

# HOW TO USE LinkedIn



TO GROW YOUR  
BUSINESS

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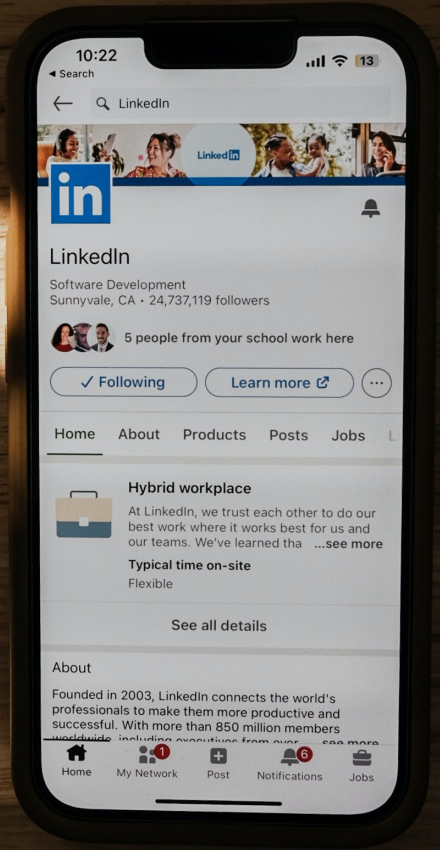
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← Search LinkedIn



### LinkedIn

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#### About

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 850 million members worldwide, including executives from over 100,000 companies, see more

Home    My Network <sup>1</sup>    Post    Notifications <sup>6</sup>    Jobs

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# Why You Should Be on LinkedIn

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If you go to Google and search for all the different ways to grow your business and get clients, you'll get thousands of different results telling you hundreds of different ways to get clients.

**You will see tactics like:**

- Cold calling
- Cold emailing
- SEO
- Direct mail
- Media buying
- Ads
- Organic growth
- Content marketing
- Sales funnels
- Social media marketing
- Etc.

**A great way to expand your customer base is by using social media platforms.** Customers can easily connect with you and others who have

similar interests, and it's simple to keep them updated on what's happening with your business. And tons of other inbound and outbound methods.

Social media has many benefits for businesses, yet so many fail to reap them. It's challenging to effectively use multiple social media platforms and requires lots of time investment. However, it's worth it because of the rewards you receive.

Luckily for you, not all social media are created equal. **And if you're in the business-to-business (B2B) space, there is one platform that reigns over all the others: LinkedIn.**

## **Who's on LinkedIn?**

In the last section, I mentioned being in a B2B business. What that means is that you offer products or services that are applicable to other business owners and entrepreneurs.

A business-to-consumer (B2C) venture is something like an e-commerce store that sells clothing directly to consumers.

**If you are directly offering a service or product to other business owners in order to help them**

**grow or scale their businesses, you are in the B2B space.**

LinkedIn is the premier B2B social media platform. And it is the best B2B platform because it did not start out as a social media platform. However, it has evolved over the years to become a powerful social media platform for businesses.

A few sections down, we'll go over why LinkedIn is the best platform for you. But before that, it's pertinent that we discuss one major element of LinkedIn: Who exactly is on LinkedIn?

LinkedIn is not just another social media platform for you to connect with your friends and your family or to post pictures of your latest vacation. **LinkedIn is designed to be a business networking tool.**

LinkedIn is a site where you can connect with other business professionals in your field. The content shared there is typically related to business, so it's meant to keep users in a professional mindset instead of a relaxed one.

Because of this, the demographic on LinkedIn is very different from Facebook or Instagram. On LinkedIn you have business owners, entrepreneurs, and C-suite executives all spending time on one platform.

Because of this, the users that engage on LinkedIn are usually high-income earning individuals. On average, people who use LinkedIn make more money than those using other social media accounts and they're much more likely to be receptive to any sort of business proposal.

**LinkedIn is widely known as a platform to learn business secrets and sell/purchase services that help businesses grow.** Therefore, LinkedIn is the perfect place to acquire new clients, as it is more accepted than other social media platforms such as Facebook, Instagram, or Twitter.

## **A B2B Google**

One of the most powerful and useful things about LinkedIn is the search function.

Sure, LinkedIn functions as a social media platform. You post content, you interact with and comment on other people's content, and you can message people.

But where this platform really shines is its search function.

**LinkedIn can almost function as a sort of B2B Google.**



What that essentially means is that with LinkedIn you have entire directories of business owners and entrepreneurs that are one search away.

LinkedIn has a search bar that allows you to input filters and parameters to find any demographic of business owner that you can think of.

For example, if you want to find therapists making over \$100,000 annually in Miami Florida, then simply input those parameters into the LinkedIn search bar and it'll generate results for exactly that target market.

To create a lead list of CEOs of tech and software companies, just search for them on LinkedIn. You can add in a few other parameters to refine your results if you want, and LinkedIn will show you a list of millions of potential leads in that industry.

**If you're just starting out on LinkedIn, this can be an extremely helpful way to build up your network quickly.** And if you're looking to sell or promote something, it's especially useful for connecting with people who could actually use your product or service.

If you provide marketing services, then it would be beneficial for you to connect with individuals such

as marketing managers, directors of marketing, and CEOs within your niche market.

Comparatively, social platforms like Facebook, Instagram, and Twitter have a much less robust and defined search function. It will require much more digging and investigative work in order to find your target audience on those platforms.

## **A Facebook for Entrepreneurs**

LinkedIn has sometimes been called the Facebook for entrepreneurs.

The main objective of Facebook is to connect you to friends and family while also giving updates on what is going on in their lives. Similarly, LinkedIn provides users with updates about different business industries and professionals around the world.

**LinkedIn is a great space for business networking and relationship building, unlike Facebook which can feel more personal.**

When business owners are on LinkedIn they come with the right mindset. They want to learn things that will help them grow their business. They want to find different contractors that will help them to

scale. They might even want to solicit business from other business owners.

LinkedIn is more receptive to activities like this, as long as they're not done in a spammy manner. Facebook users are more likely to react to these types of posts negatively and sometimes with hostility.

Business owners and entrepreneurs often use social media platforms, such as Facebook and Instagram, to relax. They don't want other business owners constantly messaging them asking to talk shop.

This is one of the biggest advantages LinkedIn has over the other platforms. Business owners and entrepreneurs come to LinkedIn with the mindset of doing business and getting things done.

## **What About Other Platforms?**

At this point, we've mostly talked about LinkedIn and some of the features that make it superior to other platforms.

But, that's not to say that the other social media platforms can't be extremely beneficial to your business. Which social media platforms work best

for you depends on what sort of business you have and what you provide to your prospects.

If you want to focus on B2C transactions, Facebook and Instagram will better suit your needs than LinkedIn.



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# Getting Setup on LinkedIn

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First, you need to take a few minutes to set up your LinkedIn profile correctly.

There are a lot of profiles on LinkedIn that are incomplete and don't serve their owners at all. If you want to be seen as a credible authority in your space, you have to set up your LinkedIn profile to reflect that credibility.

**When getting set up on LinkedIn, the first thing you need to do is get a good idea of what you want to accomplish.**

Having that knowledge will help you lay the foundation for your profile and get everything set up correctly.

## **What are Your Goals for LinkedIn?**

Let's get really clear on what your goals with LinkedIn are going to be.

You're going to be spending quite a bit of time on LinkedIn, so it's important to understand what you're trying to achieve with every minute you spend on the platform.

Do you want to have a professional network you can bounce ideas off of? Do you want to build a network of referral partners that you can send potential work to and get referral fees? Do you want to create a community around a particular topic?

**Most entrepreneurs and business owners want to create networks that will generate new business and increase their overall revenue.**

The primary focus of this guide is to develop a professional network from which you can acquire high-paying, low-stress clients that will assist in scaling your business.

## **Profile Picture and Banner Image**

Now you're going to actually get your profile set up so that if potential customers look at it they'll be convinced that you are the expert that they need.

The first thing that they're going to see on your profile is your profile picture, so you need to make sure it's a killer picture.

**LinkedIn is a professional network, so it's not a smart move to use unprofessional pictures that you might have on your other social media accounts.**

For your profile picture, use a professional headshot that clearly pictures you. You don't have to dress up in a suit and tie for your profile picture. Just make sure it's a clean and crisp photo of you smiling at the camera.

It's probably not a good idea to use pictures where you're wearing graphic T-shirts or in non-professional settings.

Once you get your profile picture uploaded to LinkedIn, it's time to start thinking about your banner image. Your banner image is a rectangular photo right above your profile picture.

You want to use this space to showcase your credibility and let people know exactly what you do.

**Regarding your banner images, you have two excellent choices.** You can use either a photo of yourself in which you appear to be teaching at a



conference or leading a mastermind group. Alternatively, you could employ a graphic design that demonstrates what services you provide plainly and unmistakably.

Make sure you don't go overboard with fancy designs and graphics. Keep it simple and get straight to the point of what you do. If you're some sort of consultant, let people know exactly who you consult with and what you help them to achieve in your banner image.

## Profile Headline

Your profile headline is one of the most important aspects of your LinkedIn profile. This section appears right at the top of your profile, just underneath your profile picture.

This headline is the first section of your profile where you explicitly state what you offer and who you offer it to.

There is a simple formula that you can use to create your profile headline:

**I help (Your target customer) to (Whatever your service or product brings your**

**customers) by (Your unique mechanism that separates you from the crowd)**

This is a very basic formula. As you become more accustomed to LinkedIn, you will likely find yourself changing and customizing your headline formula.

## **About Me**

The “about me” section is one of the longest sections of your profile.

Because it’s the longest section, it’s also where you get to connect with your customer the most.

**This section should almost function like a sales page for you and your brand.** The emphasis of this section is on building trust and assuring the reader that you’re the best option for them. Within this section, tell your readers what you do and how you are unique from others that might offer a similar service or product.

**And make sure you tell your reader about yourself in your “About Me” section.** LinkedIn started as a recruitment and resume site, but that’s not the case anymore. Now, people want to connect

with other people. So don't be afraid to talk a little bit about you and throw in some personality.

## Experience and Education

The next section that you're going to fill out is the experience and education section.

**Only list RELEVANT experience on your profile.**

There's no need to include that job you had as a teenager scooping ice cream; it's not necessary or pertinent information for someone who wants to know more about your product or services.

Be sure to include past experiences on your marketing profile that will add to the credibility of you and your business. If you offer a service but 10 years ago directed a start-up's marketing, this experience will show clients that you know what you're doing.

**If you don't have any relevant experience, don't worry about it too much.** People don't make their decisions based on what you have in the experience section on LinkedIn. It's one of those things that's nice to have, but it's not an absolute necessity.

That being said if you have any experience that could even slightly build some credibility, be sure to add that.

The first thing you should do when beginning the experience section is to list your current business.

If you own a consulting agency, even if you're the only consultant within that agency, be sure to include that in your experience section. Just include whatever year you started and then select the option that says "still at this current role."

The education portion of your profile is very similar to your experience section. If you have any sort of degrees or accreditations that will lend credibility to you, include those. You don't have to include a high school diploma or an unrelated associate's degree.

Just like the experience section, the education portion of your profile is nice to have but it's not a necessity.

## **Skills and Endorsements**

The next section is the skills and endorsements portion of your profile.

Let's cover the skills section first. You have the option to select a number of skills when you're completing this section.

**For example, a freelance writer might choose skills such as:**

- Writing
- Copywriting
- Ghostwriting
- Content writing
- Content marketing
- Editing
- Blogging
- Etc.

**Choose the maximum number of skills available to you, with your most relevant skills being the first three on this list.**

When someone on LinkedIn has a positive experience with you, they can choose to endorse you for certain skills. When they endorse you it will show up to everyone who visits your profile and sees your skills.

Once you start to build momentum with your endorsements, they will act as a form of social proof to new customers and clients.

Imagine this:

You're a content marketing manager and you're looking for a new content writer to take over content creation at your company. You find two freelance writers you can hire for this position.

The first freelancer has an incomplete profile and no endorsements of their skills. The second freelance writer has a fully completed profile, insightful and up-to-date content on their feed, over 100 recommendations for writing, editing, and content management.

It's pretty obvious which freelancer is the clear winner. That's why having a complete profile with social proof is so important.

# Social Networks



Facebook



Instagram



Twitter



Google+



Pinterest



Tumblr



LinkedIn



WhatsApp



Messenger

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# Growing Your Network and Getting Clients

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Now that your profile is set up and you look like a reputable business owner, it's time to network and grow your client base.

The first thing that you need to focus on is creating content that educates and entertains your audience.

## Content Creation

Content is the marketing piece that is going to separate you from the competition and help build healthy relationships with potential clients.

**On LinkedIn, most of the content you create will be posted in the newsfeed.** But there are a few other pieces of content you can put on LinkedIn: featured content and articles.

LinkedIn is actively trying to be a one-stop-shop for all business owners' content needs. With featured content and articles, you can highlight a



few pieces that you've written and showcase those to potential prospects and customers.

Next is video content.

Video content can be shared on the newsfeed. But what you need to know is that LinkedIn is pushing video content a lot these days. Videos tend to get a lot more organic reach than any text-based posts. Meaning, your video content will reach more people more easily than your text-based content.

**Now let's talk about the bulk of the content that you'll be publishing on your newsfeed.** The majority of this content will be text based. The goal of this content is to educate your audience so that they perceive you as a trustworthy advisor in your industry.

**A good formula, or framework, you can use with your LinkedIn posts is the Why-What-Offer-Now framework.**

The first part of this framework is the "why." This part of the framework details why your audience should care about this piece of content. This is the hook for your post. Intrigue your reader from the very beginning by starting with an emotional story or dramatic fact.

The "what" is the next and most vital section of this framework. This is where you educate your readers about what they need to do in order to achieve their goals. However, don't tell them how they can specifically accomplish these objectives just yet. You'll get paid for that part later!

The next step is the "offer." This is where you give your audience specific advice, or extend some sort of lead magnet to them. The goal here is to make the reader interested in receiving more help from you.

Lastly, is the "now." The last component of this framework will be your call to action. This framework is a great starting point to get your creative juices flowing and to start thinking of different types of posts you can make.

## Networking

Now it's time to talk about networking.

**Let's make it very clear that networking does not mean creating a canned pitch that you spam to hundreds or even thousands of connections at a time.**

Not only will LinkedIn not allow you to do that, but you will not get very far with that sort of strategy. In fact, you're bound to make a few of your connections angry. Different polls and studies of LinkedIn members have shown that getting unsolicited pitches from other LinkedIn members is frustrating and annoying.

Instead, you're going to take a holistic and mutually beneficial route when it comes to networking.

You're going to start networking by finding other big influencers within your industry or niche.

**Try to connect with them, but if they have too many connections it's okay to follow them instead.** Once you're following these influencers, comment on and interact with their content. This includes commenting and reacting to the content itself, and also includes commenting and interacting with everyone else who comments on the content.

The comment sections of these big accounts are great places to interact with other people in your industry.

With direct messages, you will complete your networking strategy.

LinkedIn has its own built-in messaging platform where you can reach out to and text back and forth with other LinkedIn members you're connected with.

If you want, you can upgrade to a LinkedIn premium account in order to send "InMails". InMails are messages that let you contact people who aren't already in your connections list. Think of them like cold emails but on LinkedIn.

When you send these messages, don't want to spam them.

Instead, reference a recent piece of content or recent achievement. All you're trying to do is start a genuine conversation and turn the conversation into a relationship. You don't have to be salesy and you don't have to be pushy.

**Remember, this is a business networking platform. Eventually, the people that you DM and start conversations with are going to ask about what you do.**

Or, they'll take a look at your profile and your profile will do all the talking for you. Oftentimes this will lead to conversations about your services or products and whether they might be a good fit for the person you're messaging.

Let these conversations happen organically and treat everyone you're messaging like a real human, not just another sales number.

Networking on LinkedIn can be extraordinarily powerful if you do it correctly. Having good conversations with good people is the secret to making it work.

## **LinkedIn Groups**

Facebook groups are some of the most useful assets on the platform. They bring together multitudes of people interested in the same topics and provide communities for networking and relationship building.

LinkedIn groups do the same thing.

In all honesty, LinkedIn groups aren't quite as effective as Facebook groups yet. But they are still fantastic pools that you can dip your toes in. These are collections of high-income earning business professionals that are congregated in these groups because of similar interests.

Just like with messaging, you don't want to come into these groups blasting your sales pitch. That's a

sure-fire way to get kicked out of the group and leave a bad taste in everyone's mouth.

**Instead, go into the groups and become a helpful advisor to everyone in the group.** Demonstrate your expertise, don't just talk about it. Become an extraordinarily helpful member of the group and educate people on whatever you are an expert in.

LinkedIn groups are coming along at a steady pace. While they might not be as effective as Facebook groups yet, they can still be fantastic places to grow your network and increase your client base.

## **The Do's and Don'ts of LinkedIn**

Because LinkedIn is unique among the social media platforms, it does come with a few different quirks.

**LinkedIn is meant for business networking and isn't necessarily a place to update people about your personal life.** Posting videos and pictures of you going out to bars or parties is generally not going to be accepted on LinkedIn like it would on Facebook or Instagram.

Keep it professional.

That being said, nobody likes a stick in the mud. It's okay to showcase some personality and to be a genuine human being. Nobody wants to interact with a business robot.

Some people on LinkedIn like to use emojis within their messages content. Others think that's not professional and that it does not belong on LinkedIn.

You have to decide for yourself whether you want to use emojis and such in your content. There isn't any real issue with emoji use, but some of the older more, traditional crowd might find it off-putting.

We've already talked about it, but it bears repeating that spamming messages to other LinkedIn members is not acceptable behavior.

If you're on LinkedIn for any amount of time, you will see different polls being posted about this kind of behavior. Around 70% of LinkedIn users have negative impressions of people who spam their pitches in their messages, especially when those pitches come immediately after connecting with the user.

**LinkedIn is a networking site, so you need to actually network and not just blast your pitch out.**

The last thing we should mention is the type of language that you use. On other social media platforms, it's perfectly acceptable to dip your toes into foul language. But on LinkedIn, it's seen as unprofessional and unwarranted to use foul language or to be crass with your fellow LinkedIn users.

Really, it all boils down to being a good, genuine person on the platform. Interact with other LinkedIn users organically and grow your relationships with them.





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# Getting Started

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Let's briefly recap some of the things that we have learned within this guide.

We covered exactly why you should be on LinkedIn and the types of people that are on LinkedIn. We talked about how LinkedIn is almost a B2B Google that allows you to search for different professionals easily.

We briefly touched on why LinkedIn is a superior platform for B2B businesses and how it can almost be called the "Facebook for entrepreneurs."

Following that, we went into deep detail about how to set up your profile so that you look professional. We talked about your profile picture, banner image, profile header, education and experience, skills and endorsements, and "About Me" section.

Then we talked about different types of content you can create and we formulas and strategies you can use to create your content.

We talked about how to network with others on LinkedIn, including tips and tricks for messaging people. We talked a little bit about the groups on LinkedIn and how you can use those to grow your business. We also talked about some of the do's and don'ts of LinkedIn.

Now all that's left for you to do is to put the things you've learned into practice.

LinkedIn can be a fantastic platform and it can generate a lot of business for you if you use it correctly.

LinkedIn can be extremely beneficial for your business, but first you have to put in the work. It may seem like a lot at first, but if you just sit down and get started, you'll see how easy it is. Follow the steps we talked about in this guide and LinkedIn will help take your company to new heights.

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