



LinkedIn Local Raider

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INTRODUCTION

Thank you and congratulations for investing in the LinkedIn Local Raider Course!

In this guide, you will find a complete strategy for getting clients from one of the most active and popular business social media networks.

Unlike the informal nature of Facebook, the LinkedIn audience are almost entirely opportunity seekers. whether it be employment, buying, or selling goods and services.

Consider this:

Studies have shown that 80% of B2B leads come from LinkedIn, and 94% of B2B marketers use LinkedIn to distribute their content which offers lead generation and SEO advantages.

46% percent of social media traffic coming to B2B company sites is from LinkedIn.

79% of B2B Marketers say LinkedIn is an effective source for generating leads

And the network is growing. Two new users join LinkedIn every second.

Done correctly, LinkedIn is the only lead source you will ever need. And anybody can jump into this marketplace of ideas, services, and employment; you just need a plan.

Before we dive into this model, it is important I share exactly how this all came to be, and tell you a bit about my Mr. Bennet, a student and friend who walked me through this model, and who's work this course is based.

My buddy George is an absolute killer on LinkedIn and doesn't even consider himself a good salesman. He told me early in our relationship that he hates sales and considers himself a "sales loser" and looks to work as little as possible. If he had to use one word to describe his work ethic, "lazy" would do it – imagine that.

When not spending time with his wife and kids, George does basic networking with local groups, and marveled at the way people would approach him with problems – things he knew how to solve ...and if he

didn't know how to solve them, he would spend a day researching and come up with an answer.

PROTIP: Resourceful is how I would best describe George. Rather than have a pocket full of resources, George would focus on find the resources he needs in business and his personal life. Point being; resourcefulness will trump resources any day of the week.

George would often give away the solutions to his friends in his networking group, but eventually discovered (something a salesman would know) that people would pay good money for answers to their most pressing problems.

Before long, his group was less interested in specific solutions and more apt to learn how George does business development on LinkedIn. So, he began teaching members of his group the model that I will cover in this course.

The real kicker came when members of his group were asking George to teach their sons and daughters how to generate business as a means to help pay for college and rent! All kinds of people were using his methods.

This included work from home moms, website clients, publishing & fiction writers, and even real estate agents and investors. He runs a small premium Facebook group with students who pay him to walk him through the model that you're about to learn.

Basically, any job or function that required some form of networking, George became the go-to man to learn from and was paid extremely well to be that "connector."

Today, since he now charges a premium; George is almost making 100k a month and lives like a king. His family wants for nothing. He never took a sales class and doesn't consider himself an expert – even though I truly believe he is one, since he unraveled a form of mystery that holds back new and seasoned marketers alike, including yours truly.

Truth be told, he isn't doing anything super-creative. He dialed back his usual methods of spamming the hell out of groups and contacts, and instead put most of his time into making connections, offering solutions to common problems, and forcing contacts to reach out to him for them.

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The most creative thing I've seen is his message sequencing, which blows many of my cold email strategies away.

When I asked him, what led to this discovery, he told me that a desire to be a consultant that doesn't run himself ragged doing sales prompted sleepless nights and endless days of toiling on social media. Before long, he discovered that progress can be found by being a resource for others, instead of spamming them with offers that most care very little about.

George's methods are so impressive that I decided to steal them and build a course around his major points. After a few fire-side chats with yours truly, I convinced George to do a tell-all expose and this guide is the end result of many of long nights and empty bottles of premium whiskey.

In this guide, I will present to you a proven plan for seeing real returns as a digital marketing consultant or part-time gig worker using LinkedIn as a near endless source of clientele. The opportunities to work-at-home consultants are vast, and almost impossible to list in entirety.

It is usually safe to assume that if you're selling some service, there is someone to be found on LinkedIn who would buy it.

And therein lies a problem: it is easy to get so wrapped up in the vast number of opportunities out there (today's economic climate is simply perfect for marketing consultants) that it is easy to get nothing accomplished. You could consume training products all day on the subject, and still get nothing done; often described as task paralysis or getting caught in a learning loop.

Avoiding the learning loop is easy: focus on a plan of attack – which I will give you in this book.

And preventing task paralysis is also easy: don't play "*What If?*" and just **follow the plan** given to you without giving up.

This guide will walk you through the skills and steps needed to earn an income on LinkedIn. In and upon itself, this will not pull money out of thin air. It will require your effort, commitment, and persistence. If you can give those three things; this guide can show you the rest.

In short, all you need to give is 1 hour a day to begin making progress. In the beginning, spend 1 hour a day studying the training materials I've given

you here. Then after you understand the training and are familiar with the other materials I've packaged in this course; put them into motion, applying what you have learned. Persist even if you don't get results at first, because this persistence will build your momentum, expand your reach, and give you critical experience.

This experience breeds confidence, and confidence demonstrates expertise. When you feel like an expert, you act like the expert and this alone will get you past the #1 killer of productivity: self-doubt.

So, have no fear. Don't worry about finding the confidence or motivation to get started. Motivation comes from movement; taking steps, applying what you've learned.

Don't worry about finding the confidence or motivation to get started.

Just get started.

Take one step at a time and never stop taking those steps.

A Lead Generation Engine

LinkedIn offers the opportunity to do both warm and cold lead generation with an extremely targeted audience of business owners and buyers. You do this through some form of contact event; a LinkedIn message, email reply, phone call, or messenger chat.

Think of any contact event as a seed to be planted.

By making the first contact on LinkedIn some form of sales pitch, the seed is doomed to fall on mostly barren ground. It will never grow because immediate sales pitches are instantly considered spam and discarded.

You can easily see significant returns if you plant your seed in the most fertile soil, and care for it so it grows and bears fruit.

You'll use a more refined approach and accomplish the same result, which doesn't require any more time than it would take to setup an email spam bot.

The contacts we are targeting will spend a considerable amount of money on marketing services. Things that you can learn and then offer to them.

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You can also simply re-sell some white label service or reseller package and pocket the difference between the expense and your invoice.

Getting clients is actually quite easy. You just need to approach them in the right way, and in some order in which the contact prefers. You will learn more about this later in this guide.

You will also learn why 90% of profiles are set up wrong, and how it kills the chances of making a deal. Lots of money is lost because of this mistake.

And you will also learn what 99% of people don't do in social media, and why it cripples the hopes of ever finding a real return on investment on networks like LinkedIn.

Follow this guide and over time it will firmly place you in the top 1% of LinkedIn connectors out there.

So, if you're ready, let's begin by covering what you need to know about getting clients on LinkedIn.

GETTING CLIENTS ON LINKEDIN

WHAT NOT TO DO

Before you begin, you absolutely must avoid spamming people or groups. Spam will not get you anywhere except quickly placed on the pay-no-mind list. Quantity will not out-weight quality in this model.

You will also be completely avoiding advertisements. The self-service ads are expensive and a challenge if you're an amateur media buyer. Ads are two-edged sword; if you're good, you can make almost unlimited money. If you're terrible, it is a black-hole money trap.

I can see the benefits of ads in certain cases, but in a very narrow and specific sense: say you wanted to advertise to every media buyer in the country; that could work, but at great expense. At the end of the day ads are not a chief component of this model.

You also won't be using your LinkedIn as an online resume. Nobody cares about your resume unless you want a job. Since our purpose here is to sell consulting services, our audience cares about what you can do for them, and less so about your complete work history, and chain of likes & dislikes.

HERE'S WHAT YOU DO

I want you to envision sitting down in front of an associate at your favorite coffee shop. The two of you are there to solve a problem – helping each other create value where there was previously none. This is known as business development and whether you realize it or not, it is what you're seeking.

Yet there's no selling here yet – you are problem solving. What actually is the problem and what solution would fix that problem? Clearly, you can only fix one problem at a time, and being the gentleman or woman that you are, you opt to solve your friend's problem first.

You show a genuine interest in your friend's problem. Putting yourself second and trying to understand what they need. Once you listen and understand, you then set out to give your friend exactly what they need, because you already have a general idea of what that need is.

All you need to do to perform this operation is to just ask the right questions in the context of business development:

- What are you trying to accomplish?
- What are your goals or special promotions you want to push?
- If you could have one thing right now, what would it be?
- What did your business have that you lost and wish you could get back?

The answers to these questions are the fundamental building blocks of a client-vendor relationship. The vendors supply the needs as the client defines them, and the client pays the vendor for being the provider.

In a way, you are training yourself to be the provider of the things that a business owner needs to develop and scale their investments.

Work diligently to be a provider of solutions, and you will be a network of business owners around you. Work will get out that you help others and produce results. Business owners talk and gossip more than a large sewing circle.

When you help business owners, they help you – by paying you for your help and reciprocating that help with referrals to others who would buy the same service from you.

It all starts with understanding your audience and what is important to them.

CHOOSE A LOCATION: MAKE A PRESENCE

The easiest way to begin breaking down your audience is by choosing a location upon which to focus.

Select an area with an intent on making a presence. You could also break it down further by niche, even though you are not limited to servicing just one niche or location by any stretch of the imagination.

Focusing in on a location and niche will always yield more measurable results because you have some goal posts from which to measure, and your sales pitch becomes simplified.

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You are connecting with people online in the same way you would connect with them in a local meeting up. The only difference is that you're using email and message tools to affect the back & forth.

Where this strategy is amplified is if you can get an excellent group of business owners going strong. This takes daily effort on the part of members, and you can't do it alone – a group of one is not necessarily a group; you know what I mean?

Your LinkedIn group is almost like a “Web Ring” – the early group of websites that had a shared interest. The analogy here is yours is a group of business owners with shared interests and goals.

For example, my accountant has a group made up of his clients; most of which have something to do with real estate. They meet Tuesday morning at 7am at a local diner. These clients are realty agents, inspectors, contractors, financial professions, and advertisers.

Pro-Tip: Your accountant is an ally if you get them working with you. Ask them to help you start a small business networking group on LinkedIn. That's an instant connection to perhaps a dozen small businesses professionals who might have a need and are warm referrals.

This group routinely gives each other business. The listing agents call the contractors to fix some issue with a house going up for sale. The building inspectors will get the gig to give the home a clearance to sell. The finance professionals will arrange for the mortgage, and the lawyers will get the contract.

But wait...

What do the advertisers do?

They get the contracts to help all of these businesses advertise on Google or Facebook. They get paid to create the landing pages, direct mail drops, reputation management campaigns, and a host of other digital services.

Where the realtor might refer the contractor, and right on down the line; the advertiser gets them all.

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Do you now see the power and opportunity for advertisers that rests in one of these small groups?

Now, the key takeaway here is that selecting a location will help you narrow the focus down to finite pool of prospects, a percentage of whom will do business with you.

The groups amplify this selection as a group of 10 or so businesses in a small town can represent thousands of dollars in monthly billable services that you will offer.

PROFILE SETUP STRATEGY

Before starting a group, or even doing anything else in this model, we need to get your profile created and/or optimized.

Remember I hinted that we're not building a resume earlier in this course. What we're actually doing is creating a sales page or sales letter.

Doing this takes a little finesse and knowing some details about your audience. So, while we can conceptualize the profile as part of the training; to do this effectively for a niche and location requires knowledge of both of those elements.

It often boils down to asking the right questions (a repeating theme in almost every business model) and doing the requisite research.

Note: This is often a hang-up for newbies. When you're new at something, you tend to ask the wrong questions. This isn't your fault if you fit the profile; it is just that you have little experience. The options are then a) get more experience or b) have someone with experience do it for you.

CREATE THE CUSTOMER AVATAR

You need to model your ideal customer and profile them to give you the best chance for success, since this profile will determine what you put on your profile and how you position ways you can help your prospects.

This often boils down to just defining who you want to target. It truly is a matter of personal choice and educated guessing. You're assuming, based on something you've heard about, observed, or read, that a particular niche will buy some service.

Fact is, this assumption can be made about most businesses:

Businesses frequently buy digital marketing services like the ones you will be offering, and they often pay thousands of dollars per month for them.

In a general example, I'll let you in on a little secret. I am writing a series and will be targeting publishers when my series is complete. LinkedIn has entire groups and lists of publishers and mining those groups will help me get published, or maybe help me sell my story as the next HBO blockbuster series! Wouldn't that be something.

See how my goal of getting published defines who I am targeting. The same goes for your marketing services (services of which I cover in my library of courses - all of which are available to my monthly Gold members, free of charge.)

So, start thinking about a niche to target. The "best" niches are the ones which have a high customer value or a smaller customer value at high volume.

These would be the attorney, medical, home service or rehab, and finance niches.

Retail locations like gift shops, clothing stores, restaurants, bars, are numerous and well-paying.

Other home essentials (cleaners, landscapers, irrigation, fix-it handymen, etc) are also excellent targets because every major suburb, town, or city has them in spades.

Remember: targeting a group of niches in a specific location is the "best" way to have focus and get results.

You want to break down your avatar into who they really are:

Their age, sex, marital status, whether or not they have children, their location, occupation & title, income level, and level of education.

All of these things matter because they tell you who your client is and what they might respond to when it comes to your messaging.

You should understand what their goals are. For example, I know my landscaper aims to have 30 weekly lawn cutting gigs and 100 seasonal clean up gigs. I also know that he works hard because he wants to send his oldest kid to college next year.

Understand who your prospect is and why they do what they do. This helps you walk a mile in their shoes and give you the perceptions they have on your services, and what to expect from them.

You need to understand their objections. Know what they might say as an objection before they say it. Discover what they are willing to spend, and what they expect for a return on investment. Find out if they have a hang-up that prevents them from seeing the value of your services, and what kind of timeline they expect.

Lastly, you want to know what their pain points are. More often than not, these are:

1. **Growing their business** – sales have reached a plateau and they don't know how to get positive growth going again...
2. **Freeing up time** – the owner does not have time to generate new business, and needs someone to manage things for them...
3. **Getting killed by the competition** – business owners hate taking a bath, especially when competitors throw chilly water on their sales for the month.

Now once you have defined this avatar, create an image of them in your mind. What do they look like? They might be a 40-year-old dentist with a wife and two kids, in Waukegan, IL. He has two practices, both of which are bleeding patients thanks to a new dentist in town who is outsmarting his search marketing.

Speaking to this avatar (as a form of role play) helps you uncover the things you need to help solve the problems of that avatar.

The more accurate your assumptions, and careful your research; the truer to reality your avatar will become.

When you can pick just any random business and have a general sense of what type of person runs that company and what their common needs and motivations are; you've successfully defined your avatar.

You can future confirm your avatar by speaking to the business owners and seeing how well they match to your educated assumptions.

PROFILE-SPECIFIC SETTINGS

Name:

Use your name and title and include the number one search term in the title. So, if I am hoping to get discovered by people looking to plan advertising campaigns, keyword research reveals that Advertising Campaign Strategist is something that people are looking for.

My page name would be Luther Landro, Advertising Campaign Strategist.

Title / Headline

Asking a question here will compel the reader to read further down your page. Try to use all of your real estate and fit your question in 120 characters.

Don't put your job title here. That's pointless. Use the space to sell. We ask a question to get the reader thinking. 90% of people waste this space, when it is the most important real estate on the page. One simple change here puts you ahead of most consultants in the space.

You can also split test this headline and see if different titles and headlines yield better results.

Summary

In your summary, you want to tell your origin story. Add a provocative question in the first line of your summary and continue the conversation you started in your headline.

Just remember to always write in the first person, using words like I. Never use we or a company name. Be the person with the answers, not the faceless company.

You get 2000 characters here so make it count and try to use all the space you can. Have a narrative format and inject your personality in your summary. Be different, stand out, but also consider you will write this summary for search. To write for search, we need to understand some of the terms and research, and I will be covering this later in the course.

At the end of your summary, you want to provide some call to action; whether that is to prompt a phone call, or learn more by watching a video, or just sending you a message. Give the reader something to do when they are finished reading.

Current & Past Experience

This will also be a narrative and not a list. Use complete sentence structure and write in the first person.

Use of photos and videos here can be helpful in capturing the reader's attention.

Just make sure your experience is relevant. There's no need to add every job you've ever held here. Only include things that are relevant to your target's ideals about who would be a good fit to fix their problems or provide a need.

Education:

Keep this up to date when possible. Just list the schools you've attended and specify any relevant areas of study. You can also link to college or university if you desire. Lastly, tapping into your academic network can be a great lead source and opener, especially if you run into someone who went to the same school.

Skills and Endorsements

Pick your top three skills that you want to offer local businesses and list them here. Remember that what you want may be different from what businesses want. Your research will bear out what you should put here, but you have to start somewhere.

Recommendations

Start offering recommendations to people close to you and you will start to get them back. You want to have at least 3 to start out, and the best way to get them is to give them. Start with people you know and then make some connections, offer to chat or get on the phone; pick their brain and then endorse them for the topics you've discussed.

Interests

These are pages that you follow that truly interest you. Join industry specific groups (great networking opportunity) and keep them relevant to your target. This is professional networking and NOT Facebook, so don't add anything weird.

Contact Details

Have a personalized LinkedIn URL and add any personal/company websites. Use a professional email as a point of contact and add/curate a twitter account if you have one. Also, adding a birthday will let you show up in everyone's contacts once a year.

Pictures

Your photo should take up 60% of the frame. You can use a site like <https://www.photofeeler.com/> to get unbiased feedback.

Make sure you have a professional head shot. Just a tip - smiling makes you more inviting and relatable. (yes, I will update my picture because I know I'm straight-faced in my old profile pic.)

Profile Background

This is a text-based banner with a headline, where you want to pique some curiosity with a question:

For example:

- Are you at the top of Google?
- Are you growing?
- Do you see a positive return on your marketing dollars?
- Are you sick of getting ripped off on your sales leads?

You can also use an image-based banner, where you use your picture combined with stock image to convey some benefit or sales point.

Other Media

Additional thumbnails can help your profile stand-out. Most profiles do not add these as it is additional work. You can use pics from sites like

www.pixabay.com

HAVE A BUSINESS PAGE

A business page on LinkedIn makes you more official and gives you another point of contact; yet another “Sales page” to help your consultancy get off the ground or develop new business.

In order to have a page, you must meet the following requirements:

- Must have a real first and last name in your profile
- A profile that is older than 7 days
- Must have made some people connections
- Must have a unique company domain and email address (Gmail, Hotmail, Yahoo.com won't cut it)

If you meet these requirements; look in the upper right part of the LinkedIn website to get started:

Create A Page

1. Click the “work” button
2. Select “create a company page”
3. Select “small business”
4. Enter your page identity, specify your industry, and upload a logo for your company.

As far as what to populate on this page, that is a topic of some discussion that is the over-arching theme of this course.

BUILDING A SMALL CONNECTION POWERHOUSE

Conventional wisdom says that your network or group of friends in any social media network should be as long and wide as you can make it.

Truth is, that's the general net-casting approach. It won't help you catch the fish you want to catch, and often times, you'll get more of the fish you don't.

LINKEDIN CONNECTIONS

On LinkedIn, your profile displays the amount of connections you have up to 500. Once you cross the 500 thresholds, your profile will say "500+"

...this means you'll show the same activity level as Elon Musk, Tony Robbins, or other big names.

Your mission is to get to at least 501 contacts. This will take time and effort to accumulate. The goal should not solely be the number because 500 available connections will help you stand out and even draw in some business (or at least get you some referrals)

SKILL ENDORSEMENTS

These are a form of social proof. It is other people vouching for your ability to do some kind of job or have some know-how in a particular area.

You want to show 99+ on all of your skill endorsements. The way to get there is to a) have a growing network and b) offer them to others you meet.

People will reciprocate.

To get the ball rolling, enlist the help of your friends. After that, this really becomes a numbers game. Look to connect to 20 people per day. Do that and in 30 days, you will have made 600 connections.

You'd be better connected than a corrupt politician! ...ok maybe not that connected, but you get the idea here. Networks grow over time.

The faster you connect and endorse others, the faster you will get skill endorsements.

TAKING SHORTCUTS

Generally, I'm not that big of a fan of shortcuts, except in limited circumstances. Nevertheless, you can take legitimate shortcuts.

Profile Promotion

George and I struggled to come up with a downside to this other than it 'feels' like a shortcut. Yet with consideration given to the promotion, and ensuring it was done in a proper way, we found a resource.

Below you will find the preferred vendor that who can promote profiles and content with methods that are 100% compliant with LinkedIn's terms of service:

<https://www.fiverr.com/nitu635/be-linkedin-manager-to-grow-profile-content-marketing-ads>

This investment does improve the gravity of your profile so consider it if you need to up your connection numbers.

Hired Gun

You can hire outsourcers who will log into your LinkedIn account and spend all day making connections, reaching out, and generating leads & contacts for you.

The downside here is that you need to provide your LinkedIn login and password; which is not without an element of risk.

In my opinion, this was too much of a shortcut to consider, but it may be an option for you if you don't care about giving a Virtual Assistant a temporary login & password. When the work is complete, you simply change the password.

I will not recommend any specific vendor for this service, as it will be your responsibility to seek out, vet, and test a VA's who will log into your account to do work.

The takeaway here is that the second shortcut shouldn't be taken unless you have a firm understand of what you want, and don't mind sharing a login with a VA for a few days to weeks.

GROUPS THAT AMPLIFY RESULTS

Where you can see a big boost is if you start creating groups that people want to join.

As LinkedIn puts more emphasis on groups, you can uncover a particular topic related to the businesses you target and create a group around it.

Likewise, you can create a group around a specific problem that a business is having.

For example, I know my old man struggled for a long time managing the inventory for his restaurant. Until he cut the menu size, there were something like 800 individual items on his inventory sheet. All of which were managed each week by hand!

A group of restaurant owners who struggled with the same problem would allow some solutions to rise to the top. Devices such as inventory control tags, scanners, and shelf-tags would be incredibly helpful, but implementing such a solution would take some work to figure out.

What if there was a group of restaurateurs who have implement inventory control systems? They would know how to best deploy a solution, what the pitfalls were, and where to get the best price on equipment and service.

Groups give us the ability to put many minds together. With so much brain power of shared interest, solutions will naturally rise to the top. Everyone in the group benefits; this is one reason why groups are so popular.

These groups have become marketing channels for you; however, few make the effort to start and curate a group. Yes, it is more work, but the payoff is tremendous once you have momentum.

Consider this:

LinkedIn sends a daily or weekly digest of all group activities to keep members engaged. If you're the admin of the group, you can send a notification once a week; an email that will go directly to their inbox.

CREATING GROUPS

Before you create a group, you need to focus the topic down to a specific relevant niche and over-arching topic.

The restaurant inventory is one of the best examples.

Another might be (in the same niche) ...a group focused on marketing restaurants (there are many of these)

To get even more focus, you limit the group to a particular area:

Chicago Pizza Shop Owners Group

The New York Baker's Consortium

Real Estate Professionals of Tampa, Florida

Groups are the powerhouse of LinkedIn, in George's opinion. They allow the meeting to happen without the in-person meeting, and topics for discussion often evolve into products & services to offer.

MESSAGING

The critical component of the group is not the group itself, but the messaging. The messaging allows you to create a group that people want to join, and you can put up a wall to raise that desire to join even more.

Have a "Request to Join" message. Raise the mystery, scarcity, and exclusivity of being a member. People in general love to feel special and this request has that effect.

Once they do join, have a welcome message that is packed with value.

Include links to solutions if you've developed them, email lists, and invite them to contact you, the moderator. Also, ask them to make an introductory post in the group.

This will help you get the channels of communications open and increase participation.

You can take this to a whole other level by making the visitors fill out an application to join the group. Have them join your email list and include a section that prompts them to tell you what their business needs. You see how this will tell you most of what you need to service a client!?

KEEP IT FRESH

It is important to keep your group active and early on, this means it will just be you making posts and a handful of early adopters.

You want at least one post per week. Two or more if you can swing it.

There are also other moderating duties you will need to perform.

When you find a question, answer it. If you don't know the answer, Google the question, and then reiterate the answers you've found.

PROTIP: the answers to 90% of all questions can be solved in 5 minutes with a Google search.

Unfortunately, spam is still a problem no matter where you go, so you will often find yourself removing spam posts and deleting irrelevant content.

According to LinkedIn, spam is the biggest killer of groups next to stale content.

As far as what to post, that is more of a topic for the next chapter, where I will discuss publishing content. I will say now that when you are in doubt, find and join groups that are similar to the one you wish to start. Mimic (don't copy) their activity level, topics, and provide your own twist.

Spend some time in other groups to get a feel for the "flow" of how things work in group settings, and you'll find it easier to manage your own.

You can also ask moderators of popular groups for some insights into starting a non-competing group. I've found that most are helpful and are willing to share some details if you ask nicely and succinctly.

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PUBLISHING CONTENT: OPEN THE FLOOD GATES

More recently, LinkedIn has begin elevating the value of content on its network. Anyone can publish content on LinkedIn, and it serves to draw attention to you, your groups, and your business.

I want you to consider the Social Media rule: 90-9-1

90% of people are simply lurkers

Only 9% contribute, comment or share

Just 1% are the creators!

Being part of the 1% sets you apart from everyone else, and also gives you the opportunity to pull in business from that exception.

Now content is also indexed in Google, so you will get people who are searching for a particular problem. This means that you should understand not only the problems, but also what people are looking for.

Check out the upcoming SEO section for tips on how to do this.

When you produce an article, the participants give you a list of people to contact with questions, feedback, or even just offers to help them. It also gives you content to share on your pages and other social media sites.

Lastly, posting regularly gives you a near endless supply of people with whom you can connect.

So, what should you post about?

That is the topic for the next section, so please keep reading.

CONTENT IDEAS

1. Ask for opinions and recommendations
 - a. What is the best book?
 - b. Do a comparison shop
2. Share a behind-the-scenes look at your work
 - a. Here's how I do SEO
3. Explain how you do something (technical)

- a. How to produce a marketing video with Adobe After Effects
- 4. Showcase a flagship client
- 5. Share tips & tricks
 - a. Avoiding SEO pitfalls
 - b. Giving complainers an outlet for bad reviews
 - c. Tips for collecting leads on your website
 - d. Which autoresponder works best for local businesses
- 6. Share relevant industry statistics and infographics
 - a. Simple search results summarized
 - b. Repost and attribute
- 7. Answer frequent questions
 - a. An industry-specific FAQ will connect with the largest audience possible

Note: Posts without external links are given better rank. LinkedIn rewards you for keeping visitors on their platform.

ANALYTICS AS A LEAD SOURCE

After you post and get some traction, take a look at the post's analytics.

If you're a premium member, you can connect with people who have interacted with your content. These will be incredibly warm leads, especially if the contact made a favorable comment.

These leads will already view you as an authority on the topic.

Take note of which articles are getting reach in your target audience. This is a hint for you to keep pressing the topic and explore other related tangents.

MAKING & SELLING CONNECTIONS

Clearly this whole endeavor is for naught if you do not make connections. So, point of order: go forth and make connections. You can start doing this by liking and commenting on posts that are relevant to your target audience.

Note: Simply sharing posts doesn't seem to get many views and appears to offer little value.

CONNECTING VIA POSTS

First, message the people who make posts directly to break the ice and ask a question relevant to the material being shared.

Now, here is some real power; you can tag other business owners who may have an interest in the content. This not only connects the author with an interested party, it also puts you smack in the middle of the connection. You gain two connections, and a possible lead for services.

USING WARM SOURCES

A source of leads is the most valuable resource you can curate for yourself. LinkedIn offers the opportunity to build this source in a reasonable amount of time for a reasonable amount of effort.

All you need is the plan, and that's what you'll find in this guide.

Don't worry if you're still unsure about what you're doing. I'm going to provide you with a series of checklists to make sure you take the right steps and can get results quickly.

Warm leads are found inside of local groups, and from people who viewed your profile and content.

PROTIP: Without a call to action on your profile page, the chances of getting a contact drop significantly. Include a call to action as I described in an earlier section to get the most inbound warm leads.

Likewise, you can find warm prospects by tracking down the people who are connected to the individuals whom you ultimately wish to contact, and simply ask for an introduction.

PERFORMING A SEARCH

Naturally you'll want to chase the warm leads first. These are the connections who best fit your target audience and would have a higher likelihood of purchasing services or making a connection for you.

There is a tendency for people to identify one person in a company, reach out, and then give up when they don't get a response.

This is a mistake.

You want to search a company and identify several individuals who fit your customer profile or avatar. Clearly an administrative assistant will be the wrong choice; however, a media buyer, director, or manager is a more suitable candidate.

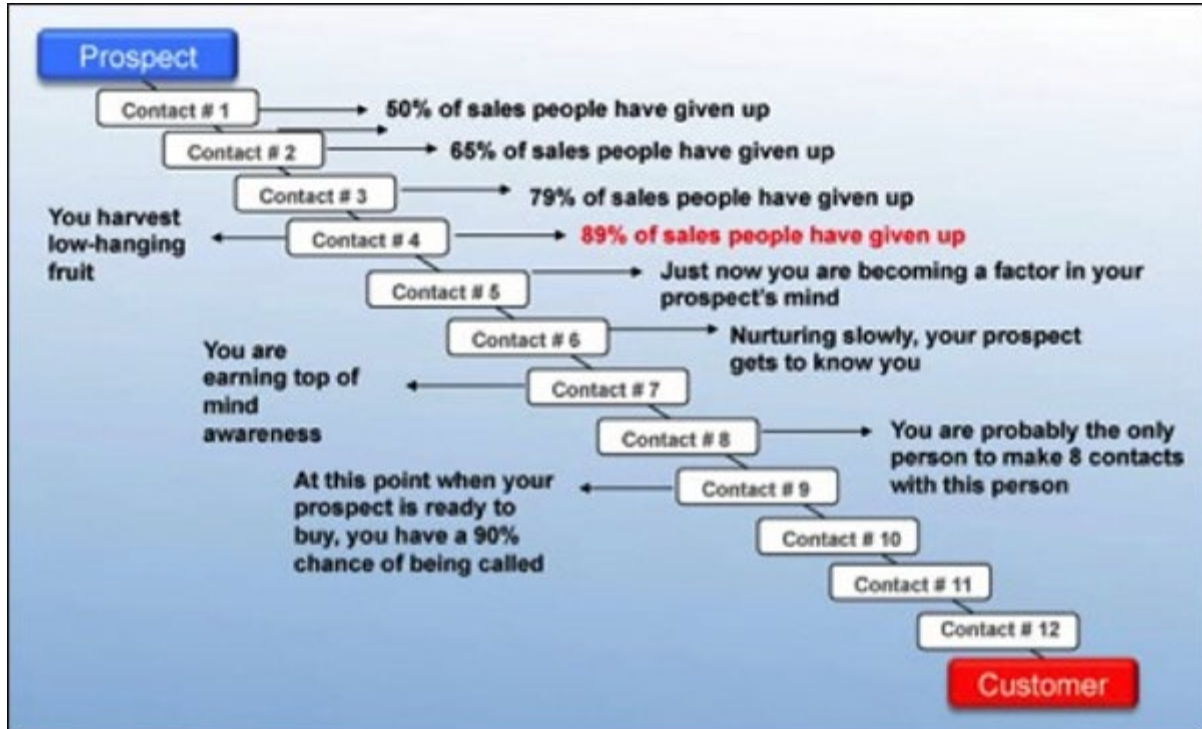
Build a list of these staff members and reach out to them. Some may ignore you, but one or two may recognize the value you're offering and either consider your offer OR facilitate your connection with someone who would consider your proposals.

To be less "spammy," look for the content posted or shared by this staff. Comment, ask questions, and approach them directly as opposed to simply bouncing a sales pitch.

CONNECTION SEQUENCE

It is surmised that it takes 7 to 13 contacts to make a significant sale.

Considering this graph produced by a Microsoft study:



90% of sales people give up after just 4 attempts! If you were to make just a few more attempts, your chances of forwarding the sale increases dramatically.

Going beyond the four-event contact scheme means you beat out most of your competitors and have a higher likelihood of making the sale.

Critical Point: Do. Not. Give. Up.

Your outreach will start producing warm inbound connections and you should thank them for any reply. Do not thank them for their time, as that never seems to add anything to the sale. It is more or less telling them that their time is more valuable than your own time and your offer, which we both know neither is true.

Your time is just as valuable, and your offer represents value that can be created out of practically nothing.

Once you have received a reply to your outreach, either through warm lead prospecting or content mining; you need to move the contact off of LinkedIn for a more serious connection.

After-all, LinkedIn is a third-party; the sole job of which is to facilitate the connection for business. The actually “business” takes place outside of LinkedIn.

Heads Up:

DO NOT SIMPLY SLAP YOUR OFFER ON THEIR FACE

A phrase such as the following will turn people off:

“Hey here’s my offer, contact me if you want it...”

Nobody wants your offer. They need to be made to see the value, benefits, and understand the urgency of an action that needs to be taken now.

Instead, your focus should be on creating the relationship, becoming a resource for the connection, and someone that connection looks upon as an expert or insightful brain.

This type of self-positioning is more valuable than even the most skilled telephone sales operator. Where I can sell a \$5,000 marketing package over the phone or through video, I need to have and maintain a relationship with key decision makers to sell a \$200,000 year-long marketing campaign.

A notable example of this would be the work I did for a national fast-food restaurant chain. I couldn’t simply just call up a buyer and say, “hey, give me 100k and I’ll sample your new menu items across the Midwest.”

Nope! Doesn’t work like that at all...

I had to meet dozens of people. Shake dozens of hands. Fly to three cities. Meet with two different marketing agencies of record and sell everyone along the chain to finally get the approval from the client and a \$200,000 check in my hand.

YOU can get a check for \$100,000 if you’re chasing the right people, shaking the right hands, and maintaining the right relationships.

This example is just meant to illustrate the importance of the relationship and it applies to you regardless of the size of your contract.

LinkedIn Local Raider

So, your focus is to build a relationship rather than just cold sell some marketing service. Every contact you make can do things for you, such as connect you with decision makers, provide endorsements and company insights & goals that you use in your proposals.

I want you to see every person as an opportunity to grow your network rather than just a client. Grow your network, build the relationships and then get a client in that sequence.

MESSAGE SEQUENCES

First Outreach Message:

Hello NAME

Thanks for connecting with me and I look forward to learning more about you and your business. If you would like to connect with anyone in my network, I would be happy to be a resource for you.

Just for fun, tell me something interesting about you or your business.

If you want to learn something interesting about me and my business, I created a page just for my LinkedIn connections at [URL]

Thanks again for connecting and if there is anything, I can help you with, please do not hesitate to ask!

-NAME

P.S. I also have a free {Free thing} for you where I show you how I {Business benefit} at [URL]

Share Content:

Hey Name,

I hope business is going well for you. I came across an article that you would be interested in, it talks about [X]

You can check it out here: [URL]

I'd love to get your thoughts on it.

-NAME

--

Hey Name,

I wrote an article recently and mentioned your business. It's getting some interesting feedback and I'd love to include you in the conversation.

You can see the article here: [URL]

Let me know what you think.

-NAME

About Their Content:

Hey NAME,

I saw your article on XXX.

I had some questions about is and would love to connect with you.

Let me know when you have time for a quick call.

-NAME

Give Away Software

Hey Name,

I noticed a few things that were broken on your website. I'd be happy to get on a call to go over them, or if you like you can use this software to fix them: [URL to Software]

Let me know if you need any help.

-NAME

--

Hey NAME,

I was checking out your website the other day and I noticed you are not {collecting leads/taking reservations/setting appointments}.

I have some software that can handle all of this for you that you can download here: [URL to Download Software]

Let me know if you need help setting it up or would like help generating more {clients/customer/patients.}

-NAME

Group Invite:

Hey NAME,

There's a great discussion going on in {Group Name} that I thought you'd want to check out and I'd love to hear your thoughts on this:

[LINK TO GROUP SIGNUP]

-NAME

--

Hey NAME,

I created a LinkedIn Group a while back for business owners in the TOWN area.

We've been sharing a lot of ideas and ways we can help each other grow.

Your name has come up a few times in the group and I wanted to personally invite you: [LINK TO GROUP SIGNUP]

Let me know if you have any questions, and we look forward to seeing you in the group.

-Name

Learn About Your Invite:

Hey Name,

We've been connected on here for a while and I'd love to learn more about your business.

I'm friends with a lot of business owners in the TOWN area and would like to introduce you to a few people that I think you'd connect well with.

Let me know when you have a free minute for a call.

-Name

What Do They Need?

Hey NAME,

I've been working with a number of businesses in the TOWN area, and many have been having a problem with {Yelp Reviews/Search Engine Visibility/Social Media}

What challenges have you been seeing in your business recently?

-Name

Solution Message

Hey NAME,

You mentioned having a problem with {Problem} a few days ago.

I've been thinking about it since you messaged me, and I may have a solution that not only eliminates this problem but grow your customer base at the same time.

I'd love to go over this solution with you, {let's get on a call/shoot me an email}

Looking forward to talking with you.

-Name

Request For Call

Hey NAME

I'm trying to get to know my connections on LinkedIn a little better so that we both might benefit from being connected. We've been crossing paths on linked in for the past couple of months and I'd love to schedule a quick call.

Would you have a few minutes to chat? How does Friday after noon sound?

-Name

Follow Up

A few weeks ago, I sent you a message to see if you were open to chatting on the phone. I thought I would check back.

I specialize in helping business like yours. We've worked with companies in your area like {Client list}

I'd like to schedule a call with you. If that's not possible, I'd like to open up some dialog over email.

What do you think?

-Name

--

FOLLOW UP TIPS

Recall that the number of contact events it takes and how often people simply give up after just four events.

Aim for at least 13 messages before you consider the lead dead.

Of course, if someone asks you to stop, then stop contacting them and deaden the lead.

Space your contact events by 4 to 6 business days.

Repeat the sequence until you start getting replies or told to go away or hit 13 unique contact events.

GETTING THE WORK DONE

You may have noticed that up until now, we haven't begun discussing the actual work you'll be doing in any detail.

It was important for you to see LinkedIn as a tool. It only facilitates the relationship that your outreach and connections will create.

As those relationships are nurtured, the needs of connections will surface; sometimes quickly, and other times, more gradually. Other times you will have to pry them out.

Your messaging sequence will help pull out their needs and get the connection talking with you. Remember that people are on LinkedIn for the opportunity that it creates through networking. They will be more open to this discussion than on any other medium.

They will be open to answering questions about the business and curious when you dangle something that may save time, make their job easier, or make the company money.

PROTIP: Find the ambitious employees in a company who want to be heroes, and gradually hint that you want to help them shine; convince them of the benefits of your services and that they are a path to greatness. A little vanity goes a long way for the right kind of connection.

SELECTING A SERVICE

We never select a service before we select a customer.

Read that line again ^^

The customer is always first and their needs define what we sell.

If you need a label that encompasses everything you do, then a **business development consultant** or **advertising specialist** would be the title/label you'd want to put in your head.

Listen: you don't offer tools before you know what the job needs.

I'm not going to sell you a shovel if you tell me you need to break up some concrete blocks. I'm going to sell you a jackhammer because that's what you need.

The same lesson is applied to the work we're doing here on LinkedIn.

Just remember that you're a consultant and consultants consult with their clients. They uncover the need, identify opportunities, discover ways to tap into them, and implement the solution.

Notice the first stage was "uncover the need." This need should have been pulled out of your networking and connection early in your conversations.

From there, you select the tool that best fits the needs of your clients.

This may seem a little counter-intuitive to some. When I began as a consultant, it did for me. I wanted to sell websites, without even considering if the people I was calling even wanted them. Being so oblivious to the truth, I was failing at the game.

Eventually, I discovered that we can ethically "cheat" the game.

The types of services that business owners pay for is not a mystery.

We can simply go to the market and look at it from the top down to see what is selling. This, too, is a product of networking and speaking with peers in your industry.

PROTIP: Joining a marketing or sales group would offer you insights into what campaigns are running and which niches are being serviced.

In other words, you don't need to reinvent the wheel or spend the next decade researching a thesis to find out what's selling and to whom.

Case in point, I've built an entire business around understanding what is being bought and sold online today owing simply to the hundreds of business owners, marketers, salespeople, and students I interact with each month.

Consider joining my Gold Membership which, as a Gold member, you have access to dozens of products and solutions for just about anything a business might need. You also have my support and priority access to my help desk.

Visit the link below to get a HUGE discount on your first month:

<https://link.luthersoffers.com/membershiph>

SERVICE STRATEGY

Unless you're a specialist in a particular area with a particular set of skills, your strategy will be one of using done-for-you advertising models like what you'll find in my membership, and outsourcers / white label services.

Included within this master class is an outsourcer rolodex covering the majority of what a small business owner may need.

You want to begin by offering simple solutions for relatively low prices; using this tactic as a means to build the trust and experience in the relationship. Then as your relationship grows strong, offer more services at a higher price for greater returns.

When you complete a service for a client, write a recommendation and detail how well everything was working for them.

The connection will almost always write a recommendation back, which helps you build authority and gives you incredible social proof & testimonials.

So, to truly begin earning off of this strategy, here's a summary of the steps:

1. Select A Niche
2. Select A Location
3. Make Connections In The Niche / Location
4. Give Away Small Insights And Connect People Together
5. Outreach And Mine For Client Goals, Needs & Desires (CGND)
6. Match "CGND" to course or white label services and campaigns
7. Offer Low Price Solutions To "CGND"
8. Scale To Larger Price Solutions
9. Maintain & Grow Relationships

In less than 10 steps, you now see a complete consultant business model that you can relatedly use each month to find clients and earn income from the fees you charge.

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ADVANCED TRICKS

Here is a quick cheat-sheet of advanced tips that George found helpful:

Send Free Messages

There are premium members who have open profiles and will accept messages, even if you are not connected with them.

To take advantage of this, when you are searching for prospects using the Advanced Search, look for the Open Profile badge beside the name of the prospect you are interested in.

Once you find a good match, click through to visit their LinkedIn profile. At the top of their profile in the highlights section, click on the Message button, to send them a message.

Free InMail To Group Members

When searching for contacts, you can message people who are belong to a mutual group. Do you see how powerful it is to join a relevant group?

Saved Searches

If you save your search, LinkedIn will send you leads who match the search results over time.

Adjust Your Privacy Settings

Change your settings so competitors are not displayed on your profile. This is kind of like removing links to a competing product from a sales page. Don't help people leave your profile to find someone else who could potentially sell them a solution.

Go to: Settings & Privacy

Click on **Privacy** in the top navigation area.

Locate "**Viewers of this profile also viewed...**" and set to **No**.

Make Introductions

If you're connected with a bricklayer, connect him with a local concrete producer. If you know a restaurateur, connect her with a local provisioner.

These connections help build trust and present you as a resource when those connections bear some fruit.

Search Through Companies & Penetrate

Make multiple connections with employees in a company. One or two of them may like you and help forward your proposal to the appropriate decision maker. They may fall in love with your idea and champion it at the next meeting together.

Always Ask If You Can Help

Have something to offer, even if it is just something simple, if you offer to help and they ask, "How can you help?"

Use Google Boolean Search

You can use search operators on Google to find specific LinkedIn Groups, profiles and content

inurl:linkedin.com + "dental" + "marketing" + "group"

inurl:linkedin.com + "restaurant" + "manager" + profile -job

inurl:linkedin.com + "attorney" + "injury" + "Chicago"

Use SEO To Rank Your Profile

Your profile will rank on google for search terms. Write your profile and your content for this search! LinkedIn will notify you when you appear in a search via email. If you have premium, you can tell who contacted you.

See the next section for SEO tips & tricks.

SEARCH ENGINE OPTIMIZATION CONCERNS

There is a whole other subsystem of LinkedIn that involves SEO. Here is how it will work:

Your profile shows up in LinkedIn and Google search. Your content is also indexed and awarded a score, just like any other website, with considerations given to LinkedIn's authority.

The majority of the "heavy lifting" is in fact being done by LinkedIn itself, so if you've followed the setup that I've given you up to this point, most of the work is already done.

Just by having this profile system and publishing content you are better than 99% of people on the network, now it's about honing the craft to target exactly who you are seeking to connect & sell.

KEYWORD RESEARCH

The research you will do will be for finding the terms that a business owner will use. So, ask yourself, what might a business owner search for? A few examples:

Web Designer

SEO Specialist

Market my restaurant business

Grow my clothing store

Further value is pulled out by adding a location to the terms. Some companies prefer to work with consultants and agencies in their own town. Being ready to show up in that search can bring you significant business.

You can use tools to help you find keywords.

<https://kwfinder.com/> is gaining popularity.

Another is a Chrome extension that offers suggestions based on what you search on Google. Check it out below:

<https://keywordseverywhere.com/>

OPTIMIZE YOUR PROFILE & CONTENT

Use your primary search term in your name. Add your name, and title as a keyword. Joe Smith, Business Development Consultant

Use keywords in the headline of your profile. 90% of people just use their job title, this one trick puts you above all of them, and increases your chances of a warm inbound lead.

Use your keyword in your summary, titles in experience, and in the skills section where possible.

With regards to your content:

Add your keywords to your title and add keywords through-out your article, resisting the temptation to keyword-stuff your content. Stuffing doesn't help.

Just use your term naturally and lean towards location-based terms, which seem to have way less competition.

For example, you can work in "Doing SEO in Denver" a few times through a short guide that helps companies in Denver, CO stay competitive with organic search.

Think about what people would search for on Google and dig through keyword tools to find the terms most frequently used.

The more research you do here, the better your results will be. The more inbounds you'll create and the more traffic / reach your content and profile will have.

PAID LINKEDIN OPPORTUNITIES

Bottom Line – when you buy premium services, you get premium results and a return on your investment.

If you have more funds to throw at your consulting business, then an investment in the premium linked options gives you incredible tools to aid your prospecting efforts.

LinkedIn offers their Premium service, which gives you access to InMail, which is very much worth the \$25/month fee. You also get to see who viewed your profile, offering you a much warmer lead with whom to connect.

Grab LinkedIn Premium and implement the methods taught in this guide and you will make this investment back almost immediately.

Beyond straight advertising (which is not recommended if you have no idea how to buy media), LinkedIn also has a tool called the “Sales Navigator.”

The Navigator is an advanced tool that assists your sales efforts, and helps you create & manage customer relationships. The fee for this tool is \$79/month and if you are implementing the methods in this guide successfully, you’ll make that investment back very quickly, as well.

This tool gives you access to advanced search, and additional criteria that allows better targeting. It also lets you save leads, and filter people who have changed jobs or started a business.

You can see their activity in your news feed, which gives you a reason to reach out to them.

One of the most useful features is the ability to filter out people who have been active in the last 30 days, allowing you to avoid reaching out to people who will probably never answer your messages.

The absolute best part of sales navigator is that you can send direct messages without first connecting with the person. This gives you the greatest amount of reach and flexibility.

Sales Navigator also includes access to PointDrive, which permits the sending of documents and presentations directly inside of LinkedIn.

I encourage you to visit the following links to learn more about the Premium services being offered by LinkedIn, and how they can help your mission.

<https://business.linkedin.com/>

<https://business.linkedin.com/sales-solutions>

<https://business.linkedin.com/marketing-solutions>

USING CHATGPT WITH LINKEDIN

The introduction of language models like ChatGPT gives us an opportunity...

You can use these services to product customized direct messages, emails, landing pages, and more...

This means you don't need to be a super-star copywriter to produce effective pages.

ProTip: Tools like ChatGPT are not a substitute for learning your craft

You can, however, produce materials that are effective *enough* to get started and gain some momentum.

I've compiled a list of prompts that you find helpful.

Remember: the quality of your output depends on your input. Provide GPT with context and details about the prospect and their business to get personalized results.

The next two sections will feature prompts n tailored for uncovering B2B consulting opportunities on LinkedIn and using ChatGPT to support your outreach and content strategy.

LINKEDIN STRATEGY PROMPTS

Profile Optimization

“What key phrases should I include in my LinkedIn headline to attract B2B consulting clients in [specific industry]?”

“Draft a LinkedIn summary for a consultant who helps [type of business] improve [outcome, e.g., revenue growth, customer retention].”

“List five keywords relevant to [industry] consulting that will help boost visibility on LinkedIn.”

“Create an engaging LinkedIn profile ‘About’ section that speaks to the pain points of [target audience, e.g., midsize retail companies].”

Advanced Search for Prospects

“Suggest keywords to use in LinkedIn’s advanced search to find decision-makers in [industry].”

“How can I find [industry] managers and directors within a specific geographic area on LinkedIn?”

“What LinkedIn search filters should I apply to connect with executives in [company size, e.g., small-to-medium businesses]?”

“Provide a list of job titles in [industry] that are likely to have decision-making power for B2B consulting services.”

Engage with Industry Posts

“Create a LinkedIn comment that provides insights on a post about [industry trend, e.g., digital transformation in healthcare].”

“Suggest topics for LinkedIn posts that showcase expertise in [specific consulting area, e.g., operational efficiency].”

“Write a comment that engages with a post about [common industry issue] and subtly demonstrates consulting expertise.”

“What questions could I ask in LinkedIn comments to engage business leaders in [industry] and encourage conversations?”

Connection and Outreach Strategy

“Draft a LinkedIn connection message for reaching out to a [job title] in [industry] that mentions mutual connections and shared interests.”

“Write a LinkedIn message for connecting with someone in [specific role, e.g., VP of Sales] who might benefit from my [specific consulting service].”

“Suggest a LinkedIn message that provides value to a new connection in [industry] by sharing a relevant industry report.”

“Create a follow-up message to a LinkedIn connection request that introduces [consulting service] and highlights its benefit for [prospect’s industry].”

CHATGPT PROMPTS FOR B2B CONSULTING

Client Profile Research

“What are the top three challenges faced by companies in [industry] related to [business area, e.g., supply chain management]?”

“Summarize emerging trends in [industry] and how consulting services can address these trends for B2B growth.”

“Generate a list of typical pain points for [industry] businesses looking to improve [specific outcome, e.g., customer acquisition].”

“What opportunities exist in [industry] for consultants focusing on [specific area, e.g., digital strategy]?”

Content Creation for LinkedIn

“Write a LinkedIn post on [topic, e.g., how AI is changing the finance industry] with insights relevant to business decision-makers.”

“List five LinkedIn post ideas that appeal to executives in [industry], focusing on challenges they face in [specific area, e.g., data security].”

“Create a LinkedIn post that shares a practical tip for [industry] businesses looking to improve [outcome, e.g., employee retention].”

“What are some attention-grabbing LinkedIn post titles that would appeal to [industry] professionals considering consulting support?”

Outreach Message Personalization

“Write a LinkedIn outreach message that speaks to the pain points of [target job title] in [industry] who might need help with [specific service].”

“Draft an initial message to a [specific title, e.g., Marketing Director] introducing consulting services focused on [specific solution, e.g., lead generation].”

“Create a LinkedIn message for connecting with [job title] at [company name], mentioning mutual connections and a recent company update.”

“Suggest a follow-up LinkedIn message for someone in [industry] who connected but hasn’t replied, emphasizing my unique consulting approach.”

Cold Email Drafting

“Write a cold email introducing my consulting services to [job title, e.g., Head of Operations] in [industry] addressing their needs in [business area].”

“Draft a cold email to a [target title, e.g., CTO] at [type of company, e.g., manufacturing firms], highlighting the value of improving [specific area].”

“Generate an email subject line and message body that resonates with [industry] decision-makers seeking [specific service].”

“Compose a follow-up email after an introductory message to a potential client in [industry], reinforcing my consulting expertise.”

Sales Call Preparation

“What are key discovery questions to ask a potential consulting client in [industry] to understand their challenges and goals?”

“Provide a list of open-ended questions for a sales call with a [job title, e.g., COO] in [industry] to discuss their needs in [business area].”

“Create a checklist of talking points for a sales call where I’ll present my consulting services for [specific outcome, e.g., process improvement].”

“Suggest questions to help gauge the level of urgency and budget for consulting services during a call with a new client.”

Consulting Proposal Assistance

“Outline a consulting proposal for helping [industry] companies improve [specific area, e.g., customer experience] with a timeline and deliverables.”

“What sections should I include in a consulting proposal targeting [industry] that focuses on [specific service, e.g., digital transformation]?”

“Generate a sample list of deliverables for a consulting project that addresses [pain point] in [industry].”

“Draft an executive summary for a consulting proposal aimed at [specific title, e.g., CFO] to outline improvements in [business process, e.g., cost reduction].”

SOFTWARE THAT HELPS

There is some software out there that can also be helpful.

LinkedIn has a Chrome plugin that integrates seamlessly with their navigator tool:

<https://chromewebstore.google.com/detail/waalaxy-1-linkedin-automa/hlkiignknimkfafapmgpbnnbmkaajgljh>

You can also use tools like LinkedIn Helper:

<https://linkedhelper.com/>

This gives you auto mailing and auto responder capabilities, allows you to export leads to csv, and build a targeted mailing list. You can also mass endorse contacts to gain a boost in endorsements from others.

Another noteworthy tool is Hootsuite.

<https://hootsuite.com/linkedin>

This tool allows you to automate and schedule content, including video. It allows you to get more out of your LinkedIn content experience and save time in the process

Automation is key and these tools will save you a load of time.

NEXT STEPS

The only thing left is for you to take the first step and follow the training I've given you in this guide.

Use the checklists to help you get started and re-read a section or two if something seems a bit unclear.

Just reading this book will not make you any money.

Only creating & nurturing connections on LinkedIn will produce results.

Follow the training in this book.

If you need with this course, submitting a ticket to our help desk is the **fastest** way to get a response:

<http://landroinnercircle.com/support/>

There is also a support widget you can find in the lower left-hand side of the member's area.

You can send me a message that way, as well.

Remember, the more action you take... the more money you will make.

-LL