

# Skyrocket Business Growth Masterclass #1



## LinkedIn in 1/2 Hour per Day

Build a Dependable Leads Pipeline  
Plus Profile, Messaging, Automation

# Dawn Cassara - Think Large Consulting

I founded TLC after retiring from corporate America where I worked for companies such as IBM, Caterpillar, Square D and many others, over 25 yrs.

My passion is to provide Systems & Marketing services to SMBs that they can afford to help them get started and grow with a foundation in systems and marketing by financing where needed since 1993.



# Skyrocket Business Growth Masterclass

<https://thinklargeconsulting.com/events>

## 10 Week Series

- > **03/27/2020 - LinkedIn** - Build Your Leads Pipeline in Half an Hour a Day
- > **04/03/2020 - Individual Marketing Analysis** Which types work best for YOUR Business
- > **04/10/2020 - 10 Point Website Review** - Make it a lead generator instead of just a poster!
- > **04/17/2020 - Business Systems/CRM Review** - Why use a Contact Relationship Manager?
- > **04/24/2020 - Technology Facts** you should know - hosting, registrars, security, hackers
- > **05/01/2020 - Email/Text Marketing** - Why and How, What to Say
- > **05/08/2020 - Facebook** - Setup (Business Page) and Ads Overview
- > **05/15/2020 - Instagram** - Setup (Business Page) and Ads Overview
- > **05/22/2020 - Google** - Setup (Accounts: Ad, Business page and Analytics) and Ads Overview
- > **05/29/2020 - Video** - Value of video, types of video from "talking head" to Power Point video.
- > **06/05/2020 - YouTube Channel** - Setup & Preventing random videos from playing after yours.
- > **06/12/2020 - SEO/SEM** - Search Engine Optimization / Search Engine Marketing - Website Analysis, Explanation and Tips.



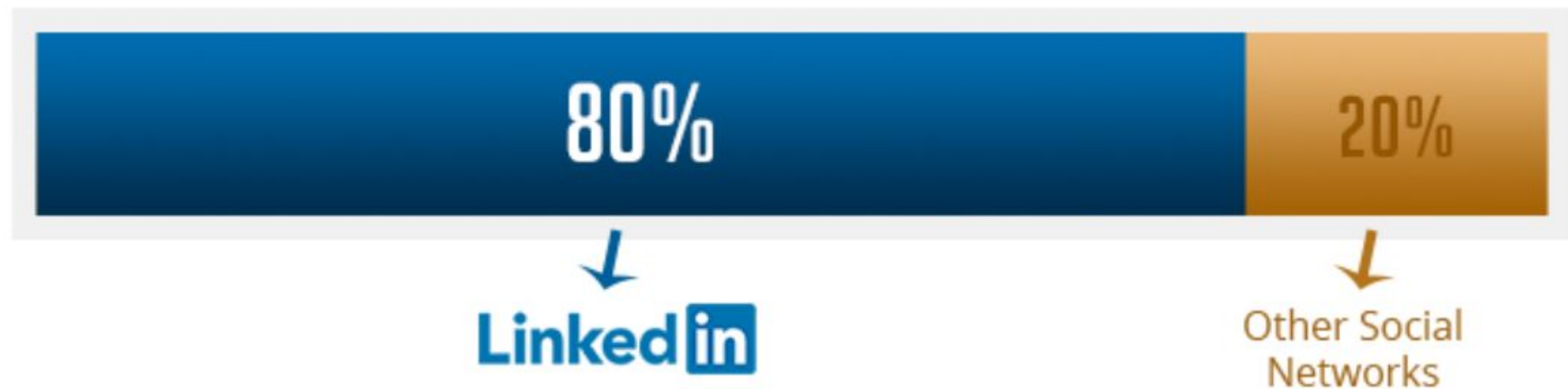
## WHY LINKEDIN?

What I hear almost every day:

*“I know I should be using LinkedIn, but I don’t get it. It feels complicated and confusing. It takes way too much time producing too few results. I try to connect with people, but turning those connections into meaningful conversations isn’t happening. So, I just don’t use it.”*



# OVER 80% OF ALL B2B LEADS GENERATED BY SOCIAL MEDIA COME FROM LINKEDIN



# **The 4 Pillars of LinkedIn**

**Don't start without an integrated plan!**

**Know your Ideal Client.**

- 1) Profile - Fill it all out, use professional rich media**
- 2) Connections - Select Ideal Client(s)**
- 3) Content - Posting and Articles**
- 4) Content - Messaging & Connection Requests:**
  - Messaging - 1st Level**
  - Connection Requests - 2nd & 3rd Levels**



If your ideal clients were to look at your LinkedIn profile right now, what impression would they get of your personal brand, your professionalism, your credibility and your authority on your subject matter?

**Would your LinkedIn profile convince your ideal clients you are the right person to help them?**

If you are not sure, revamp your LinkedIn profile so that it represents you in the best possible light to attract your ideal clients.



Successful relationship-building and social selling (generating new leads) on LinkedIn begin with a powerful and professional presence. You must write your LinkedIn profile with your ideal clients in mind. Complete this step before you start connecting with prospects so that you never waste the opportunity to make the right first impression.

**Keep in mind you have only seven seconds to impress a prospect or connection before they click away.**

Follow these steps to create a powerful LinkedIn profile.





# 1) Add a Professional Profile Photo

Ensure you are recognizable, professionally dressed, smiling and looking straight at the camera against a neutral background.

Profiles with profile photos get 40% more views.



## 2) Customize your Cover Image

Your cover photo is prime LinkedIn real estate. Make sure to capture the attention of your viewers by uploading a professional image illustrating who you are and what you do.

Make sure all text on it is spaced correctly to be easily read no matter how it's displayed.



### **3) Have a Compelling Headline**

Your LinkedIn headline is the MOST critical part of your profile. Ensure your headline captures your readers' attention and makes them want to click on your profile. You may also want to include one or two keywords you want to be found for in a LinkedIn search.



## 4) Set your Vanity URL

The URL that LinkedIn assigns you is full of hard to remember letters and numbers - it's not recognizable, so not branded.

If possible, use your name for your vanity URL.  
If your name is not available, try adding a middle initial or a designation at the end.



## 5) Customize your Websites Fields

LinkedIn gives you three spots to list your websites. If you have only one website, make use of all three fields by filling them with web addresses of different pages on your website, such as your blog or a product or service page.

Instead of leaving the default description of your website field as “Company Website,” customize it.



## 6) Update your Contact Information

Decide what contact details you want to make available. If you seek opportunities, you may want to make it easy for people to contact you.

Fill out everything there that would benefit you for people to know.



## 7) About section (formerly the Summary)

Your About section is the perfect place for people to learn more about you.

That's where you can shine, but until someone clicks "Show more", they will see only the top part of your About section.

This section allows you to use 2000 characters to tell your readers about you and what you do.



## **7) About section (cont.)**

Share your personal story, explaining why you chose your career path. Include information about who you are, your story, why you do what you do, and your background.

It's also where you can showcase your credibility on your topic and share your accomplishments.





## 7) About section (cont.)

Speak directly to your ideal clients and the problems they face, letting them know how you can help them solve their problems.

Finally, end your About section with a **clear call to action**. Tell your viewers what you want them to do next.



## 7) About section (cont.)

PRO TIP: Make sure you identify exactly who your ideal clients are so that your profile immediately resonates with them.

If your ideal clients are VPs of Sales and you help them increase their teams' sales performance, say that in your profile.



## 8) Add rich media

You can add multimedia to some sections of your profile, including your About and Work Experience sections. Adding rich media makes your profile more interactive, providing viewers with more information about you.

LinkedIn's rich media feature allows you to add videos, Slide-Share presentations and PDFs. Videos are especially effective at humanizing you, giving people additional insights into who you are.



## 9) **Current experience**

Your Current Experience section is where you describe what you're doing right now in your current position. To make your Current Work Experience section impactful:



## 9) Current experience

**Describe your company** – share the most compelling information about your company, including a USP, your mission and vision statements, or anything else that enhances the credibility of your company.

**List all your products/services and benefits for clients** – describe what they do and explain the benefits your clients receive as a result.

**Include a call to action** – whether this call to action is the same as the one you use in your About section or different, it should let the viewer know what to do.



## 9) Current experience (cont.)

PRO TIP: If you have multiple services or niches you want to highlight in your profile, you can create more than one experience section within your current position. To group them together as I have (see image above), select the same start date for two or more different entries, and LinkedIn will automatically group them together.



## 10) Past work experience

While you don't need to list every job you've had, include at least some of your past experience to ensure your profile looks complete.

You don't need to provide long descriptions for each past position. A couple of sentences or a short paragraph will be sufficient unless you have specific achievements you want to highlight.



## **11) Include your education**

Add any higher education you have completed.

List any non-accredited training you received in the Courses and Certifications section.





## **12) Add volunteer experience**

Unpaid work experience belongs in the Volunteer Experience section.

List any boards you've served on, advisory services you've provided and any other volunteer work you have done.

Just an idea but you could put that you do Free Consultations & have some pro-bono hours set aside to help any Small Business if they need it.



## **13) Skills & endorsements**

Include a list of the skills you possess, both as a form of social proof(to be endorsed) and keywords you want to be found for.

Your three most relevant skills should be listed at the top.



## 14) Get recommendations

Recommendations are a powerful form of social proof because they come from your current or past clients, colleagues and industry peers who have taken the time to write about their experience with you.

When people decide with whom to do business, they are often swayed by the decisions others have made.

Ask for at least five recommendations from credible people who can genuinely vouch for who you are and what you do.



## **15) Accomplishments**

Ensure your profile looks complete and professional by filling out all the relevant areas in your Accomplishments section, such as Publications, Certifications, Courses, Projects, Honors & Awards, Patents, Test Scores, Languages and Organizations.



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Ensure your profile looks complete and professional by filling out all the relevant areas in your Accomplishments section, such as Publications, Certifications, Courses, Projects, Honors & Awards, Patents, Test Scores, Languages and Organizations.



These areas further establish your credibility and authority and help your viewers to **know, like and trust you.**

The last thing I want to cover is the **importance of adding keywords to your profile** so you can be found in the search results. Think about what your ideal clients would be searching for if they were looking for someone like you on LinkedIn.

If you take the time to complete each section as outlined, you will be found by more people who will want to click on your profile to learn more about you. **Many of them could be the perfect clients for you.**



# LinkedIn Messaging

**The best messaging creates curiosity and/or a feeling of community.**

**Asking questions about their business is the #1 response generator. Then, offering to help them, like share their information to your connections, inspires reciprocation (basic psychological principle).**





# **LinkedIn Messaging**

## **Existing Connections**

**“It’s been a while since we connected - can we grab a quick call in the next couple of weeks?”**

**“Hoping to get your opinion on something I stumbled across recently, super interesting. Open to a short chat?”**



# LinkedIn Messaging Connection Requests

## **Sent to the same type of business:**

**“We have a lot of connections in common - can we grab a quick call in the next couple of weeks to see if we can work together or refer to each other?”**

## **Sent to your avatar or ideal client:**

**“I enjoy connecting with people and referring business to them from my many connections and groups. (influencer)**

**Can you tell me more about your business? How long have you had it, what’s your focus, who’s your ideal client, etc.”**



# **LinkedIn Messaging**

## **Next - Know your objectives**

**After connecting and getting the small talk out of the way, it's up to you to get them to answer the questions that may lead you to know if they would benefit from being a client.**

**“Do you need more leads?”**

**Aflac representative:**

**“Would you be OK if your son had an accident with all the medical bills and what if you had to stay home from work to take care of him?”**



# Exercise

## Do Your Research!

Figure out your goal for the next 2-3 months

Example: I need to know what motivates people to buy from me - Promotions, product offerings, graphics, etc.

Figure out what questions you could ask in a survey or get answered by trial and error.

Examples:

- 1) Would you still buy this at a \_\_\_% markup?
- 2) Would it motivate you to buy if a % was donated to a non-profit?
- 3) What related services would you buy if we offered them?
- 4) What could I offer as an upsell/downsell with/without the sale?



# LinkedIn Automation

**You have to submit one message or connection request at a time - which is why most people give up.**

**Also, you can't build a search and save it without the Premium account. And it doesn't come close to what the TLC Connect Automation tool can do.**

**LinkedIn is hard to use for a reason - they want you to buy Navigator/Premium or LinkedIn ads!**



# LinkedIn Automation

**This tool is built over the LinkedIn database using the API that LinkedIn provides - some people will tell you that they don't allow programs like this, but they absolutely do.**

**You won't have any problems as long as you follow their rules!**



# LinkedIn Automation

Now we are going to go to <https://tlcb2b.com> which shows what this tool can do and why it will save you so much time and money.

First, if you're not sure why you should be using LinkedIn as your leads generation tool, click the LinkedIn logo on the first of the three sections.



# LinkedIn Automation

Then you can click on the Search section to see that TLC Connect lets you create a search (of your ideal clients) here in the tool or with LinkedIn.

The tool saves every search you run and creates a list with each prospect for you to work from as it sends out your custom messages, one every few minutes to follow LinkedIn guidelines.





# LinkedIn Automation

You build the search using the LinkedIn search criteria whether you do it in the tool or in LinkedIn, where you can bring over the search URL.

The tool will tell you how many prospects or connections are in the search.

You can select the ones you want to include in the campaign or you can let it include them all.



# LinkedIn Automation

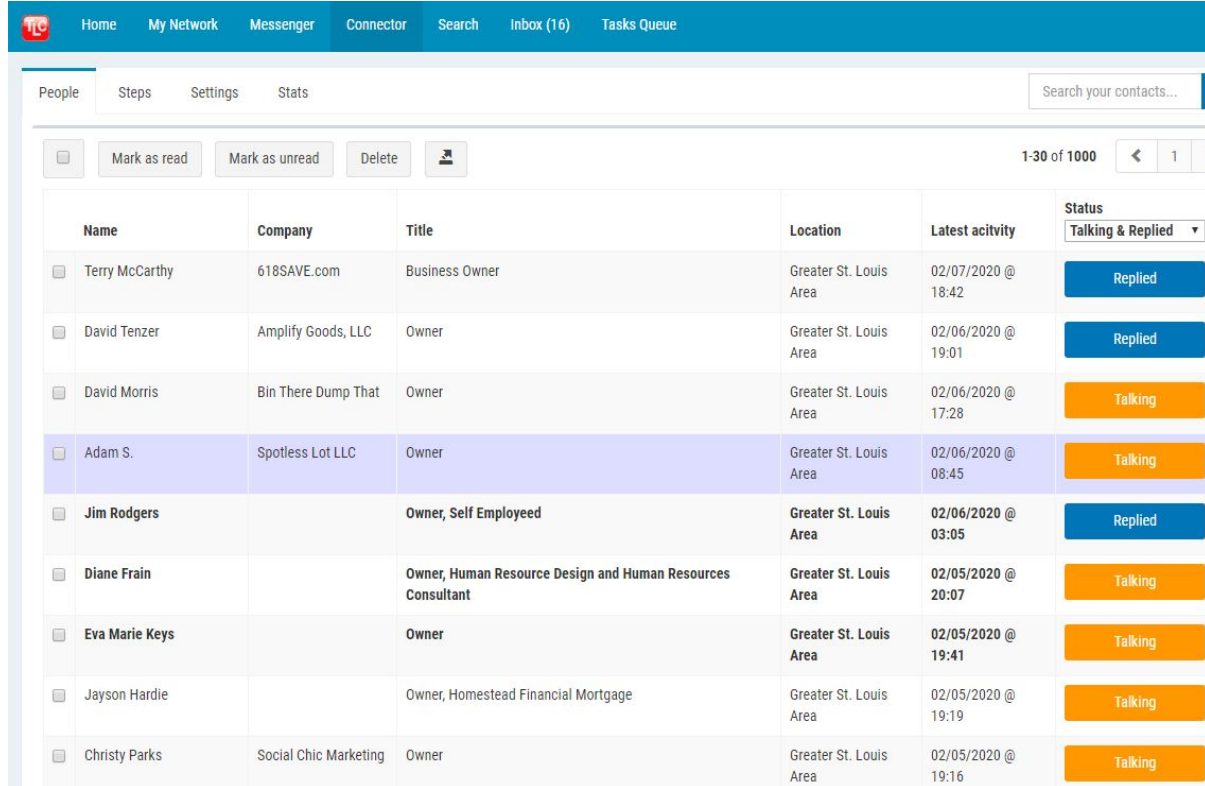
The last section covers the Automation as the tool sends out all the messages or connection requests to all in your search.

It categorizes where each prospect is in the sales process automatically, but you can also change the status category any time you like.

On the next slide, you'll see a screenshot of a list - the colored boxes are the categories. Replies float to the top of the list so if you have a large list, you don't have to search it all.



# LinkedIn Automation



The screenshot displays a web interface for LinkedIn automation. At the top, a blue navigation bar contains the TLC logo and menu items: Home, My Network, Messenger, Connector, Search, Inbox (16), and Tasks Queue. Below this, a sub-navigation bar includes 'People', 'Steps', 'Settings', and 'Stats', along with a search box labeled 'Search your contacts...'. A toolbar offers actions like 'Mark as read', 'Mark as unread', 'Delete', and a trash icon. A pagination indicator shows '1-30 of 1000' with navigation arrows. The main content is a table of contacts with columns for Name, Company, Title, Location, Latest activity, and Status. The 'Status' column includes a dropdown menu currently set to 'Talking & Replied' and buttons for 'Replied' (blue) or 'Talking' (orange).

Name	Company	Title	Location	Latest activity	Status
<input type="checkbox"/> Terry McCarthy	618SAVE.com	Business Owner	Greater St. Louis Area	02/07/2020 @ 18:42	Talking & Replied <button>Replied</button>
<input type="checkbox"/> David Tenzer	Amplify Goods, LLC	Owner	Greater St. Louis Area	02/06/2020 @ 19:01	<button>Replied</button>
<input type="checkbox"/> David Morris	Bin There Dump That	Owner	Greater St. Louis Area	02/06/2020 @ 17:28	<button>Talking</button>
<input type="checkbox"/> Adam S.	Spotless Lot LLC	Owner	Greater St. Louis Area	02/06/2020 @ 08:45	<button>Talking</button>
<input type="checkbox"/> Jim Rodgers		Owner, Self Employed	Greater St. Louis Area	02/06/2020 @ 03:05	<button>Replied</button>
<input type="checkbox"/> Diane Frain		Owner, Human Resource Design and Human Resources Consultant	Greater St. Louis Area	02/05/2020 @ 20:07	<button>Talking</button>
<input type="checkbox"/> Eva Marie Keys		Owner	Greater St. Louis Area	02/05/2020 @ 19:41	<button>Talking</button>
<input type="checkbox"/> Jayson Hardie		Owner, Homestead Financial Mortgage	Greater St. Louis Area	02/05/2020 @ 19:19	<button>Talking</button>
<input type="checkbox"/> Christy Parks	Social Chic Marketing	Owner	Greater St. Louis Area	02/05/2020 @ 19:16	<button>Talking</button>




# LinkedIn Automation



In your **half an hour a day**, you use the list to find the prospects that have replied.

You can reply back to start a conversation with your ideal client inside the tool, or you can reply inside LinkedIn.

If you keep all your replies within the tool, it will give you statistics that you can use to measure ROI!



Owner St. Louis 2nd 



Direct chat  

Our office is in Chesterfield - I personally live in St. Charles myself. We could help you with automation in your marketing if you're interested. We do website revamps geared more towards sales instead of the normal poster that web designers give you.

01/21/2020 @ 07:16 Chris


Hi Dawn, what area of St. Louis are you in? First thing I need is to update my website. I havent updated it because I'm such a word of mouth company and have a hard time keeping up. I am ready to get into the areas of Chesterfield, Ladue area though

Type Message ... Send

-Select Canned Message-  

Continue sending messages

LinkedIn profile link

-Select a webhook- 

# LinkedIn Automation

Remember that TLC Connect is just another interface over the LinkedIn database, accessed by the API that LinkedIn has provided us.

Every message, connection request, and reply is also available through LinkedIn. Whatever you do inside the tool, you can see inside LinkedIn and vice versa.



# LinkedIn Automation

You can download any search list you create to a CSV file and import it into your CRM to then create an email campaign and also upload it to your FB ads as a Custom Audience for a 3 pronged approach.

We recommend that you market yourself on a minimum of 3 different platforms so that you establish confidence in your prospects mind.



# LinkedIn Automation

Please download [“77 LinkedIn Tips and Strategies”](#).

You can see a few of the **testimonials** next on the site.

Below that, you can also see that **we’ve dropped the pricing significantly** to help out the small businesses that have now lost the ability to network in person so that they can **move to the #1 selling platform on the internet.**

**LinkedIn is the future of networking.**



# LinkedIn Automation

**It all comes down to One Simple Question.**

If lead generation is a priority for you...

If networking in LOCAL groups doesn't seem like a good option for your future, plus the expense of time and money...

If you'd like to attract high-quality leads who can afford your services...





# **LinkedIn Automation**

**Would getting just one new client be worth the investment in this service?**

**Now imagine if it was one new client a month. Or one new client per week. Or one new client a day!**

**Once you know the tried-and-true way to make it happen, the sky's the limit.**



# LinkedIn Automation

**The #1 avatar for TLC Connect LI Automation is a small business, but this is a win-win with direct sales and other representatives - anyone with a downline. Group leaders are using this and selling it to their downline - they get an extra \$50/mo. each time they sell it and their downline makes them more by using it!**



# LinkedIn Automation

**It's also very popular with success-oriented realtors and also any type of financial professionals because they can't run ads like some other professionals.**

**All professionals will benefit from TLC Connect LinkedIn Automation.**



# LinkedIn Automation

**This tool has proven 20% acceptance to connection requests if you follow our guidelines!**

**It beats any other type of marketing in Return On Investment - by far!**



# **LinkedIn Automation**

**If your ideal client does NOT use LinkedIn, talk to us about Sales Funnels (ads that lead to a tailored landing page to facilitate sales or gather leads) and SEO - Search Engine Optimization.**

**We can help you decide which is the best marketing plan and platform for you to use to find your prospects.**

**We've been in the marketing business since 1993!**



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# LinkedIn Automation

**GO NOW TO [HTTPS://TLCB2B.COM](https://tlcb2b.com)  
AND SIGN UP FOR THE TRIAL  
SO THAT YOU CAN SEE  
HOW IT WORKS IF:**

- 1) Your prospects are on LinkedIn
- 2) One or two sales a month will cover the cost
- 3) You want to scale your business to handle many new customers per month.



# GET HELP

**If you're interested in getting your questions answered about LinkedIn or any Marketing, Systems or Technology questions, join our Facebook Group - [Skyrocket Business Growth](#)**

You'll find the Workshop replays here!





**THANK YOU!**

**[More info on Skyrocket Business Growth  
Masterclass](#)**

**[More info on Think Large Consulting](#)**

