



# HOW TO GET LEADS ON LINKEDIN WITHOUT BEING SALESY!

Presented by  
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# WHAT MAKES LINKEDIN DIFFERENT?



# DON'T JUST BROADCAST...



# HOW DO YOU ATTRACT PEOPLE?

Your profile should:  
State the **PROBLEMS**  
that you solve

AND

The **AUDIENCES** that  
you serve



# 1. PERFECT YOUR PERSONAL PROFILE

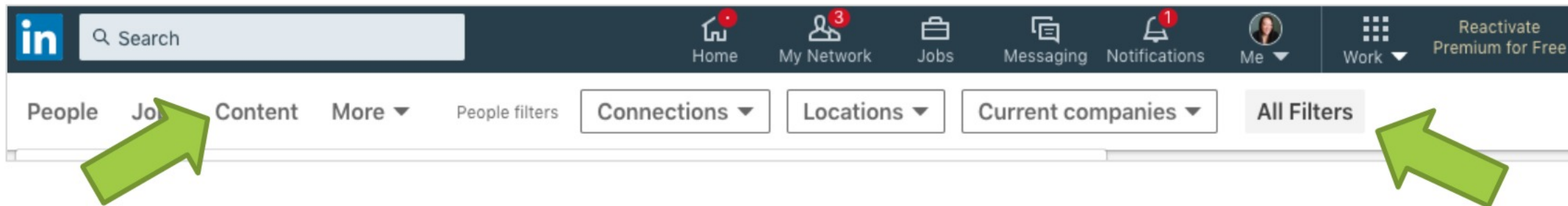


The screenshot shows a LinkedIn profile for Christina (McNally) Robinson. At the top, there are three speech bubble icons: 'Social Media & Online Marketing' (orange), 'Design & Print' (blue), and 'Coaching Club' (purple). The profile picture is a circular photo of a smiling woman. To the right of the photo are 'Message' and 'More...' buttons. The name 'Christina (McNally) Robinson · 1st' is displayed, followed by a 'To Do List' with four items, each marked with a green checkmark: '1. Get your online presence working for you', '2. Get your digital marketing strategy on track', '3. Implement your social media strategy', and '4. Measure your results'. Below the list, it says 'Northampton, United Kingdom · 500+ connections · Contact info'. A section titled 'Providing Marketing services' lists 'Marketing Consulting, Social Media Marketing, Content Marketing, Blogging, Email Marketing, and Content Strategy' with a 'See all details' link. The 'Green Umbrella Marketing Ltd' logo is visible in the background of the profile header.

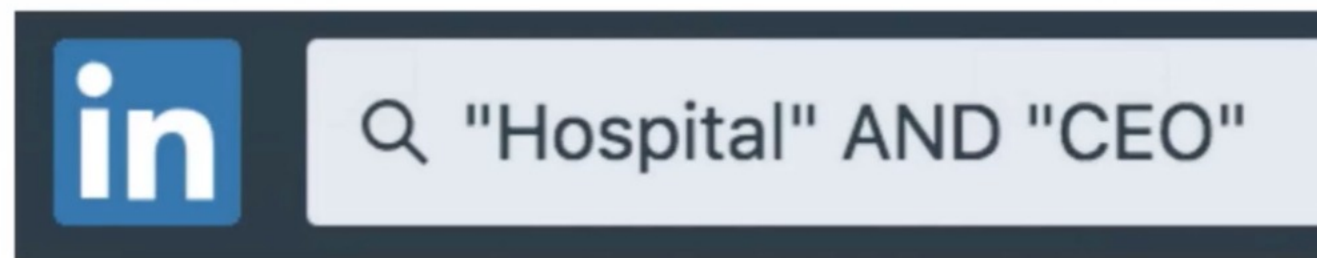
Use our LinkedIn  
10 point checklist  
to perfect your  
profile!

## 2. BUILD YOUR NETWORK

Use the search bar for PROSPECTING



Search using Boolean Strings

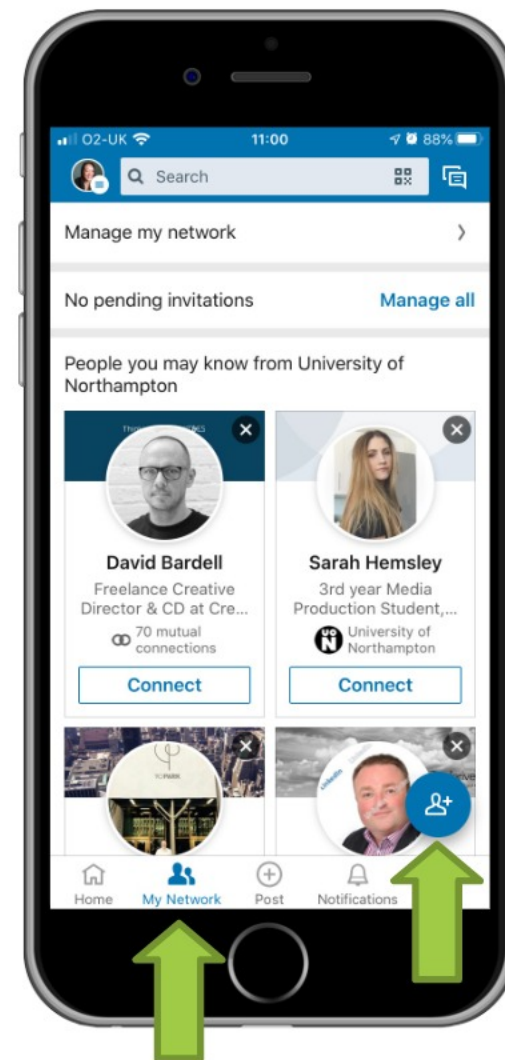


*Recruit'em*

# YOUR PROSPECTING CHECKLIST

LinkedIn is a goldmine for B2B data

- Use Boolean Strings for advanced searching
- Connect with people in a meaningful way
- Use Recruitin.net to maximise your search results
- And Dux Soup for visiting profiles
- Get into the habit of connecting with people



# How To ENGAGE on LinkedIn





# 3. DON'T SELL BUILD RELATIONSHIPS



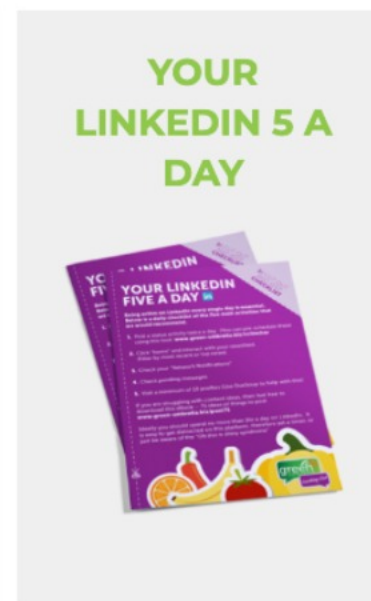
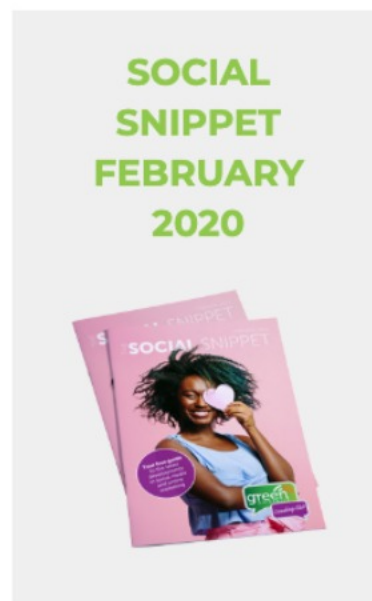
# 4. YOUR CONTENT IS YOUR CURRENCY

So you're an expert?

Put your money where your mouth is and prove it!

Give away your Knowledge!

- Ebooks/Whitepapers
- Blogs
- Webinars
- Videos



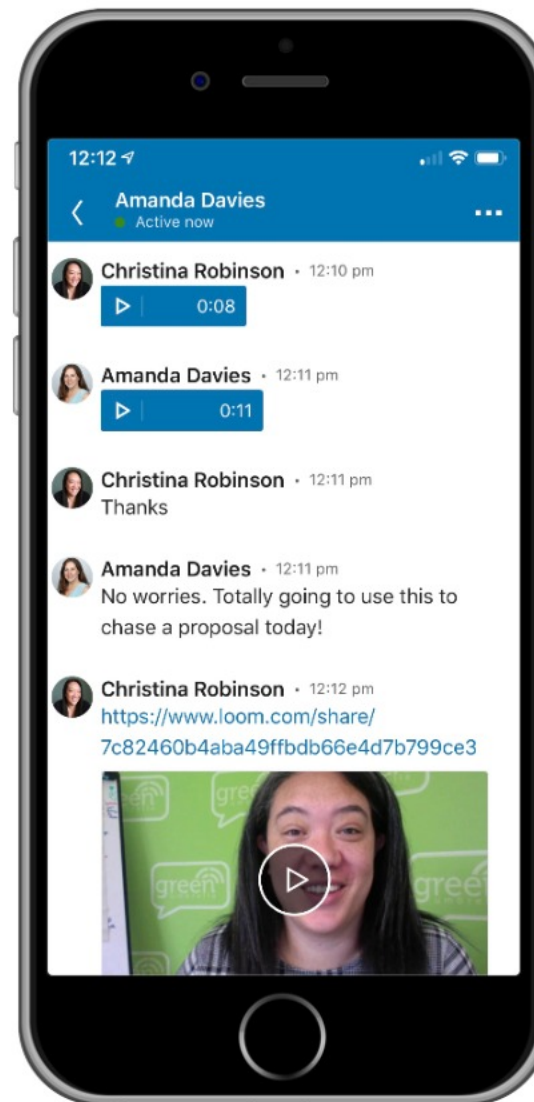
# 5. USE THE LINKEDIN 5 A DAY

- Post a status activity twice a day.
- Click “home” and interact with your newsfeed.
- Check your “Network Notifications”
- Check pending messages
- Visit a minimum of 10 profiles



# ...AND USE YOUR INBOX

- **Send messages**
- **Voice notes**
- **Video using Loom**



*“That’s all Folks!”*



**CONNECT WITH ME ON LINKEDIN**