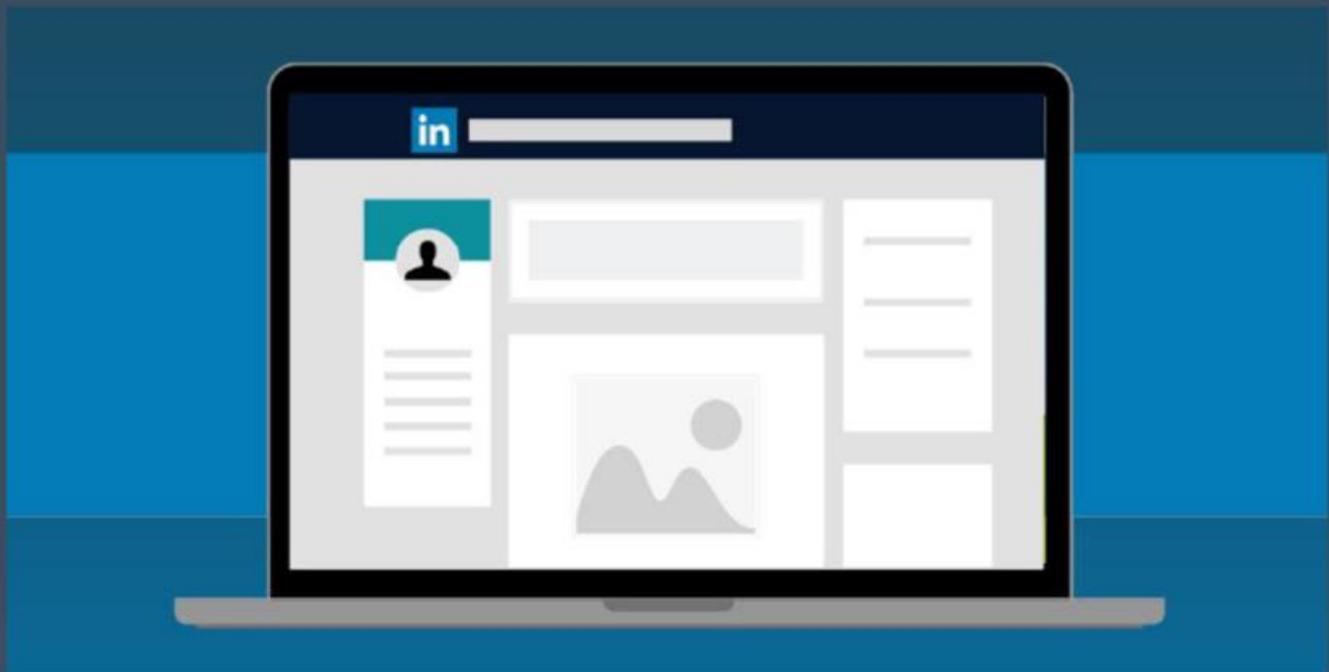


# HOW TO

FREE  
GUIDE  
SERIES

Use your LinkedIn  
profile for business  
growth... At NO Cost!

What every business owner should know



*Tips for lead generation*

[BusinessCoachingHub.co.za](http://BusinessCoachingHub.co.za)

# CONTENT

- ✚ Introduction.
- ✚ Does Your LinkedIn Profile Grab Your Prospects Attention?
- ✚ Top Mistakes That Are Limiting Your Business Growth.
- ✚ How Entrepreneurs And Freelancers Are Disrupting Business In The Digital World.
- ✚ Generate More Leads Using LinkedIn Company Pages.
- ✚ Finding Potential Clients On LinkedIn.
- ✚ Best Ways To Use LinkedIn To Generate Leads For Your Business.
- ✚ How To Run A Business Completely On LinkedIn.
- ✚ What Business Owners Don't Know...And Should Know!
- ✚ Conclusion.

## Introduction

LinkedIn is more than a social media platform. It is a place for businesses to connect. It is the largest professional network where businesses can promote themselves and build relationships.

### **The Power of LinkedIn for Business**

As the most useful social network for businesses and professionals, LinkedIn is powerful for connecting with former co-workers, old classmates and potential clients. But the real power comes from the lead generation, market research and global marketing that comes from this tool.

By increasing your participation on the network by as little as 30 minutes a day you can get more out of your LinkedIn account. Begin by focusing on specific areas, such as expanding your network, promoting your business or publishing content around your expertise and passion, and to build followers.

For example, as an owner of a floral shop, you spend 30 minutes publishing a short article about the different flowers available during a certain season and how this can save the consumer money. This article showcases your expertise on the floral industry. This, in turn, brings in potential affiliates, partnerships and builds your network among the commerce community.

LinkedIn's power lies in its networking power. It works the same way on this site as it would in real life.

Leads and tips are created organically with networking connections. The social media site provides businesses and professionals with the opportunity to grow their reach and join or "link to" a wide community of other professionals in a vast array of fields.

You can use the LinkedIn platform to:

-  Connect with and join groups
-  Gather information
-  Find events happening in your area
-  Share your own content
-  Add your own professional expertise to a conversation

Everyone on LinkedIn is there for the same reason: to create and build their business network.

## Does Your LinkedIn Profile Grab Your Prospects Attention?

Is your LinkedIn profile optimized to attract connections and leads? Is your message so compelling that it converts your leads to clients who buy what you sell? Are you aware of all the features available to you on LinkedIn to ensure you are among the top 10% of successful LinkedIn users?

### ***What you need to know...***

Your profile must convince your prospects that you offer “extraordinary value.” And it must resonate with them emotionally. Simply telling them that you’re the best at what you do won’t work. You can’t just say you’re trustworthy, reliable, and exceptional. That’s the same thing your competition does. Prospects don’t believe you. You **MUST** educate them as to why you’re trustworthy, reliable, and exceptional.

### ***Why do you need to know this...***

To consistently attract more clients to your business... and to effectively convert prospects into clients, it’s critical that your profile is optimized to speak to your prospect’s needs. Your posts on LinkedIn must compel your prospects to instantly want to know more information about your product or service. Your posts must focus on the benefits your business provides to them, and on the value, you provide that your competition doesn’t.

When you create compelling messages that quickly and clearly articulate what you do and the value you provide, interested prospects will feel compelled to seek you out for additional information. In other words, a well-crafted message “prequalifies” your prospects for you... allowing you to focus your limited time and efforts on those prospects that are truly interested in what you sell.

### ***The cost to you if you fail to act...***

An optimized profile can generate a tremendous number of new leads for your business each and every time you use it to prospect for leads.

Marketing is always the key to small business success, and the small business owner who learns the process of optimizing and leveraging their LinkedIn presence will out-market and out-perform their competition and... **without** spending a cent on marketing.

# Top Mistakes That Are Limiting Your Business Growth

Is your site not growing the way you always imagined it? Are you tired of waiting for your site to stop getting 100 views a day and to become a massive hit? What's going wrong?

Well, there is actually any number of things that *might* be going wrong here. This is good news really because it means there are lots of opportunities for you to improve your strategy and thereby increase your growth rapidly.

Let's take a look at some of the top mistakes that might be preventing your site from taking off as quickly as you might have hoped...

## **You Are Writing Generic Posts**

One of the most common mistakes I see is that people write generic posts. That is to say that they write content that is boring and that is derivative. You know the stuff 'How to Get Six Pack Abs'. Really? Like your audience hasn't read this *a million* times before!

Content marketing only works when you have some genuinely interesting and unique content to share. So, think harder about what you want to write and who might read it!

## **You Aren't Sharing**

So, you need to make sure you also share your content and let people know about it! That means posting to social media, it means posting on social sharing sites and it means writing guest posts. Whatever you do though, it just means getting the word out *somehow*!

## **Bad SEO**

I'm not talking about SEO that is badly done and so doesn't work! I'm talking about SEO that is *overdone* and so actually starts to actively detract from your potential success.

In the worst-case scenario, this means keyword stuffing: filling your website with key phrases and terms you think Google wants to see, not recognizing that this actually does a lot more harm than good because it puts real readers off of sticking around!

## Patience

The other problem you might be experiencing. A lack of patience! Perhaps your expectations are just too high for what is likely to happen in the first month? Don't assume your business will take off overnight but instead keep plugging away consistently.

## Poorly Optimized Social Media Profiles

Having a social media profile is the start of your digital marketing strategy but, if your profile is not optimized to talk to your ideal clients, then you might as well not be online.



# How Entrepreneurs And Freelancers Are Disrupting Business In The Digital World

The global economy has been disrupted as a result of the global pandemic as people were forced to work from home using the Internet. Consumers are used to searching online for what they need and want as online traffic continues to increase.

The digital world provides entrepreneurs and freelancers with the quickest, cheapest, and fastest opportunity to launch and grow a business. This means they can now play in and disrupt economies as the barrier of entry has not only been lowered but, may just as well no be there.

It does not take much to launch your business online at little or no cost. you can use social media platforms to launch your business at no cost and for a very small investment, creating a website means you can have an effective online presence.

This is however only the beginning as you now need to get the attention of the online consumer and that is a highly competitive market that can be a costly exercise when your knowledge of online advertising is not in line with growing trends.

This is where LinkedIn plays a big role as it is the preferred lead generation platform for 93% of B2B marketers. LinkedIn is also highly effective for companies in acquiring customers as 51% of companies acquired a B2C customer through LinkedIn. LinkedIn also generates more leads for B2B companies than Facebook, Twitter, or blogging individually.

LinkedIn is the undisputed lead generation and conversion platform for any business looking to leverage the digital world for business growth.

Now that we have established LinkedIn as the best, most cost-effective, and top performing platform to generate leads, let's look at what is required to leverage LinkedIn for lead generation.

## 5 Elements That Make Up A Lead Generating Profile On LinkedIn

- 1. Optimized Profile** – Your LinkedIn profile can no longer be about you but needs to answer the single most important question your ideal client has which is, 'What can you do for me?'. You only have 5-10 seconds to get their attention so getting this right is critical for your success on LinkedIn.

**2. Company Page** – Creating a company page on LinkedIn provides you with the opportunity to spread your brand. Getting your connections to follow your page means your updates appear higher up in their newsfeed and get more impressions and interactions.

**3. Product Page/s** – This is where you get to showcase your product or services. Providing your page followers with information on what you offer that can benefit them coupled with a CTA (Call to Action), can generate leads and revenue for your business.

**4. Connections** – Finding and connecting with your ideal clients is easier on LinkedIn than any other social media platform. If you are crystal clear on who your ideal client is, you can find and connect with 1000's in minutes by searching for them on LinkedIn.

**5. Content Strategy** – This is where the saying 'Content is King' is true because by sharing valuable content with your network, you have the opportunity of establishing yourself as an authority in your field, building relationships with your connections that will ultimately generate leads that you can then convert to clients.

While this may seem like a complex process to put in place, it is well worth the time to apply effectively as it will deliver all the leads your business needs.



**Self-Study Business Growth Courses**  
Helping business owners develop the skills they need to  
take their business to the next level.  
A Product by the Business Coaching Hub

Self Study Business Growth Courses  
Helping SMME's develop the skills they need to take their business to the next level  
E-learning · Randparkrif, Gauteng ·

[Learn More >>](#)

## Generate More Leads Using LinkedIn Company Pages

LinkedIn Pages, previously called Company Pages, are one of the last hidden marketing gems for businesses that are looking to expand online. With the new LinkedIn pages, you can grow your business and generate new opportunities and leads. Here are five of the best way to use LinkedIn Pages to generate more leads and increase sales.

### **Add a Call to Action**

Now that you can publish posts on LinkedIn Pages; you need to be sure to include a call-to-action on every piece of content that you publish on the networking platform. This doesn't mean you need to add a sales pitch, but rather provide a request for what you want your audience members to do next. This could be asking them to post comments or questions or ask them to share the post with their connections.

### **Nurture Relationships with Your Personal Brand**

We, as consumers, tend to buy from people and companies that we like and trust, which is why it is crucial for your business not only to consider how you can leverage LinkedIn Pages but also build a strategy for your personal brand that will enhance your business efforts.

### **Embrace Native Video**

LinkedIn video is currently trending, but it can be intimidating for businesses that have never utilized video before. The good news is that unless you are selling video production services, the videos you create for your company page don't have to be perfectly stylized productions. When you use candid, creative, and fun videos to promote your business, your followers feel like you are speaking directly to them. So, don't be afraid to use your smartphones and imagination to engage with your target audience.

### **Share Your Customer Stories**

One of the most common kinds of content that are posted on LinkedIn Pages is customer testimonials. While this is a great way to prove that your company is competent, it's also important to look beyond the text testimonial. One way you can accomplish this is by sharing a before and after, highlighting the improvements your business has made in the lives of your customers.

## Use Showcase Pages

You can serve different segments of your target audience by creating showcase/product pages. Showcase pages are niche pages of a larger corporate brand. You can create different pages to showcase various products, or you can create pages that cater to different buyer personas.

By adding the right elements to your LinkedIn Pages, you will find yourself on the right path for building your brand presence on LinkedIn, which can lead to generating more leads for your business.



**UNLOCK THE POTENTIAL  
FOR GROWTH IN YOUR  
BUSINESS WITHOUT  
A MARKETING OR  
ADVERTISING BUDGET!**

**GET INSTANT ACCESS!**

*Business-Growth-Network.co.za*

**BGN**  
BUSINESS  
GROWTH  
NETWORK

The advertisement features a grey background with a photograph of three men in a professional setting. One man is seated at a desk with a laptop, while two others stand behind him, looking at the screen. A yellow speech bubble with a red border contains the BGN logo and text. A yellow button with a red border and a red brushstroke effect contains the text 'GET INSTANT ACCESS!'. The website URL 'Business-Growth-Network.co.za' is written in a black serif font at the bottom left.

## Finding Potential Clients On LinkedIn

LinkedIn has become an extremely powerful tool for businesses to find potential customers and increase sales. To get the best results from your marketing efforts, you need to build the foundation of your network and clearly define your targeted audience and decision-makers. Here are four ways that your business can find potential customers on LinkedIn.

### **Use Advanced Search**

You can use this feature in LinkedIn with the parameters that you've already established to define your target audience. You will need to take into account the different synonyms that are used for the same job function. Once you've completed an advanced search look at the profiles of the results and see if you have any contacts in common. If you do, you can ask your contacts to introduce you to the potential customer.

### **Browse Your Connections**

Start looking at your current customers to see if they have any connections that might fit into your target audience parameters. The reason you want to try to connect with your existing customer's connections is that the chances are higher that they will be more interested in what you have to say. This is also an excellent way for you to find new synonyms with which you can create another advanced search.

### **Join LinkedIn Groups**

Check out the different groups on LinkedIn and join those that are closely related to the industry that you are working in and those that have members who hold the same interests as you. See which groups your current customers and prospects belong to. When you join a group, you need to be sure to engage with the other members and join in on the discussions. This will help to establish you as an expert and thought leader in your industry.

### **Create Alerts**

The alerts in LinkedIn are associated with the searches you've saved. When you create alerts based on your searches, you are automatically notified via email when a potential customer updates their profile.

This can include when they change jobs, change positions within their current company, and generally whenever they make a change to their profile.

LinkedIn has become an extremely powerful tool for many businesses. With the right tools and understanding of how to utilize the many features of LinkedIn, you can quickly grow your network and generate more leads for your business.

**LEVERAGE LINKEDIN**  
**FOR LEADS**  
**AT NO COST**

**Get Instant Access!**

**BCH**  
Business  
Coaching  
Club

The advertisement features a blue background with a magnifying glass held over a group of diverse people's faces. The text is presented in bold, colorful blocks: 'LEVERAGE LINKEDIN' in white on a dark blue bar, 'FOR LEADS' in black on a green bar, and 'AT NO COST' in white on a red bar. Below this is a yellow button with the text 'Get Instant Access!'. In the top right corner, there is a logo for 'BCH Business Coaching Club' with a house icon above the letters 'BCH'.

# Best Ways To Use LinkedIn To Generate Leads For Your Business

LinkedIn has become one of the most powerful places for businesses to generate new leads. While most people use LinkedIn as a way to stay in touch with former friends and colleagues, there is so much more that can be done with the professional networking platform. Utilizing your existing LinkedIn network is the fastest way for your business to find new leads. Here are some of the best ways to use LinkedIn to generate more leads.

## **Ask Your Current Contacts for Introductions**

Most entrepreneurs have no problem asking their friends in real life for contacts or introductions for their business but forget about asking their online connections for the same introductions. To take advantage of the potential leads that you can gain from your current contacts, send them a message explaining your business and ask if they know of anyone that would be interested in what you are selling.

## **Search People and Gain Introductions**

Conduct an advanced search to find people on the site that you would like to be introduced to, and then figure out if there is anyone in your current network that can make an introduction. For this strategy to work, you have to have a clear idea of who your target audience is and the right keywords to search for the right people.

## **Publish Content**

LinkedIn allows you to publish and republish content in what they call "Longform-Posts." While this strategy might not provide you with the largest audience, it does have the power to give you a very targeted audience of prospects and influencers in your industry. Not only will your post be shared with your contacts and followers but interested people will also be able to find your content via a search on LinkedIn or other search engines.

## **Engage with Visitors to Your Profile**

As you become more active with your LinkedIn company page, you will find more and more people are visiting your profile.



# How To Run A Business Completely On LinkedIn

Running your business on social media is one of the smartest decisions you can ever make because social media makes it possible to reach more people, connect with like-minded individuals, and grow your business at a desirable pace.

Countless business owners are taking their companies online because they recognize the value that the internet brings to their businesses. The right social networks have the power of accelerating the growth of your business and moving it from where it is to where you desire it to be, faster.

Moving your organization online and running it completely on social media will make it easier for you to manage your business more efficiently, offer quality service, and reach more people with less effort.

If you realize the flexibility and convenience that running your business online brings but don't know where to start, there are a couple of things you can do to ensure success and meet your goals.

## 3 Steps to running a successful business on LinkedIn

### 1. Optimize your personal profile

Your profile is the first impression you give to potential clients so, ensuring it is optimized to their needs will ensure you have a high conversion rate of people wanting to connect with you.

You need to answer one simple question and that is... What can you do for your clients? This is best done using the conversion equation of interrupt, engage, educate, and offer.

Your profile banner should also highlight your USP (Unique Selling Proposition). An exercise I use with my clients is to get them to complete their elevator pitch using my template which helps create a powerful, lead-generating 10 second and 30-second elevator pitch.

That content then provides them with the wording for their profile banner, title, and about section. The content is all targeted at the prospective client which in turn increases connections, leads, and clients.

## **2. Build relationships with the right people**

It is not the quantity of connections but the quality of your connections that counts on LinkedIn. It will not benefit you to have 20 000 or more connections if they are not your ideal clients.

When you laser target your search on LinkedIn using your ideal customer profile, you will only connect with high-quality people whom you can in time convert to leads and clients.

Building relationships is the most important step to creating trust with your connections putting them at ease to be open to a consultation with you that provides you with the opportunity to convert them to a client.

## **3. Communicate effectively through your content**

When you use LinkedIn to establish your brand, build relationships, and generate leads, your content is the best and most valuable asset you have at your disposal.

The best formula to use when creating content for LinkedIn is... Value... Value... Value. Your content is what demonstrates to your connections your experience, expertise, and value you can bring to them.

Converting a connection to a lead and then a customer is going to require a trust relationship and unless you show your connections what you are worth and how you can benefit them, how do you expect a trust relationship to form?

Running your business on social media comes with its challenges and it may take a while before you start seeing the results you desire but keep at it because the rewards far outweigh the challenges.

The greatest thing about running your business completely on social media is that you get to save, work from anywhere you like, and reach millions of people within a short space of time.

This may sound like a lot of hard work and possibly overwhelming but, the rewards are well worth the time you will invest.

Our popular Masterclass on **How To Leverage LinkedIn For Lead Generation** has shown hundreds of business owners the amazing potential the digital world and more specifically, LinkedIn offers for their business.

***Discover All you Need to Know to Leverage LinkedIn for Lead Generation... At NO COST! [Click Here!](#)***

## **What Business Owners Don't Know...And Should Know!**

While small businesses are recognized as key drivers of economic growth and employment in South Africa, far too often we hear that there are more businesses that fail than succeed in the first 2-3 years.

This is largely due to the inexperience and lack of business know-how of the owners. It does not mean the blame sits squarely on the shoulders of the business owner. There are many businesses that started out of a need to generate an income or a need to follow a passion and this is the main reason since the owner lacks the skills, experience, training, tools, or resources to build a long-term sustainable business.

A passion to be an entrepreneur and start a business does not substitute for experience and training. It takes courage as a business owner to admit you need help but, those that do and those that experience the success that comes with support, are grateful they took the leap.

The starting point for a business owner is to identify the knowledge gaps in his/her business then source the right training, tools, and resources to fill that gap which will, in turn, equip them to scale up their business effectively, efficiently and long-term.

So, how do you go about identifying the knowledge gaps? This is a task I carry out with each of my clients on our first consultation by getting them to complete the [Business Coaching Hub's](#) Marketing Roadmap Questionnaire.

The questionnaire covers 6 critical areas such as:

1. Leads
2. Conversions
3. Transactions
4. Prices
5. Profits
6. Building a Million Rand Business

No matter how long the business I am consulting with has been around, I find that majority of business owners have very little knowledge on the tactics, tips, and strategies covered in this questionnaire but... once they have completed the questionnaire, they gain clarity on what they need to know to scale up their business and suddenly despair turns to excitement of the road ahead.

In the spirit of sharing value, you can download the **Marketing Roadmap Questionnaire** by [clicking here](#) (*no email required - immediate download*). It is sure to give you clarity on your knowledge gaps.

## Conclusion

In recent years **LinkedIn** has emerged as an **excellent resource** for **generating** more **leads**. The increase in online traffic due to the impact of lockdown globally means now more than ever your presence on **LinkedIn** provides you with the potential to help grow your business and not only survive but thrive beyond the lockdown. ***Don't have a marketing budget to generate leads? Now you don't need one!***

As the most useful social network for businesses and professionals, **LinkedIn** is **powerful for connecting with potential clients**. But the real power comes from the **lead generation**, market research, and global marketing that comes from this tool.

**LinkedIn's** power lies in its networking power. It works the same way on this site as it would in real life.

Sadly, there is a very small percentage of profiles on **LinkedIn** that have been optimized correctly to take advantage of its power. This means that when you apply what is taught, your profile will feature among the top 10% of successful LinkedIn users.

Your LinkedIn profile gives you a presence on the platform but, it does not guarantee that your ideal clients will find you.

Would you like to discover how to optimize your profile, then apply network and business growth tactics that will have you generating all the prospects, leads, and clients your business needs? [\*\*Click Here to find out more!\*\*](#)

---

I trust you found value in this guide and if you have any queries, please do not hesitate to contact me on **+27 82 219 4110** or [\*\*carlos@businesscoachinghub.com\*\*](mailto:carlos@businesscoachinghub.com)

