

The Strategy to Attracting Clients Using LinkedIn

Based on the Work of Melonie Dodaro

The Steps to a Successful LinkedIn Campaign

1. **Know your target market, and your value proposition.**

We've already covered this extensively in the program.

2. **Write a client-centered LinkedIn Profile.** It needs to tell what results you produce for your clients.

<https://topdogsocialmedia.com/linkedin-training-creating-the-perfect-profile/>

and...

<https://www.linkedin.com/pulse/complete-guide-create-all-star-linkedin-profile-melonie-dodaro/>

3. **Search on LinkedIn for your ideal clients.** Much easier if you have Sales Navigator. You can use advanced search techniques to find your ideal clients. Searches can be saved and LinkedIn will send you notifications by email.

<https://topdogsocialmedia.com/linkedin-sales-navigator-advanced-search-tutorial/>

4. **Start making personalized connection requests** to those prospects you've found in your search. Do not pitch. About 90% of people do not send a personalized connection.
5. **Send a personalized welcome or thank-you message** to those who have accepted your connection. Almost nobody sends a welcome note, let alone a personalized one. Again, no pitching or even talking about your services.
6. **Send a "relationship building" message** about a week after your welcome message. Add value by providing them with some valuable content. This might be a link to your content (and article or blog post) or someone else's content. The content needs to be related to a problem or challenge your prospects may face. Again, no pitching or mention of your services.

You might do this more than once. But in each case, it should be valuable content, not a pitch of any sort.
7. **Invitation to talk.** Finally, only once you've established the beginning of a relationship should you pitch a meeting with the prospect. This again, would be about a week after your last message.

<https://www.linkedin.com/pulse/how-convert-your->

[linkedin-connections-paying-clients-melonie-dodaro/](https://topdogsocialmedia.com/linkedin-connections-paying-clients-melonie-dodaro/)

and...

<https://topdogsocialmedia.com/linkedin-lead-generation-messages/>

8. **If they accept your invitation to talk**, set a time on your calendar and then, before the meeting, send them a link to your Executive Summary or Report. Even though you have made a solid connection, they still don't know much about what you do. The Executive Summary or Report gives them an overview before you talk.
9. **Have your initial conversation with the prospective client to qualify them**, let them know what you do (Your value proposition) and see if they'd like to do a Strategy Session.) Send them to your Sales Letter before the Strategy Session.

Mistakes to Avoid

Not having a good LI Profile.

Not having a robust way to search for prospects.

Not personalizing your messages.

Not having a basic template for your messages.

Pitching or talking about your services in your messages.

Not having any content to send people.

Not having an organized process.

Doing this process sporadically, not regularly.

Creating Your Campaign

Sign up for Sales Navigator. It's free for the first month. Start researching your ideal clients and find the search terms that will identify them.

Work on developing your message templates. Connection request, welcome message, sharing content, request for meeting. Plus choosing content to share.

Study LinkedIn Unlocked book and/or study Melonie Dodaro blog posts:

<https://topdogsocialmedia.com/blog/>

Put in 30 to 45 mins a day making connections. Once you get into the swing of things, you can make several connections each day.