

LinkedIn for the Entrepreneur

How can LinkedIn help an Entrepreneur?



What is LinkedIn?

- LinkedIn has over 450 million members including 8 million in Australia
- LinkedIn Inmail lets you contact anyone even without contact details
- There are over 19 million companies listed on LinkedIn that you can follow
- You can list your company for free
- You can list up to 50 skills and search for skills
- You can join up to 50 groups where your stakeholders could be found
- You can create a group on your topic for free

LinkedIn and Your Profile

Complete your LinkedIn profile up to All Star completed status.

- Smiling headshot photo
- Company. Role. Headline title that relates to your clients. How you help.
- Summary that will attract new clients. Short paragraphs. Example of how you help. Call to action. Contact details.
- 2 x Experience (career history) showing positive outcomes. Consider an supporting attachment.
- Up to 50 skills. Skills can be endorsed by your connections. Skills can be searched to find you.
- Connections to people. Your people search radius relates to your connections count. Seek new connections in your customer segments. An entrepreneur's goal should be over 500 connections.
- Recommendations from clients

Customer Segment Analysis

Create a persona of your client segment(s).

- Industry segment
- Career titles
- Companies they work for
- Where do they hang out in LinkedIn
- What are their pain points, goals and jobs to complete
- What do they value that you can provide

Create a LinkedIn (or Facebook) Group that suits your Clients (optional)

Add information resources that provide value to your customer segment.

Invite prospects connection to you and suggest joining your niche group.

Your group updates will reach all your prospects which builds trust. Share what your prospects will like.

Curate content that suits your prospects and share it.

Social Media automation can space out posts into the future evenly.

Personalise an Offer using Messaging

Show how you can help their industry. Give examples of outcomes. Link an information source. Show how you can help. Ask for an appointment. Make a product or service sale. Create a win win deal.

