



## 10 Tips to Help You Get the Most for Your Business Out of LinkedIn

### 1. Focus

Focus, says LinkedIn expert Trevor Turnbull, is the key critical factor of making LinkedIn work for you. With this in mind he created the solo method, built on:

- Choosing your one audience
- Having one clear offer
- Creating one campaign

The one audience is a point on which many struggle. More is better, right? Not so. Niching down and specializing help you stand out on LinkedIn. So dig deep and pick:

- The industry you best serve
- The type of clients you most enjoy working for and whom you can get the best results for.

Determine if the resulting audience is big enough, then customize your profile to indicate that you work for that type of audience achieving (type of results you get).

### 2. Forget the vanity metrics

Are views, likes, comments and shares important? They're nice to have but not essential. Most people don't need thousands or even hundreds of clients. What counts is that you deliver the right message to the right person at the right time, becoming the logical choice for people to work with. Create content not with the goal to become viral, but for the sake of addressing the problems your audience has.

### 3. Some video tips

LinkedIn rewards people who create media-rich content, which is why videos do so well.

A good rule is to make sure you're uploading your videos natively on LinkedIn, not sharing YouTube videos. Know, too, that LinkedIn has a 10-minute video limit, so you have to think well about the content of your video. A good format is a two-to-five-minute video on a specific topic that addresses pains and challenges, tells a story, and offers a solution and a call to action.

The CTA needn't be to an opt-in or a call. It can be simply, "Leave a comment





below and let me know if this is something you resonate with, and if you could use help."

#### **4. How important are hashtags?**

You definitely want to use hashtags. It's one of the ways LinkedIn filters content, and it helps people find the content they need on LinkedIn. Three hashtags are the default suggested on LinkedIn

#### **5. Is linking away from LinkedIn bad?**

Links exiting the LinkedIn platform are not viewed as favorably as those linking to internal content. This has led to one of Trevor's strategies, in which their clients must have at least one pillar piece of content in LinkedIn, something they refer to as an MVP article, or a massive value piece. Ideally it speaks to:

- Who you best serve
- How you can serve them
- The pains they may have
- Why other solutions don't work
- What your methodology is to help people

This MVP article is something you can send people to in LinkedIn that will tell them what you do and for who. Not only does it keep visitors within LinkedIn, it appears more credible and gives a better buyer's journey.

#### **6. Two main prospecting areas**

Prospecting is something LinkedIn is often used for, and there are two main areas that will work for that purpose.

##### **a. Inbound connection requests**

As you become more active on LinkedIn, you'll likely get more people connecting with you. A good script to have for incoming requests is, "Hey, (first name), great to connect, wondering how you came across my profile. Perhaps you happened to see this article that I wrote on LinkedIn." Then link them to the afore-mentioned internal article. This will open the conversation and set them on the journey of learning more about you.

##### **b. LinkedIn campaign prospecting**

This is focused around connecting with your ideal target prospect. This may be





50 to 75 connection requests per day, monitoring the responses closely, following up with a quick handshake, virtual handshake type of a message. In this mode, a survey method works well, where you simply ask people what is most challenging to them in their business, with the intent on finding out that answer and then creating more content.

This serves a couple of purposes. It lets you know who is actually active and responding to messages. It also may give you insight about what kind of problems you can solve with your products, and it gives you the chance to follow up with a content piece.

## **7. How useful are groups?**

There was a time when groups were big on LinkedIn. That time is past. Since LinkedIn changed some of its policies on joining, owning and marketing to groups, groups are something you're better off leaving alone.

## **8. Are business pages important?**

Trevor suggests that a business page is an important thing to have, and to set up and to brand properly. It's a good way, he feels, to show the power of your team, by having your team members connect to it for people to see when they check out the page. It can serve as well as another place where you can publish content. That said, it's not as effective in impact or reach as focusing on posts on LinkedIn through your personal profile.

## **9. Audience creation and repurposing**

LinkedIn is a great source of data, where people willingly fill out their information to categorize themselves. This lets you micro target them without having to scrape them from some third party list. So you can build very, very good lists doing this that can be repurposed for ad purposes.

## **10. Can someone do LinkedIn for you?**

Can you have a virtual assistant take over much of LinkedIn maintenance for you, rather than doing it all manually yourself? It comes down to process and scripts and giving your VA authority.

Simply sending a message, a connect request, monitoring responses, that type of thing, it's a pretty easy task to teach somebody, where there's no interaction whatsoever with them speaking in your voice.





The next level of interaction will need somebody to act on your behalf to keep conversations moving, and maybe point people in the right direction on how you can best serve them. That can very easily be done by an outsourced virtual assistant. It just requires a little bit of structure and some scripting, to give them the flexibility to know how to answer certain questions.

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