

LinkedAutomation™ Method *Cheat Sheet*

The '*real*' LinkedIn Cheat Sheet for Entrepreneurs & Business Owners A Simple 5 Step Guide to Cracking the Code on LinkedIn... With Zero Ad Spend & No Tech Overwhelm



"This is the exact method that hundreds of entrepreneurs follow to create 30% more businesses each & very month."

1 First, it's not about you. Ever. As a business owner or entrepreneur, you need leads & prospects, so stop making your profile a resume - you are not looking for a job. Your profile should be used ONLY for explaining the benefits that 'said prospect' would find working with your company. No one cares about your title - a 'CEO' cannot solve problems for your prospects. Dig deep. Do a bit of self analysis and understand the problems you solve. Show some empathy and humility and express 'giving a damn' in your profile description. Don't do the blah blah blah that everyone else does- be distinct.



2 Second, you have to upgrade to premium and get Sales Navigator and learn how to use it EVERY. SINGLE. DAY. It is imperative you learn how use this extraordinarily powerful tool. The lead builder capability has 25 filters and you can further tag and categorize your leads. The capabilities continue to broaden. Companies would pay a full time employee to do what this tool can do!



3 It is always quality over quantity. No it does not matter if you have 42,365 connections on LinkedIn (true story) if none of those people would ever buy from you or your company. It is not about vanity metrics or a race to see how many connections you can have. You need to be laser focused about who you target. Start over from scratch. Build a new database using Sales Navigator of anywhere between 2k-3k prospects. Send an intriguing & relevant invitation to new prospects giving you 30% plus acceptance rate. No spam. Be smart. Be relevant to them. No pitch. Simultaneously, building your brand & crafting your message.



4 The fourth element is building your own brand & getting into the mind of your prospects - Yep you need to be branded and it has zero to do with your title (see above). Become an authority, not in what you do per se, but an authority in the pains & frustrations of your



prospects. Example: Joe owns a logistics SaaS company and one of the niche's he sells into is manufacturing. So Joe joins groups where manufacturers hang out and he learns their pains & frustrations. Soon he starts to add value into these groups. Joe also creates his own group to invite manufacturers into with the mission to address the problems that he learned previously. Do not ask for a call until at least FIVE 'not about you' touch points.



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Finally, content is king. No way around it. If you are not blogging, you need to start. If you are not writing white papers, then start. Link all those posts and articles on your LinkedIn profile (think of this as your new landing page of your website) - always include link "read more" and get folks back to your website, so that you can have a circular movement back and forth. Again be very careful to not just spill on people all the bells and whistles and all the benefits of your product & service. Switch the paradigm and see it from the prospects point of view. What are you **really** solving for? Is it Greater Efficiency? Less Risk?



This is small part of an overall Methodology.

If you want guidance with the overall LinkedAutomation™ Method, A proven process that systematically takes your business from a state of "trickle" lead flow to a state of "Predictable Amplification" of prospects. Get on Our Calendar [HERE](#)

