

LinkedIn Masterclass

THREE THINGS YOU COULD BE DOING RIGHT NOW ON LINKEDIN

For those of you who were at the Superstat showcase, you will have seen LinkedIn expert Sam Rathling live. I was privileged enough to go on her three day masterclass before lock down, and it was what I can only describe as life changing.

You can prospect on LinkedIn. You can hunt down the right contacts on your target list. You can win business. But it won't happen overnight. Now is the ideal time to be getting your ducks in a row so you are ready to hit the ground running.

This assumes that you already have a basic understanding of LinkedIn and that you want to do more business using the platform. There is plenty more to share in the coming weeks, but this covers your profile, making connections and getting active.

Please share this with your team if you want to.

SOME GENERAL RULES

Never use LinkedIn to sell. The platform is there to connect, share information, add value and to build relationships. Selling only happens once a relationship has been built.

Don't expect an instant response, a connection every time or a comment on every post - it is a drip feed approach and it takes perseverance to get good at it.

If you focus on **giving** - information, advice, gratitude - rather than **taking** - what can I sell to this person - you will get better results.

WHAT IS YOUR SSI SCORE?

LinkedIn gives every user a score out of 100. It is a measure of how you are performing on LinkedIn, and how credible you are on the platform. The higher your score the more credibility you have and your posts will actually get 'ranked' higher than others with a lower score.

If you are sad like me, it is good to watch your SSI score increase as you build your activity.

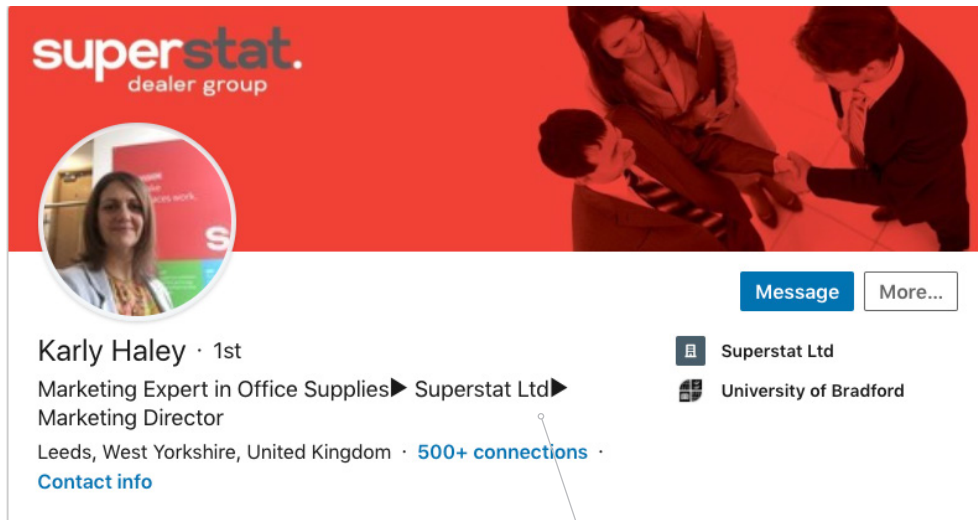
If you want to know what yours is just google '**ssi score linked in**' and click to get your score.

**SEE OVERLEAF FOR HOW TO IMPROVE
YOUR LINKEDIN EXPERIENCE** ➔

Superstat. All the benefits of a large organisation, yet leaving you free to run your organisation the way you want to.	Marketing. • Advanced online ordering • Paper-based material • Email marketing • INsight CRM • Bespoke marketing solutions	Buying. • £100m purchasing power • Unrivalled Spicers deal • Portfolio of direct deals • BPGI member	Consulting. • One-2-One planning • Acquisitions and mergers • Business development • Annual and regional events	Opportunities. Add value to your customers with our exciting range of product service opportunities.
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1. REVISIT YOUR PROFILE



PHOTO

You must have a photo, and it should be of how you would want your biggest prospect to see you for the first time. You might love the photo of you and your kids at a family wedding, which is great for Facebook, but for LinkedIn it needs to be professional.

HEADLINE

What you put in here is really important because it is how other people will find you in a search, so put the thing that you want to be found for, the thing you want to be known for. This isn't necessarily the same as your job title.

TIPS

Have a look at the headlines of people on LinkedIn who get a lot of interest and responses in their posts and get some ideas for your own.

ABOUT SECTION

This is the section where you tell everyone about yourself and it takes some time to perfect, I am very much still working on my own. Here, you are trying to connect with people, show that you understand them and that you identify with their problems. Get across your passion and energy.

TIPS

- This is about you the person, not a company profile or description.
- Make it easy for the reader by splitting it into short sections.
- Think about your dream client when you are writing it, and talk to them about you and what you do.
- Use the language you would normally use, there is no need for corporate bullshit bingo!
- Include what it is that you are passionate about and what makes you different.
- End with a list of your specialties which will be picked up when people search.

SEE OVERLEAF FOR MAKING
CONNECTIONS AND GETTING ACTIVE ➤

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2. START MAKING SOME CONNECTIONS

TIPS

- Search for the company name or individuals you want to connect with.
- You can only do between 25 and 75 searches a day before you get blocked for the rest of the day (unless you pay for the upgrade).
- You can only make 25 connection requests a day.
- Prospect your 2nd degree connections (people with a 2 after their name).
- Send them an invitation to connect. If you send a personal message (example below) with this, you will get a better response, especially with prospects.
- Aim for 10 invitations a day.
- Connect with your contact, but also other people in the business that may be influential eg their boss, site manager, admin team, FD etc.
- If you are trying to connect with the FD in a big prospect, make connections lower down the ranks as these people are more likely to connect. This could move the FD from your 3rd degree connections into your 2nd degree contacts which makes them more likely to connect.

EXAMPLE OF A MESSAGE TO GO WITH AN INVITATION

Hi David

I am building a network of professional businesses in the Glasgow area and I saw that we already have some mutual connections.

I look forward to connecting with you and understand how we can help each other.

Regards
Claire

3. GET ACTIVE

POSTING

If you are just starting out, an easy way to start posting is to comment on other people's posts. Often they will reply to you, and mention you in that reply which is a great way to get talking.

TIPS

- Look out for what customers and prospects are posting and like it, or comment on it.
- Make sure your comment includes more than seven words, this makes it more meaningful and genuine to the reader but also LinkedIn gives you more credibility for comments that include more than seven words.
- Compliment people on great work.
- Ask questions, people will often reply which can open up a dialogue.
- Thank people for sharing useful information that helped you.
- Share your own story of the same situation.