

THIS IS HOW YOU ATTRACT CLIENTS YOU LOVE THROUGH



Stand out, Connect, Participate.
Above all, **BE YOU.**

1 MAKE THE REAL YOU STAND OUT

HEADLINE

What you do best + Your personality + Keywords = Sexy Headline

What makes a headline stand out:

Humor, creativity, accomplishments, how you help

You have 120 characters - use them wisely:

- PR Specialist? Try "Master of the Media ~ Public Relations and Publicity Expert"
- Copywriter? Try "Copywriter with proven ability to communicate business objectives into winning communication strategies"
- Business Coach? Try "Generated \$1 million in revenue helping clients reach their online marketing goals this past year ~ Business Coach"
- Keywords get you found. What you do gives credibility. Your personality gets you noticed!



SUMMARY

You are more than your chronological experience.

Who are you, truly?

What do you bring to the table?



Paragraph 1 = Credibility

Who you are, your background, what you do

Paragraph 2 = The problem you solve

The problems your target market faces and how you solve them

Paragraph 3 = Call to action

Call, email, download your eBook - Now that they want you, how do they get you?

You are a person. Write in the 1st person. It makes you relatable to other people.

SKILLS & RECOMMENDATIONS

Keywords + skill endorsements = higher LinkedIn search results

- At least 5 to 10 recommendations gives social proof of what you do
- How do you get them? Give them to others! :-)
- Recommend and endorse people you truly believe in. They will be more likely to recommend and endorse you back.

2 CONNECT: ALWAYS BE CONNECTING!

MAKE FRIENDS!

Connect with 25-50 new people each week.

You will only be shown in someone's search results if you are a 1st, 2nd or 3rd degree contact



More connections = higher visibility

Make it personal! People are more likely to accept your request if you tell them why you want to connect.

JOIN GROUPS!

- Join groups where your target market hangs out
- Join groups you have a genuine interest in



Note: You can join up to 50 groups & you can message fellow group members for free!

BE NURTURING!

Do:

- Review notifications daily
- Recognize birthdays and work anniversaries
- Reply to messages within 24 hours

Don't:

- Pitch right off the bat - what a turn off!

3 PARTICIPATE: BE PART OF THE ACTION!

POST!

Post minimum 5x per week (be active!), maximum 2x per day (not too active...)

minimum
5x

per week



maximum
2x

per day

BE A GROUPIE!

Participate in your groups:

Post stuff, share stuff, comment, like stuff (everybody likes a like!)

Every post, comment, share and like should be an authentic reflection of who you are.

DON'T STOP!

- Be consistent. Be diligent. Be present.
- Plan to devote at least 30 minutes per day to LinkedIn.



ABOVE ALL.... BE YOU!!!

Brought to you by:

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