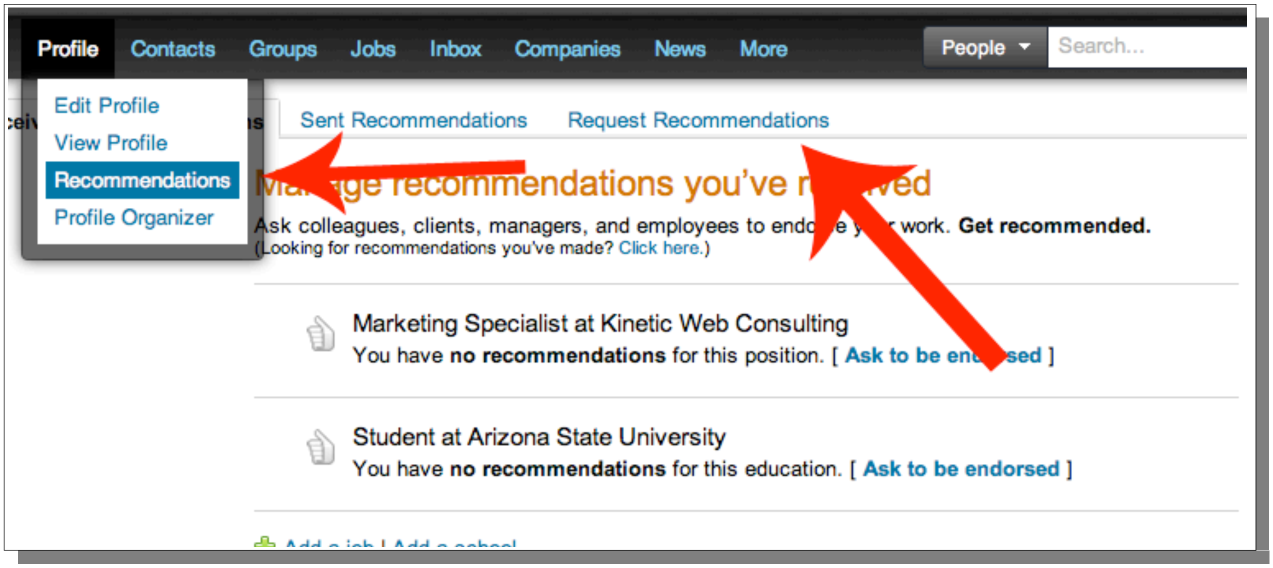
Now we are getting to the meat of this course. All the work you have done up to now has been for this step of collecting recommendations. I'm sure you might be wondering “Why don't I just charge for my services right away?” Let me tell you from experience here...you will not have the same long-term success.

Sure, you might be able to land a few clients here and there...but that's not what we want. We want to be able to bring in lots of new clients that will stick with us for a long time. Clients that trust us and are willing to give us money for even more services down the road.

That is why this whole process is structured behind “giving value” up front. It builds the foundation to make more money later on. So everything up to this point is just to build up your list of Recommendations.

Once you get at least 5 or 10 recommendations, businesses will trust you because you have massive Social Proof. After you have enough recommendations, you can even start charging for your offers right away. But the key is to still offer high value, and keep them very cheap on the front end.

So how do you properly ask for a recommendation? LinkedIn provides you with a section that lets you send out a request for a recommendation. Just hover your curser over the Profile Tab > Click “Recommendations” > Click “Request Recommendations.”



The best time to ask for a recommendation is the day after you provide them with the results of the offer you did for them.

In that PM I ask if they liked your service, and if they would recommend you to other businesses. At this point still do not try and sell them anything. Once you get the recommendation from them, then you will send the "Upsell Report" that will do the selling for you.

We will get to that later on.

Let me give you an example of the PM you could send asking for a recommendation.

Hey Bill,

I was just checking with you to make sure you got the results that I sent you?

Did you have any questions about it? Let me know if you did.

Also, if you are happy with the results I gave you...would you mind giving me a good recommendation?

In this recommendation I would like you to give a quick outline of what I provided you, and also mention if you would recommend me *to your friends.*

Thanks so much, I really appreciate your time.

Talk to you soon

Your Name

That's all there is to it. Some people will be happy to give you a recommendation. Some people will just ignore you. Some people will say they will give you a recommendation, but just will not follow through. And some people want to hire you right away. If that happens, still ask them to give you a recommendation first.

Ninja Tip: This might be outside of your comfort zone. But if you really want to improve your success, pick up the phone and call them.

Seriously...this works amazingly well. Instead of just sending the recommendation request, pick up the phone and talk to them in person. Remember, this is not a cold call anymore because you guys have already done business together. They are happy with your service and they will welcome your call. Remember, you are not trying to sell them anything. You just want the recommendation.

Call them up, and just ask them if they have any questions about the results. Ask them if they would mind giving you a recommendation. If they say okay, then send the request to them.

Step 7: Time To Upsell

Now it's time to make some money. You have already proven yourself as a good quality person shown that you are trustworthy. It's time to finally make some money.

The best part about this method is that you will get some of the business owners wanting to hire you right away. How powerful is it when you can bring in clients without ever having to ask for a sale? This makes all the difference with your business being successful.

Now, here is how you want to upsell. Send them a detailed report and let them know what services they actually need. That is all you need to do, and it works insanely well. Remember, these people already like & trust you. So, they believe you when you tell them what they need. There is no need to do any hard-selling here.

What is in the report?

Basically all the report needs to is highlight one or more areas of their business that could be improved by your services, and then let them know what you can do to fix it.

It’s as simple as that!

Here are a few things that you should make sure to include for maximum results:

Good Headline that points out a pain. What this means is that you need to think of a catchy headline that brings out the pain that a business owner might feel. The trick here is to make it personalized.

So, as an example: lets say you are building a report that is about a PPC campaign. Your headline might be something like: “Phoenix Dentists Suffering From Lack of Website Traffic!”

Try and make it specific to them. You want them to read that and be compelled to read the rest of the report.

Do NOT make up a lie to use in the headline. This headline needs to point out their real pains. You should know what pain they are having. Is it: lack of website traffic, lack of traffic converting to real customers, lack of repeat customers?

Have screenshots of 3rd Party Proof. Try and find some visual pictures or even articles that you can use in your report.

This is great for 2 reasons.

#1: They can see that "their problem" is real. It's not something you made up just to take their money.

#2: Pictures are worth a thousand words. This is so true. Pictures will make "their problem & pain" feel even more real.

What kinds of social proof can you use? Well you can look for images that have statistics related to the problem or you can search for articles that talk about the benefits of the type of service you are offering. As long as it makes the business owner sit up, take notice and start thinking about the problem, you are on the right track.

Make It Personal. It is totally acceptable to make a template of this report to use for all your clients. But do NOT let them know it. You want this report to look like you created it just for them. Have some wording that talks to them specifically. Don't make it seem like this is a template.

Give Them The Solution To Their Problem. Now that you pointed out their pains, and you showed them what is wrong. You need to offer them a solution to their problem.

What is the solution? You are! You will help them out and fix their problems for them. You don't have to beg for the sale, or do any tricky sales tactics.

offer to do it for them. So, for example: Mr Jones, to fix this...you need to do: A, B & C. Lucky for you, I will be able to take care of that for you very easily.

Pricing. Instead of listing your prices next to each service in the report, try and have a separate page at the end of the full report that has all the prices on it.

The reason for this is because you want them to read (or at least glance) through all sections of the report. If you talk about pricing right away, they might make a decision and not read the rest of the report. They might decide to only buy that first service. Or they might decide NOT to buy anything.

So, make a separate page at the end just for pricing.

List all the services as a headline. Give bullet-points of what is included. Give individual service prices. Then give a Package Deal Price with a discount. Make the discount "time sensitive." *"I can only offer you this price if you sign up within the next 3 days."*

Timing: We recommend that you wait around 48 hours after getting the recommendation before you send this report.

If you don't hear back from them after 3 days, then pick up the phone and just call them up. Don't be scared of the phone...just call them up and get right to the point.

"Hey Jim, {Your Name} here... I was just giving you a quick call to see if you had time to look at the report I sent you a few days ago." "Did you have any questions about it?"

If you really are scared of talking on the phone, you can email them or send them a PM on LinkedIn, but you will not have the same success rate as calling.

So that's everything you need to know to start getting high paying clients on LinkedIn, get out there and start making some money!