

SkypeRocket your business with



LINKEDIN

HOW I TRIPILED MY
CLIENT BASE IN
JUST 30 DAYS

BY ABBEY ASHLEY



THE VIRTUAL SAVVY



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THE VIRTUAL SAVVY

Introduction


LinkedIn used to terrify me.

Not in a “Lie awake in bed, frightened” kind of way... more in a “I have no idea what I am doing... and will surely mess this up” kind of way. Building my client base through LinkedIn was the last thing on my mind!

One day, I decided to challenge myself. What if I could spend 15 minutes per day, building my LinkedIn profile and connecting with potential clients? Would I really see any outcomes?

I was **AMAZED** at the results! Within one week I had 200 new, quality connections, someone asking me if I could speak for their entrepreneurial podcast, and I had one new signed client. By the end of my first month I had over 500 quality connections, 10 new paying clients and messages were coming in daily with more people interested in my services!

Many businesses lose out on a massive potential client base by neglecting to use LinkedIn effectively. There are many reasons why this may be happening. Once a person builds their profile on LinkedIn and connects with their high school buddies, they usually don't know where to go from there!



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If you stop your
LinkedIn involvement
at a basic profile, you
are missing out on a
HUGE market.

Did you know that...?

- TWO NEW USERS JOIN LINKEDIN EVERY SECOND, MAKING IT ONE OF THE FASTEST GROWING SOCIAL MEDIA NETWORKS, ESPECIALLY FOR PROFESSIONALS.
- 41% OF MILLIONAIRES USE LINKEDIN. LINKEDIN IS 277% MORE EFFECTIVE FOR LEAD GENERATION THAN FACEBOOK OR TWITTER
- 40% OF LINKEDIN USERS CHECK LINKEDIN ON A DAILY BASIS

With an overhaul of your profile and a 15 minute per day lead generation plan, you can actually triple your client base!

Enclosed in this book are the secrets to how I did just that!

Improving Your Profile

CHECKLIST

- ☐ CHANGE MY PHOTO
- ☐ PERSONALIZE MY URL
- ☐ UPDATE MY HEADER IMAGE
- ☐ INCLUDE A CREATIVE HEADLINE
- ☐ INPUT SEO THROUGHOUT MY PROFILE
- ☐ NARROW DOWN MY FIVE SKILLS
- ☐ ASK FOR RECOMMENDATIONS



Your Photo

It's time to can that selfie you took at your friend's Christmas party two years ago. Having a professional photo is one of the most important changes you can make to your profile.

This picture is the first impression to who you are. Make sure that the photo shows off who you are as a business owner. You may want to have a cunning headshot (suit and all) or a whimsical sideshot with a big grin. Whatever it is, the key is to have it look professional!



Your URL

Don't settle for the impersonal URL you are given when you joined LinkedIn. Set up your personalized URL in a few simple steps.

The purpose of all of this is to add consistency to your branding. It's best to keep your URL simple.

For example:
[linkedin.com/in/firstnamelastname](https://www.linkedin.com/in/firstnamelastname).

If that URL is taken, try adding your industry.

For example:
[linkedin.com/in/abbeyashleyva](https://www.linkedin.com/in/abbeyashleyva).

How to update your URL:

- CLICK ON PROFILE
- CLICK EDIT PROFILE
- CLICK EDIT RIGHT UNDER YOUR PHOTO





Your Header Image

The header image is another way to set your profile apart. I recommend finding a stock photo on a website like Pexels or Unsplash. Choose a photo that reflects your business.

You can update your header photo with these simple steps:

- Move your cursor over Profile at the top of your homepage, and select Edit Profile.
- Click the Camera icon above the top section of your profile.
- Select an image file from your computer to upload.
- Click Save.

Your Headline

Your headline is your time to shine. Don't just list your job title. Have a little fun here. Highlight your specialty and the value that you will bring to your clients.

Why should a customer choose you and your business? Tell them in your headline.

Your SEO

Including keywords in your profile summary is vital for increased Search Engine Optimization (SEO).

The best place to input these is in your summary. Your summary is your opportunity to show why you are unique and qualified to help your clients. What sets you apart?

Tell your potential client here, utilizing keywords throughout your pitch. My suggestion is to choose three keywords that you want to represent who you are. Utilize these keywords throughout your summary.

Make sure they also appear in your current and previous experience, your work experiences and your skills and endorsements.

ADDITIONALLY, USE
KEYWORD-RICH
DESCRIPTIONS
WHEN UPLOADING
PREVIOUS
PROJECTS TO YOUR
PROFILE (BEST IN
THE FORM OF PDF'S
OR SCREENSHOTS).





Your Skills

You will want to have at least three skills (but no more than five) listed on your profile. Specialization is the key to success in your industry.

It is best to have fewer skills listed and be seen as a “pro” in those areas. Ask friends, clients and colleagues to endorse your skills for higher reputability.

Your Recommendations

A recommendation is not the same as an endorsement. This is your chance to have someone who has worked with you professionally (not a friend or family member) to recommend you for hire.

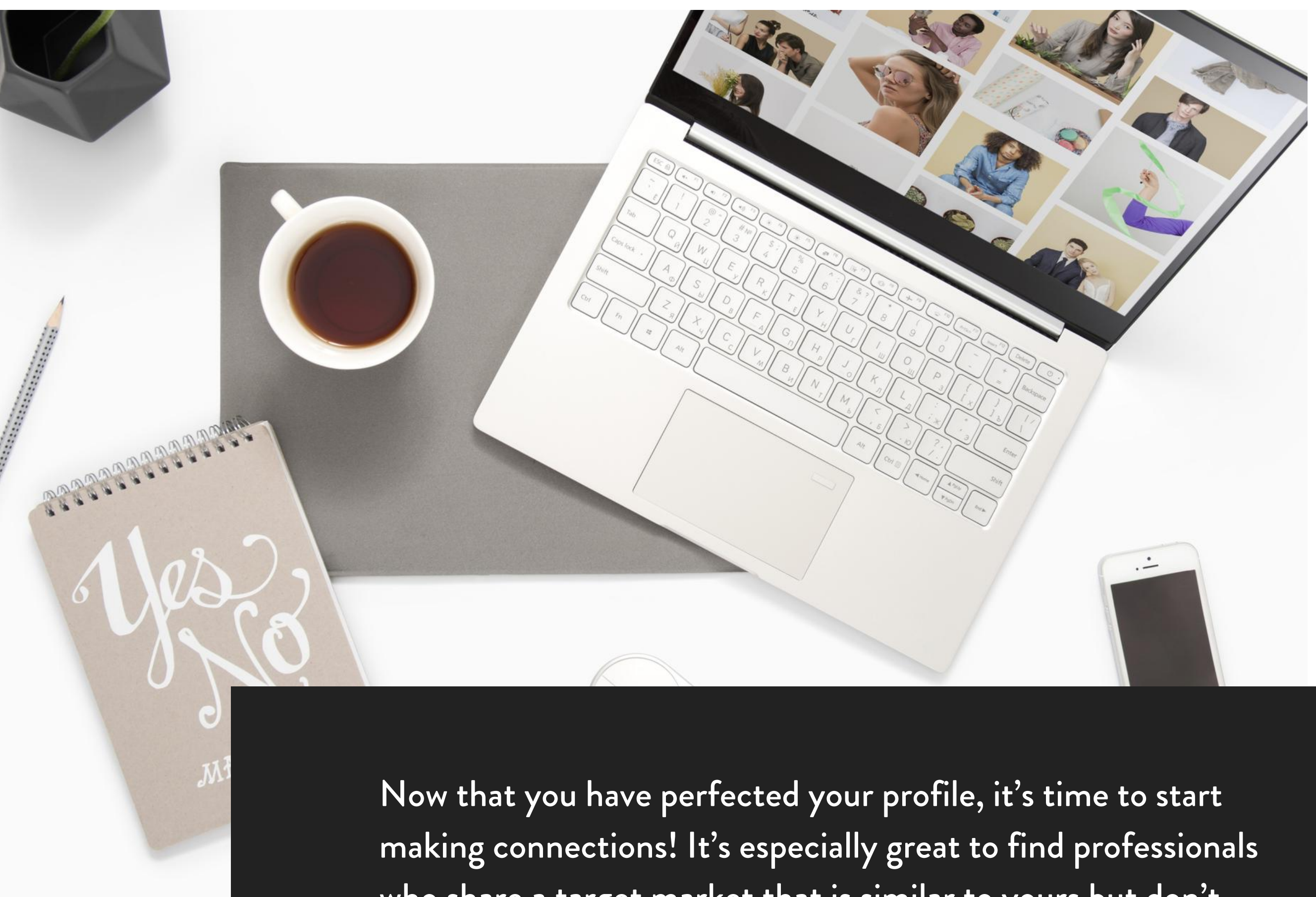
Remember, oftentimes the best way to get a good recommendation is to give one first!

Be secretive when updating your profile. When you are in edit mode, turn off your activity broadcasts and change the setting for “select who can see your activity feed” to “only you”. This way, your contacts won’t be alerted to every small change made on your profile.

Tailoring Your Outreach

CHECKLIST

- ☐ CRAFT MY PERSONALIZED MESSAGE
- ☐ INVITE MY EMAIL LISTS
- ☐ CONNECT VIA “PEOPLE YOU MAY KNOW”
- ☐ SEARCH FOR MORE PROSPECTS



Now that you have perfected your profile, it's time to start making connections! It's especially great to find professionals who share a target market that is similar to yours but don't provide the same service that you do.



NOTE: Invitations sent from the "People You May Know" feature in the mobile app can't be personalized and the ability to personalize invitations is currently not supported on iPad.

Crafting Your Personalized Message

It's time to start reaching out to people to join your network! LinkedIn will give you a canned message to invite people to connect.

If you want to stand out and make truly personal connections, you will need to personalize your outreach.

Create a template for a personalized message, but tailor your message to each individual. Make sure to greet them by name and remember, this is **NOT** where you are selling to them! Connections first, sales later (you have to build trust!)

Here is how you personalize your template to be sent out:

- Click on the individual that you would like to connect with
- Click the “Connect” button
- You may be prompted to put in the individual’s email. If you don’t know it, move on to your next connection. (If you have a premium account, you can send them InMail)
- If their email isn’t required, simply click how you know the individual (I normally categorize all as Friends!) and write your personalized message.



Example of a template that can be personalized:

Hi _____,

It was great to connect with you at _____. It seems like we both have a passion for entrepreneurship and connecting with people. I would love to stay in touch with you via LinkedIn!

Thanks!


Abbey Ashley | Virtual Assistant

Invite Your Email Lists

If you haven't done so already, you need to connect with people that you already keep in contact with on a consistent basis.

From your homepage, click on
“Connections” > “Add Connections” >
Type in Your Email Address > Import
your contacts.





Connect Via "People You May Know"


It may be scary to go through and invite all of the people on your "People You May Know" list, but it is one way to grow your list quickly!

Even though you may not know these people personally, remember, they are being recommended to you because they are friends of friends. This means you have mutual connections and, most likely, mutual interests.

This is a great networking opportunity. Imagine you are at a mutual friend's party, and you happen to strike up conversation with this person, because of your mutual friend.

That would be completely natural. It's no different in the virtual world! It may be a good idea to tailor your message to each of these individuals as well!

I recommend only asking people to connect who have a profile picture, and that appear to be a real person. You don't want your connection list filled with spammers!



Template that can be personalized, for someone
on your "People You May Know" list:

Hi _____,

My name is Abbey Ashley and I am a virtual assistant who helps small business owners improve their business systems. It looks like we have a few mutual connections. It would be great to connect with a "friend of a friend".

Let's connect!

Abbey Ashley | Virtual Assistant



Search For More Prospects

Once you have exhausted all of your current prospects, it is time to find more! The best way to find more prospects is by joining LinkedIn groups, which we will discuss in the next chapter.

The second best way is by using the Advanced Search tool. You can filter your search by relationship, groups, location and industry and even save this information using the Save Search button.

Next, you can use the Tags feature in LinkedIn Contacts to organize your results and save profiles of prospects to the Profile Organizer without being connected to them.

Now, it's time to go through each individual and send them your personalized invite!

REMEMBER: You are committing to 15 minutes a day to change the way you do business on LinkedIn. Don't let this information overwhelm you! How do you eat an elephant? One bite at a time!



Post Connections

CHECKLIST

- ☐ DRAFT MY "POST CONNECTION CONTACT" MESSAGE
- ☐ BEGIN SENDING POST CONNECTION CONTACTS
- ☐ KEEP IN CONTACT WITH MY CONNECTIONS
- ☐ MOVE RELATIONSHIPS OFFLINE





Draft Your "Post Connection Contact" Message

It is a best practice to send a message to each person who accepts your connection request.

Don't miss this step!

Establish the conversation while you are still fresh on their mind! It is important to do this on the same day they accept your request. You will be in awe at how many people will continue the conversation with you.

They may pass on your information to others, or ask questions about your business. At this time you can mention who you are/ what you do but remember not to be overly "salesy". You are still establishing a trust connection. This is a great time to include a link to schedule a 15 minute "coffee chat".



*Basic Template you can use for this
Post Contact Connection:*

Hi _____,

Thank you for connecting with me! I would love to hear more about you and your business! Tell me a little bit about you. Maybe we can pass on each other's business information to those we know that may need it!

If you want, I'm available this week for a 15 minute "coffee chat". Just a time for us to connect and see how we can support one another! Here's a link to my calendar: (link)

Thanks again for connecting!
Abbey Ashley | Virtual Assistant



EVERY PERSON HAS A
PROBLEM THAT
NEEDS TO BE
SOLVED. IF YOU ARE
ABLE TO PROVIDE
THAT SOLUTION,
YOUR CONNECTIONS
WILL CONVERT
INTO SALES.

Keeping In Contact With Your Connections

I encourage all business owners to stay active in LinkedIn, even after this 30 day experiment is complete.

One of the ways of doing that is by keeping in contact with your connections. You can organize this process by using the Tags, Notes and Reminder features inside of LinkedIn.

When you contact an individual for the first time, give them a tag of “Lead 1”. Next time you connect, tag them with “Lead 2” and so on. You can also use the Notes feature to store information about your contacts (where you met them, conversations you had, etc.) and use the Reminder feature to let you know when you should connect with them again.

Lastly, stay up to date on what your connections are doing. The “Your Day” feature will give you information about business anniversaries, birthdays, job changes, etc. Use this as an easy way to say “congrats” and connect!

Move Your Relationship Offline

Remember, you are now in the business of establishing meaningful connections. Every person has a problem that needs to be solved. If you are able to provide that solution, your connections will convert into sales.

Establishing relationship is the best way to gain trust. Even if you don't gain a client, you will likely gain a relationship that will lead to a referral.

If your connection is local, try inviting them out for coffee or to a networking event that you are attending. Build your relationships offline to further establish their authenticity.



Expanding Your Reach

CHECKLIST

- ☐ JOIN GROUPS RELEVANT TO MY FIELD
- ☐ PARTICIPATE IN INTELLIGENT COMMENTING
- ☐ START MY OWN GROUP



Join Groups

If you thought you had already gained momentum in your LinkedIn outreach, just wait. We are about to hit the SONIC BLAST button!

LinkedIn groups are one of the best ways to increase your outreach and client base. There are over 1.5 million LinkedIn Groups- each filled with potential clients!

You can join up to 50 groups, but I would recommend starting out with 5-10. You want to be active in your groups and find ones that are well managed and relevant to you. If you are participating in a group and it doesn't seem to be well managed or you aren't making any good connections, dump it and move on!



How do you make sure you are joining a “good” group?

First, you will need to find a group that is relevant to your field, either by location, industry or interests.

You can do this by using the “search” tool for groups or by utilizing the “Groups You May Like” feature.

Next, you will want to evaluate a group by asking a few simple questions:

- WHO ARE THE GROUP MANAGERS? ARE THEY ENGAGED IN THE CONVERSATION?
- WHAT ARE THE GROUP RULES? IF THERE ARE NO RULES IT MAY NOT BE A GROUP THAT IS WELL MANAGED.
- IS THERE AN OVER-ABUNDANCE OF SELF-PROMOTING GOING ON? YOU WANT A GROUP THAT IS ENGAGING IN REAL DISCUSSION, NOT JUST SELF PROMOTION.



Intelligent Commenting In Groups

Once you find the Groups you are going to commit to- it's time to get involved and start commenting! Commenting is one of the best ways to get noticed. Remember, this isn't all about self-promotion. It's about establishing relationships and giving value first.

Keep a few notes in mind:

- Don't just promote yourself - be active in conversations
- Share other people's content, not just your own. Post other's blogs or recommend other users for services.
- Ask questions and provide thoughtful insight.
- Contribute often to discussions or start your own discussions.



ONCE YOU HAVE
ENGAGED IN
MEANINGFUL
CONVERSATION WITH
SOMEONE IS THE
BEST TIME TO SEND
AN INVITE TO
A MUTUAL
GROUP MEMBER.



Starting A Group

You have been actively commenting in various groups for about two weeks, but you are ready to really ramp up your outreach.

To find the best prospects and have them actively engaged with you on a regular basis, you must start your own LinkedIn Group.

Set up your group and then join as many other groups as possible (remember, LinkedIn lets you join 50 total). Find groups that would meet your ideal client profile.

Once you are in a group, go through the Members page and begin finding prospects. You will want to invite them to connect with a personalized message and introduce your group to them.

Imagine, once your group is established, you will have all of your ideal prospects in one place! You are able to control the group. Remember to be a good manager! Share valuable content and don't be overly pitchy. Allow others to advertise their services, but limit it to a day or two during the week (think about having a "Feature Friday" where the members can feature their services).

THIS THE BEST WAY
TO BUILD
YOUR CONNECTION:
BY ESTABLISHING
YOURSELF AS A
THOUGHT-LEADER IN
YOUR INDUSTRY.

Congratulations!

**YOU HAVE MADE IT THROUGH 30 DAYS
OF SKYROCKETING YOUR BUSINESS
USING LINKEDIN!**

What were your results?

What did you learn?

I would love to hear from you!

Contact me at

hello@thevirtualsavvy.com

& tell me your success story!

I have created a “Cheat Sheet” as a reference. Print this out and post it somewhere visible to keep you motivated and on track with your goals. Feel free to share this image with friends and tell them about the amazing results you had by following the plan outlined in this book!



Skysrocket Your Business with

LINKEDIN

- ☐ SNAG A PROFESSIONAL PROFILE PIC
- ☐ PERSONALIZE YOUR URL
- ☐ CHOOSE A HEADER IMAGE THAT REFLECTS YOU
- ☐ INCLUDE A CATCHY HEADLINE
- ☐ INPUT SEO THROUGHOUT YOUR PROFILE USING
- ☐ KEYWORDS
- ☐ FOCUS ON 5 SKILLS TO PROMOTE
- ☐ ASK FOR RECOMMENDATIONS & ENDORSEMENTS
- ☐ DRAFT A PERSONAL INVITE TO CONNECT
- ☐ INVITE YOUR EMAIL LISTS
- ☐ CONNECT VIA "PEOPLE YOU MAY KNOW"
- ☐ USE THE SEARCH TOOL FOR MORE PROSPECTS
- ☐ DRAFT A "POST CONNECTION CONTACT" MESSAGE
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- ☐ KEEP IN CONTACT WITH YOUR CONNECTIONS
- ☐ MOVE RELATIONSHIPS OFFLINE
- ☐ JOIN GROUPS RELEVANT TO YOUR FIELD
- ☐ PARTICIPATE IN INTELLIGENT COMMENTING
- ☐ START YOUR OWN GROUP TO FURTHER YOUR REACH

