

# How To Earn New Business On LinkedIn

*A Proven Strategy For Any Company, Practice,  
Firm or Organization*



By  
Jim Campbell

In-The-Flow

Email: [Jim@In-The-Flow.com](mailto:Jim@In-The-Flow.com)

Website: [In-The-Flow.com](http://In-The-Flow.com)

# Your 'New Business' Strategy For LinkedIn

## Introduction

LinkedIn is an exceptional tool and resource that will produce astonishing results for you....as long as you:

Acknowledge and embrace the mindset that 100% of your success is dependent on two critical factors:

1. The quality level of your LinkedIn content and interactions are high and engaging, interesting and of value for your Profile viewers and Message recipients
2. Your commitment to follow and fully accomplish the processes defined here is firm and continual

When you fulfill these two requirements in a high-quality manner, sales pitches and strong calls-to-action become unnecessary.

Because people from your Network will come to you...

And you will earn as much new business on LinkedIn as you'd like.



## **Important Notes About Your LinkedIn Profile and Messages Content**

Your Profile and Messages should be approached and developed with the intention of being genuinely cordial, congenial, respectful and helpful to as many people as you possibly can.

Strive to proceed with the mindset that you are in business to help people solve problems and fulfill desires that makes their lives better. The more you can remove your self from the thought equation the more all will benefit from the upcoming experiences, including you.

Envision and write your Profile and Messages in interesting, engaging, pleasurable to read and gainful (to them) ways. There may be a likelihood for your current Profile to be reimagined and possibly rewritten entirely.

Also, plan and try to write with the idea of teaching about things most people may not already know that will be of benefit to them. This is an *always* goal that helps maintain interest, for your Profile and Messages.

Making an effort to create and offer free gifts (usually digital) regarding areas of your expertise to people in your Network will be of great service. Contributions such as quality PDF's or videos that provide information they may not be aware of and are of high-interest to them are all key.



## **Important Notes (cont.)**

Monitor and observe feedback you receive of any form and be prepared to test, edit and possibly rewrite until you sense your Profile and Messages are resonating with the people from your LinkedIn Network.

While most people on LinkedIn would like to sell their products and services to you, collectively they interact professionally and are open to ideas and offers that will help their careers and lives.

An extremely important element is that your Profile and Message content copy piques people's interest, fascinates and captivates them to its end. If that feels like a tall order, copywriting assistance is available for any business or industry type.

Please Note: Once your Profile and Messages content is written and tested and the processes customized for your business, administrative and assistance personnel can perform the assignments for you going forward with minimal oversight necessary.

If you follow this model closely, you will receive virtually no complaints or criticisms. When you make a terrific case for your products, people will respond with healthy interest and become clients. And why wouldn't they?



## Your 'New Business' For LinkedIn Processes

- Define and document detailed ideal client (target) market demographics in terms of decision-maker and buyer roles. Include titles, industries and other determining factors. You are going to reach many interested and qualified buyers. Who are the people who want and need your products, services, etc., and where are they?
- Establish your general strategy for execution and processes. This is dictated by your industry, business type, markets, sales cycle, etc.
- Author, test and refine LinkedIn Profile as appropriate until satisfied a suitable number of visitors are reading, remaining engaged throughout and responsive as verified by results, positive feedback received and other indicators (sales, discussions, meetings, etc.).
- Author, test and refine Messages copy as appropriate until satisfied the recipients are responsive, as verified by results monitoring and other indicators. Send daily flow of messages to targeted LinkedIn users.
- Compile list of qualified 'Viewers To Profile' (name, title, city, company). Identify 2nd and 3rd Degree Connections for Premium InMail contact.
- Author, test and refine Messages to "retarget" qualified Profile viewers. Appropriate timeframes for scheduling retargeting Messages and other correspondences determined by you as appropriate.
- Add prospects to master contact lists (Rolodex, Email list, etc.).
- Send Invitations To "Connect" daily. Develop a growing base and flow.
- Review, retain and document available LinkedIn and other analytical data, charting growth, results and other improvements.
- Integrate links to websites into Profile and Messages as appropriate.
- Execute, document and refine your LinkedIn strategy for **sales results**.
- **New business** is always the end-game goal!

## **Engagement and Growth Within Your LinkedIn Network**

Connecting with people to grow your LinkedIn Network should occur in two places, 1) “Who viewed your profile, 2) Search (demographics, etc.)

The “Who viewed your profile” line chart should usually be trending northward and be relatively close to a straight line. A sawtooth effect usually means days were missed or maximum connects were reached. Withdrawing unaccepted invitations will resolve the latter; oldest ones withdrawn first.

Your Network should grow perpetually by number, quality and results.

### **Lastly...**

LinkedIn analytics are not robust and you won't acquire much in the way of helpful data. You will receive strong indicators when your LinkedIn efforts are returning dividends from the feedback you receive, the interactions you'll be engaging in and the new business you will be enjoying.

When people begin reporting back that they: “Read your profile with great interest.”, “Informative.”, “Extremely interesting.” “You nailed it.”, “Can we talk?”, “Can we meet?” and other positive returns, then you'll know that your content is resonating and engaging with your viewers.

Please never give up, no matter what. Let me know if you have difficulty getting your Profile or Messaging to convert. I am happy to help, which I can near 100% of the time.

Kindest regards,  
Jim Campbell

Email: [Jim@In-The-Flow.com](mailto:Jim@In-The-Flow.com)

Website: [In-The-Flow.com](http://In-The-Flow.com)

