

LinkedIn Lead Gen

Unlock the lead generation power of LinkedIn with deliberate, strategic action.

1



Write Your Goals & Objectives

What's the big goal you are trying to achieve this year? Write it down. Then think through all the steps (objectives) you will have to complete to obtain your big goal.

2



Optimize Your Profile

Craft a compelling headline and summary, and about section that aligns with your goals and objectives and highlights your expertise, differentiators, and value propositions.

3



Identify Your 50 Targets & Relevant Groups

Join relevant groups. Connect with the top 50 people you want to do business with. Include current, past, prospective, and aspirational customers.

4



Create Targeted Content

Listen to the conversations of the groups and your top 50 targets. Think through the questions buyers have at each stage of the buyer's journey. Create compelling, relevant content that addresses your target's interests, questions, and challenges.

5



Like, Comment, Share

Use hashtags to find relevant topics. Like, comment, and share genuinely in groups and in discussions to build relationships. Always add value.

6



Use DMs

After engaging at least three times with a target, use direct messages to offer more value. Include a simple call to action like inviting the prospect to an exclusive 30-minute information session.

Lead Generation

Budget at least 30 minutes a day to these LinkedIn tasks and you will have a powerful lead generation engine.