

LinkedIn Prospecting 101: Making Your Profile Create Leads

Video Transcript

Hi, Jeff Molander here and this is video #1 of the Make LinkedIn Sell for Me training module. Real quick.. here's what you're going to learn and, more importantly, DO in this series of videos. Remember: All of my training is geared to get you DOING, not just knowing. Ok. These 3 videos will give you everything you need to start selling more effectively on LI. I'm going to show you a way to create new HABITS that get you two things: More response and more leads. PLUS I'm going to show you where to start and.. step-by-step.. help you start DOING exactly what is needed to improve your results. Ok. This is what we'll cover in this first video today. I'm about to show you EXACTLY how to STRUCTURE your LinkedIn profile to #1) get found on LinkedIn's internal search, #2) get responded to and #3) help you earn leads.

We will also cover the BASICS on what LinkedIn Groups are all about and a specific success principle you can apply within them that will increase your success rate. I'll show you a specific technique that gets prospects to RESPOND more often in Groups AND in email messages. I'll show you a way to get prospects who use LinkedIn onto your phone, in your email inbox or signed-up for your lead nurturing routine.

Ok. Let's get started with the essentials. At the highest level, LinkedIn is filled with people just like you. They have problems to solve or goals to reach. They're ambitious. They're hungry. And to be honest? A lot of them are using LinkedIn Groups to get FREE advice. I admit it. BUT here's the thing: That's FINE. Because this gives you the opportunity to plant a seed and get a lead. What I mean is this: The goal with LinkedIn is not to merely engage with prospects.

Yes, you need to get their attention. Yes you need to get them to respond and engage. But what you REALLY need is to create a CRAVING inside them. Specifically, you need to get them ADDICTED to your ability to solve problems for them.

Your ability to answer their burning questions... or to give them short-cuts or faster ways to achieve a goal they have. Now, if you're wondering, YES you'll give them this valuable knowledge.. or help them develop a new skill.. for free. BUT here's where the gold is buried in LinkedIn. T

his is the part most folks are missing: You cannot stop at informing prospects.

You've got to actually move the needle for them. You see, the advice, short-cuts, new skills or tips you give prospects MUST actually cause them to experience a little bit of success in their lives. What you give away must change the success rate of your prospects. Think about it. If you can change the rate of success of your prospect.. or give them a sample of the kind of successful experience they need.. BEFORE you ask them to pay for you.. you WILL rise above ALL the other people out there providing free advice in LinkedIn Groups.. you know, the people NOT earning leads.

I'll say it again because it's so important: **The fastest way to get more attention, more response and more leads on LinkedIn is to change the success rate of prospects in return for the chance to court them.**

Keep this in mind because most of what we'll cover in the coming videos focuses on this idea.. this success principle of giving customers content that moves their needle.. that creates a few 'results in advance' for them. Because once you PROVE to them that YOU can give them a few of the things they TRULY need.. they will be EAGER to talk more with you. Why?

Because you'll have created that craving inside them. Your prospects will have experienced a bit of success and feel more confident in themselves.

And they'll be more trusting of the person who gave them that confidence. You.

And they will want more of that confidence. They will want more of YOU.

Now if this sounds a lot like how drug dealers operate you're right. Now, I know you're not dealing in drugs or trying to sell things that will hurt customers. But what I'm describing is the same idea.. the same tactic. The idea is to create sense of hunger for your product or service through giving customers samples.. giving them some tangible and emotional PROOF that your product/service is worth paying for. Now.. believe it or not.. this confidence can be SO powerful that prospects will ask YOU for the sale. How? Again, based on that confidence you've given them.

Look. When we're so panicked, so defensive about HAVING to be on LinkedIn.. and not having the time for it.. that we forget things. Important things. Like how our customers want one simple thing. It's what we human beings want MORE of in our lives: Confidence.

Confidence changes everything for people. Especially people who need what you and I are selling.

Ok. Let's come back up for oxygen... back up to the surface. On LinkedIn NOTHING happens until you create curiosity in the buyer who's looking at your profile. We cannot get them on the path to getting buying confidence until we FIRST get them CURIOUS about YOUR ability to help them navigate to where they want to go... toward a goal, away from a risk... or head-on into solving a problem.

So let's start with making sure your profile contains eye-grabbing elements that sparks that curiosity ... that PROVOKES buyers to reach out and talk with you ... about your ability to scratch an itch... ultimately... in a way that let's you connect what you're selling to that itch.

So, here we go. Let's get customers asking you questions that you want them to ask ... so you can easily relate the answers back to what you sell. Ok. Here is what you need. #1) A professionally produced head shot photo. Nothing represents you better than a good looking, properly lit, in-focus, aesthetically pleasing photograph. Next, a professional title that is FOCUSED. Specific. Make sure this space tells prospects exactly what you do AND for whom. Focus LESS on your professional title and more on descriptive words that make WHAT you do and who you serve CRYSTAL clear.

This will help you get found in search engines like Google AND LinkedIn's internal search.

Which leads us to #3) LinkedIn's internal search engine. This is where prospects often search out people like you so it's important to structure your Profile to make LinkedIn's internal search algorithm happy right? Well.. this algorithm (basically LinkedIn's brain) focuses heavily on your EXISTING connections when deciding on who to show in search results.. after a user types in keywords. In other words, when prospects are searching for you inside LinkedIn.. connections YOU have to people with profiles similar to theirs REALLY matter. They help LinkedIn's search engine determine if it should show your profile in search results. So what that translates to is this: The more connections you have to people inside your target market the more likely you are to show up in LinkedIn's search results.

Another way of looking at it is this: The more connections you have to peers in your industry (or anyone UNLIKE your target market) the LESS likely you are to show up in a search performed by a prospect. So the more connections you have to people in your target market the more likely you are to be discovered when a prospect is searching LinkedIn. Ok? Simple.

#4 are the Web sites you have listed in LinkedIn. There are 2 elements here.. the link URL and the text. You want to take full advantage of these links in a few ways. These links can help you by sending people to places where you can capture leads in ways YOU have more control of. Don't get me wrong, LinkedIn offers all kinds of opportunities to create leads. But the fact is the TEXT portion of your Web site links can either help you or hurt you.. to get what you want.

So we have choices here: First, by creating calls to action in these links we can ENCOURAGE prospects to click to your Web site or landing page designed specifically to capture a lead. Second, we can use these links to benefit the Web site or page we link to. By choosing to make the text (or anchor text) a KEYWORD that is important to us getting found on Google.. and that matches the keyword in the Web page title of the page the URL points to.. we can help boost our credibility with search engines like Google. So you want to use ALL of the available links LinkedIn provides us AND you want to decide how to use them.

As with everything in life go for a balance of both: using some of your text to make calls to action that direct prospects to pages where you're making a compelling offer.. a way to capture a lead. AND use the text element of these links as we see here: applying keywords that you want certain Web pages to rank for in search engines. Sometimes your keywords can actually be calls to action. And that's fantastic.

Just remember: You have 2 goals with the Web site links of your profile: Strategic linking to Web pages.. that you're trying to build credibility for with Google.. and making calls to action.

#5 is the Summary section of your profile. This section gives you LOTS of opportunity to create response from prospects. Now, you do NOT have the ability to create actual links to your Web pages. So creating response in this section means writing clear, concise, compelling calls to action that can be easily typed OR cut and pasted into a Web browser or email client.

Ok. Here's your starting point: Be sure to write this section in first person.. speak to readers as yourself. And speak boldly. A summary is just that: A summary. Make sure prospects' eyes can easily SCAN your summary. To do this, your summary should have clearly defined sections. Just like a good blog post does. Now, you can help guide your readers' eyes with a handful of techniques.. like making section headers in all caps. Or using lines, icons, arrows and bullets as you can see here.

For your convenience, these little guys appear under this video for you to cut and paste into your summary. The big take-away for you here is this:

Use this section to make a personal connection with prospects that tells them 1) what you do 2) who you do it for 3) HOW you do it that creates distinction (in other words why people should choose you) and 4) how they can take action.

How can they reach you, ask you a question, access your best free tips and tricks. Give them clear ways to DO things and give them reasons to do them.

What I want you to focus on is making every section of your Profile actionable. I want you to look at your Profile with new eyes.. eyes that are looking for exit points. Calls to action. Compelling reasons to get people OFF of your Profile and over to your blog, in your email inbox or on the phone with you. #6 is the Experience section of your Profile.

As you write inside the Experience section make sure you talk about accomplishments within each organization. And express those accomplishments in terms your prospects will care about.. respect. But remember to sprinkle in those exit points.. reasons to take action in places that make sense.

#7 is LinkedIn's multi-media inclusions. This feature allows you to add multimedia to your Profile. Now, a GREAT way to create calls to action and exit points that really stand out is adding videos, images, documents or presentations to your Profile. LinkedIn allows you to add media to various sections. Just look for this little icon here. As you can see, you can either upload your media file or give the LinkedIn system a link to it. LinkedIn will host your media for you or embed the file already hosted elsewhere and display it at LinkedIn.

By giving LinkedIn the external link (or uploading the original audio or visual content) you have the ability to create calls to action. Now, it's important to note that you need to have calls to action appear WITHIN your media. In other words there is no opportunity to link directly from LinkedIn. You cannot set links to draw people away from LinkedIn in the LinkedIn system here.

Instead, as you see here, you can embed a YouTube video inside a section of your Profile. INSIDE that YouTube video you can create a hot link call to action. You can do the same with a Vimeo video by displaying a call to action and hot link at the end of your video. To add a video start by selecting Edit at the top of your profile and scroll down to the little boxy TV like icon with a drop down menu. Select Add Link.

If you have a title and description associated with the video or media LinkedIn will fetch it and display it. You may want to CHANGE your title to include something more descriptive or make it a call to action. As you see here I like to put the title of my videos in the video display window itself and include the time beneath it in the Title section of the LinkedIn window. But sometimes I create calls to action in the Title field as you see here. You should experiment but be sure to make calls to action here. Use action words like view, sign up and get access.

#8 is a variety of optional sections you can add to a Profile. For example, a Publication section. This kind of section allows you to list and describe articles you've published or books you've authored. I do this.. but I ALSO use this section to show off my free training program.. which is a lead generator for my business.

The point here is you CAN set links to external Web pages, landing pages and sites here in this section. You can also add a sections for Projects that offers linking opportunities in ways that allow calls to action. To do this, make sure you are in Edit mode for your profile right here. When you ARE in Edit mode you'll see the option to add Projects right here on the right hand side. Just click on Projects and wha-la... you'll be brought to the bottom of your Profile and able to add a project by Name... and as you see here there is a URL available that will make your project Name clickable... very similar to the Publications section of your Profile.

Again, these are options for you to consider—places where you can place calls to action... places where you can create exit points that give prospects a CLEAR and COMPELLING reason to click and leave LinkedIn... and head over to your blog or a landing page where you can capture a sales lead.

Ok. Now, I like to think that I've done a pretty good job on my own profile—in creating calls to action that give prospects good reason to DO things that lead them toward my video tutorials and ebooks... and ultimately toward my email lists... which is how I tend to nurture leads. So taking a quick scan of my Profile you'll see that I'm using these little triangle bullets and all caps to create sub-sections within my summary that catch the eye... but ALSO let prospects scan in a really logical way. If they're in a BIG hurry I have my briefly section:

Telling them what I do, for whom, how and why I'm like no other REALLY fast.

I have an experience section that summarizes my experience, again, FAST. And What I do, How I do it and my ROI Guarantee... because this is one of the points of DISTINCTION I offer over my competitors. Of course, I have calls to action for contacting me right here... and I'm using these little icons to help, again, catch the eye and make it easy to see. Right here I tell you “Watch and Learn from me below” to help draw your eye down to my videos---which contain calls to action on the outside AND within the videos themselves. And I'd like for you to take a CLOSE look at what I'm doing here in these video thumbnails AND below them... pay attention to my word choice....

And as we continue down the page... past my experience section... we come to the Publications section where we have more, bold calls to action... and as you see here I'm using these stars to really call attention to these links ... drawing attention to my free training programs. These are really important for me... these are my main exit points on this profile. Below you can see my book, some other papers I've authored and my PAID coaching products as well.

Let's quickly take a look at an example of a well-structured Profile that takes advantage of calls-to-action.

My victim of choice is the charming and delightful Donna Serdula. She's an author, speaker and brand strategist. Donna has a really well done LinkedIn profile that uses calls to action very smartly. Her Summary does a very nice job. She's a really good copywriter. In her summary section she's written it in first person. It's written differently... almost like a story telling manner. But it's very succinct and to the point—addressing the reader. When you have the time give it a look. Visit her summary section here. It hits on everything you need: Who are you, what do you do, who do you do it for and why should someone choose you. Also, Donna breaks up the Summary section using bullets and icons... showing you these are my services, this is my pricing, here's where you can find out more.

Many of the links and email addresses are not clickable but that's fine. People WILL cut and paste links. Donna is making her summary section very easy for your eye to scan. Wonderful all the way through.

Donna has a link to her Web site and nice videos... like I said she could be doing a better job of using headlines in her calls to action. If we scroll down we see her Publications section we can see her book and lead generation offers too. These are clickable links to her products using calls to action. She could be making a better use of calls to action here I think.

Again, these are exit points to get you off of LinkedIn and over to something that can help you—for free and her products. Again, it's all about capturing her lead.

Of course, she has her experience section. If you scan it you can see clearly what she does and who she serves. She's doing a good job of that. And offering ways to get OFF of LinkedIn to get things that will help you out—as a potential customer of hers. As a prospect you're invited to start that journey. In Donna's case it's the journey to a better LinkedIn profile.

Ok. in this module, I've given you specific places.. inside your LinkedIn profile.. to focus on one big idea: Reaching through that screen to make a MEANINGFUL connection with prospects that tells them 1) what you do 2) who you do it for 3) HOW you do it (why people should choose YOU) and 4) how they can take action. How they can act on the impulse your Profile just created. With this know-how you're better equipped to SHOW prospects, clearly, how they can reach you.. ask you a question.. or access your best free tips and tricks. So remember: always give prospects clear ways to DO things on your Profile and give them REASONS to do them.

Make every section of your Profile actionable. Ok? Keep looking for exit points.. places where you can make calls to action. And places to STATE those compelling reasons to get people OFF of your Profile and over to your blog, in your email inbox or on the phone with you. Ok? Great. Take some time to DO what we just covered here.. apply what I showed you.. and I'll see you in the next video. Ok, for now, I want you to take the next step.

Execute as much as you can TODAY. Start at the very top of your Profile, with your Summary section. Now, if you need to rewind this video go ahead and do it. OR if you want to get ideas from looking at some other sellers who have taken this course click the link at the end of this video. Ok? All the best to you and here comes that link!

<http://www.makesocialmediasell.com/landing/profile-examples/>