

13 steps to turn LinkedIn into a Lead Generator



Lesley Morrissey

INSIDE NEWS

13 steps to turn LinkedIn into a lead generator



LinkedIn is a powerful tool to get connected with the people you want to build relationships with. The secret to getting people to communicate with you is to ensure you are using the platform well. That includes setting up your profile so it's fully optimised and using the available tools that the FREE account offers effectively.

These are the steps that will help you to get more from LinkedIn.

1: Know your audience

To optimise your profile to attract your ideal client – you need to know who they are, so the first step is to create an avatar for your ideal client. [Download this worksheet to help develop your ideal client profile](#). You may have more than one ideal client profile, but it's wise to focus on just one for the purposes of optimising your profile.

2: Create a professional headline

This makes it easy for your ideal client to recognise themselves. This is the line that goes under your name. It shouldn't just be your job title. Its purpose is to engage visitors to your profile, help your ideal client to recognise themselves and want to find out more.

Include a couple of your keywords and 'eye hooks' to get attention. (TIP: Copy these ★ ♦ to save spending hours searching for them! You have 120 characters to play with, including spaces.

For example my headline is:

★ Helping time poor entrepreneurs to communicate with impact ♦ Copywriting ♦
Reputation Marketing ★

13 steps to turn LinkedIn into a lead generator

3: Add a great headshot



None of the above qualify as a good headshot!

Your headshot is the equivalent of meeting someone for the first time, you want to make a good impression. Invest in a good headshot – ideally get a professional to do it.

A profile picture should be head and shoulders only and you are aiming for a friendly and approachable look. Which of these two would you feel more like talking to?



Look straight into the camera; nobody trusts someone who won't make eye-contact – even in a picture.

Remember this is a business platform so use a headshot that is professional. Also a headshot helps people recognise you when you progress to actual meetings.

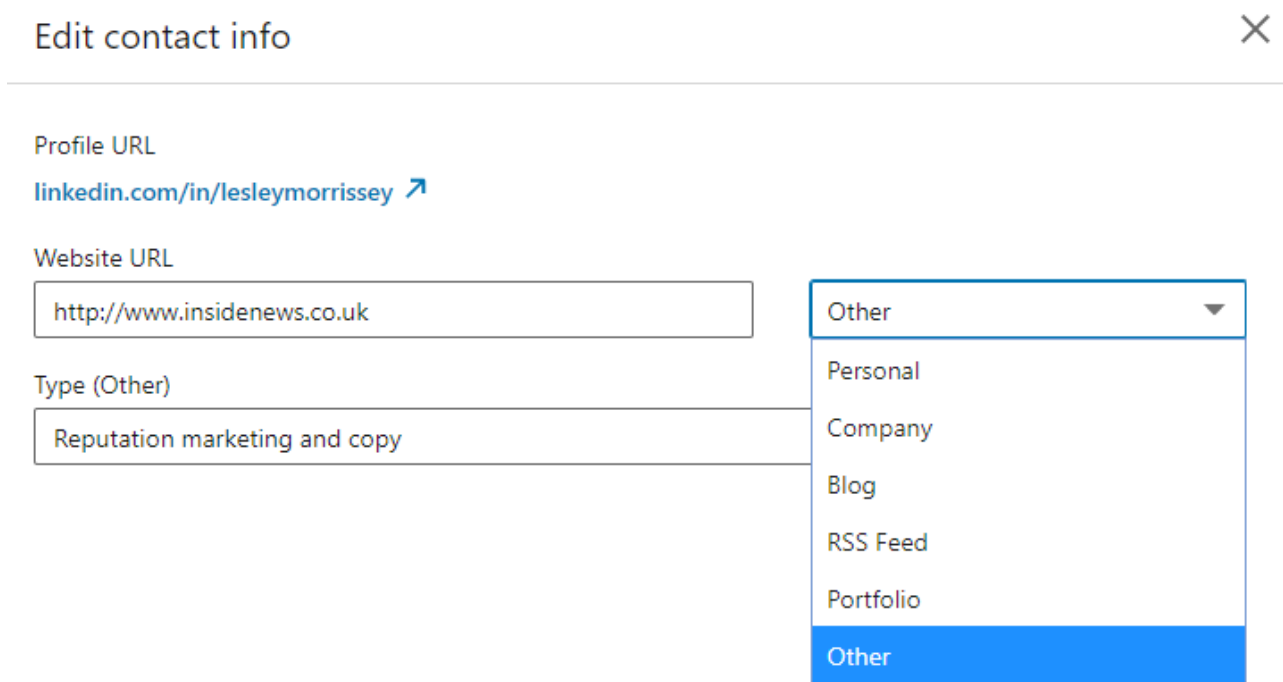
13 steps to turn LinkedIn into a lead generator

4: Add a banner to create interest

A banner at the top of your profile makes it look even more professional. You can include images of your products or premises, your logo and other graphics that relate to your business. Make sure that it's congruent with your branding. The look and feel of your website is a good point of reference.

5: Add your contact information

Use your professional email (not gmail, aol, yahoo or btinternet – it should feature your domain name) and the phone number you want to receive business calls on. Use more interesting web links than 'Company website'. Remember you can have three different pages on the same website. Click the 'Other' option to produce this.



Edit contact info

Profile URL
[linkedin.com/in/lesleymorrissey](https://www.linkedin.com/in/lesleymorrissey)

Website URL

Type (Other)

Other
Personal
Company
Blog
RSS Feed
Portfolio
Other

6: Your About section

As a business owner you should approach your About section from a marketing perspective. Add headlines and sub-headlines to break up the text. Good headlines every 2-3 paragraphs mean that, if the reader doesn't engage with the first section, there's another headline to draw their eye and re-engage them further down.

Ensure there is a line space between every paragraph. Use those eye hooks to make your headlines stand out. You have 2000 characters to make your case.

7: Include keywords

Know what kind of search terms people use to find people who do what you do and include your keywords in your About section and, where possible, in your current and previous experience. This helps with LinkedIn searches and, as LinkedIn is such an active platform, it fuels your position on the search engines too.

13 steps to turn LinkedIn into a lead generator

8: Add value

Upload material in your Featured section. You can create links to articles or updates you've posted that you want to draw attention to. Better still you can upload pdfs, photos and PowerPoint presentations - and links to video content on YouTube or Vimeo or similar platforms.

What can you add here that will deliver both value and educate visitors to your profile about your areas of expertise?

9: Get testimonials

Ask your clients (and former clients) to write recommendations on your profile. Don't be shy – people expect this on LinkedIn. If they don't know what to write ask them to say what you did for them, what it was like working with you and what the results were. There's a helpful document in [the Treasure Chest](#) on how to get great testimonials.



10: Demonstrate your expertise

Share your expertise by writing articles (like blogs), LinkedIn calls them 'posts' as opposed to 'updates', which are shorter comments that appear on the home page feed.

Always include a relevant image (don't use Google images you can run into copyright issues – try pixabay.com, unsplash.com or freeimages.com).

11: Updates

Create a series of short tips and share them as updates daily. If you write 14 you have enough for 2 weeks – then you can recycle them (nobody will notice). If you write blogs or articles, it's easy to 'soundbite' quotes from these and add them with a link to the blog/article to create good value updates.

However, it's worth aiming to post something original or something you've found really helpful each week in a longer update.

Video works really well, but even if you're not a video hero, then a powerful image brings your update to life. Sign up for something like Canva.com and use it to create professional images.

Visit the home feed regularly and comment or like other people's posts (it only takes 5 minutes). This will help you to be more visible.

13 steps to turn LinkedIn into a lead generator

12: Find the right groups

Find the groups where your target audience hangs out and get involved. How do you find the right groups? Look at the profiles of a few people who match your ideal client profile (or maybe your existing clients) and see which groups they're in, that look like being populated by similar people. You want to be talking to your ideal clients.

Choose carefully or you'll be spending long hours running from group to group - or, more likely, give up altogether with overwhelm. 3-5 groups is usually manageable.

When you join the group be helpful, share your expertise and DON'T SELL. You'll have a whole group of people who fit your ideal client profile paying attention and developing a relationship based on great value from you.

13. Get organised



Optimise your profile first, then put together a plan and a schedule to maintain it. This is where it all starts to work.

- Organise a regular time to visit the home feed and show your face. If you do email every morning, tack a visit to the LinkedIn home page onto the end of that habit.
- Have a schedule for reviewing and accepting connection requests and dropping them a friendly message (don't click and run - those aren't connections, they're just another number).
- Put time in your diary to visit the groups you're active in and contribute where you can.
- Develop a writing schedule to generate original content - you can post these articles on your blog as well as your LinkedIn profile.

You should be able to do all this in about 2 hours a week - less time than you would spend attending a live networking group (or watching videos on Facebook or YouTube).

See you on LinkedIn!

13 steps to turn LinkedIn into a lead generator

Lesley Morrissey runs Inside News, a boutique agency specialising in reputation marketing. The team focuses on generating content to:

Take control of your **Reputation**

Become the **Authority** in your field

Maintain your **Visibility**

Demonstrate your **Expertise**

She is a copywriter and an expert in readability. She helps business owners to develop websites that engage, inform and persuade.

