

How to Grow Your Client List with LinkedIn

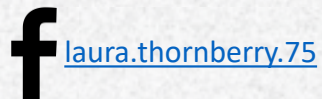
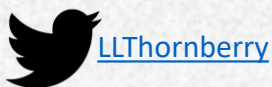
Do you think LinkedIn is just for people looking to be recruited for their next corporate job?

It's NOT.

In this eBook I will show you how to utilize LinkedIn to Showcase YOUR Business and **Grow Your Client List!**



Virtual Assistant Services Designed with
Collaboration and Partnership



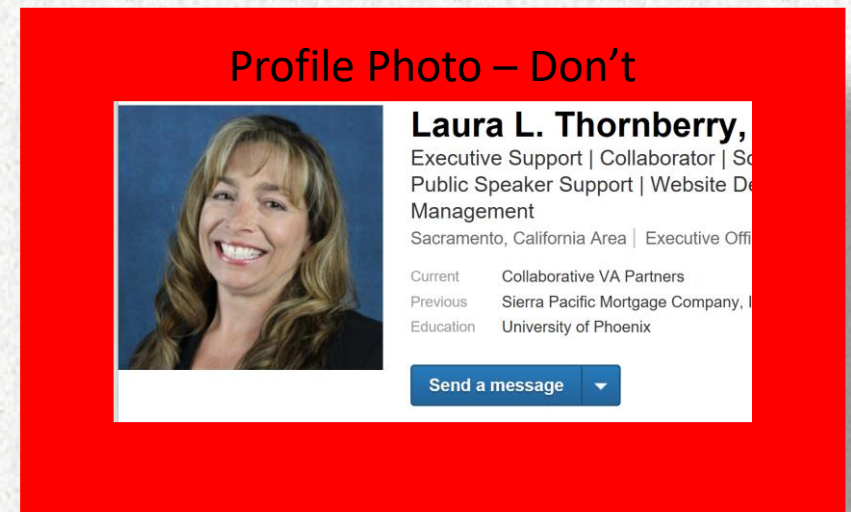
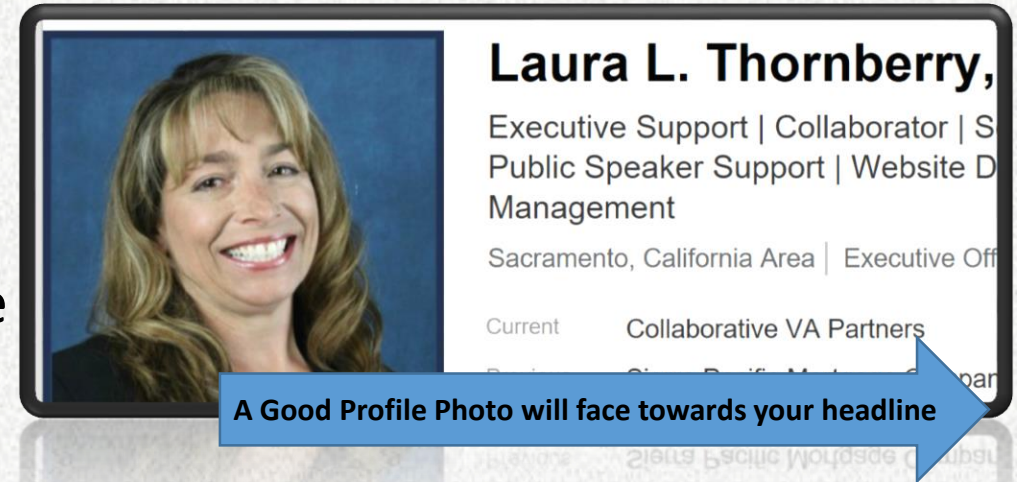
**SECRETS
REVEALED**



1. Add the Right Photos

Did you know you are 36 times more likely to receive a message on LinkedIn if you have a photo? Utilize **BOTH the Profile Photo space and the Background Photo space** and use the RIGHT photos.

These must be professional looking. NO SELFIES, no pictures of you with others, or pictures where others have been cropped out but you can still see their arm around your shoulder, okay? Just You with a great smile, from the shoulder up, decent lighting, attire that is appropriate to your line of business and **be sure you are looking towards your name and headline**, not away. So, if you need to flip your photo to change the direction of your view, use a free photo editor like PicMonkey and it is super easy.



3. Customize Your URL

Many people do not realize that you can get rid of the generic and usually lengthy link that is automatically generated for you by LinkedIn when you set up your account.

Simply go into Edit Your Profile and click the little pencil icon and **create a custom URL**.

(Of course LinkedIn will let you know if your first choice is not available, so have a couple back up options in mind)



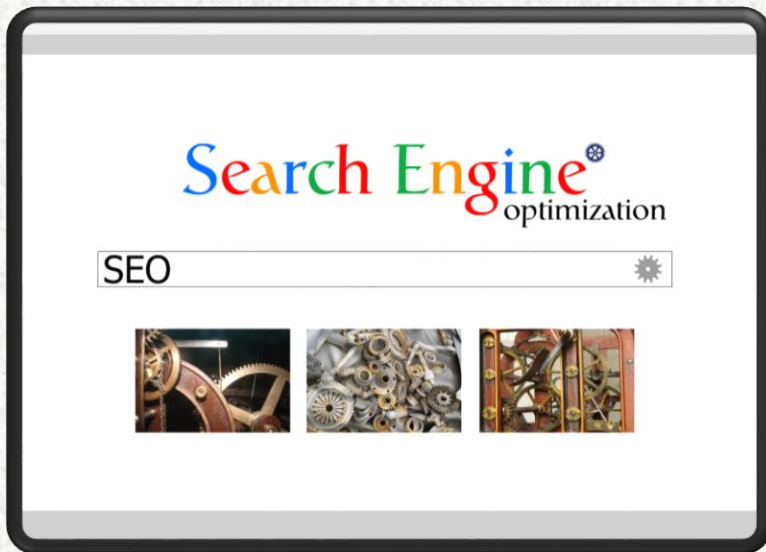
Experience, Summary and Projects



4. **Write in FIRST Person narrative.** This is YOUR profile, make it personal and show your personality. You are promoting your own company so speak your voice. Make sure it represents **your vision and your brand.**

5. You can **add links here** to your website, photos, videos, etc. and you can rearrange this section in ANY order you choose.

6. The best secret to this section of your profile – This entire section is searched by LinkedIn, Google, etc. for keywords, so take advantage of this space! This can be **your most valuable marketing space** on the web, and it's FREE.



7. Endorsements

There seems to be a shift happening here where many people are discounting the importance of Endorsements. I say it never hurts to include them so I still use them. It is up to you, but if you use them, **use them WELL!**

Another secret to LinkedIn that many don't realize is that you can not only add the specific Endorsements you want to be recognized for, but you can also **rearrange them by priority!** This is important because you want to keep the most important skills, related to your business services, at the top of this list.

This will help to **validate your skills and expertise** in the areas your potential clients are looking to hire you for.



8. Recommendations

Recommendations are a great way to showcase your testimonials. Aim for 5-10 and they're probably easier to come by than you think. LinkedIn even has an automated step to reach out to your Connections and ask for them to provide a recommendation for you. Simply go to Edit Your Profile, scroll down to Recommendations and click on the "Ask to be recommended" button. **LinkedIn will then guide you through the process!**



9. Groups

The secret to groups is to not only join groups for your industry, or support groups for your industry...



The secret is to join groups where your preferred clients are! Hanging out with other Real Estate Professionals, Authors, Speakers or Entrepreneurs is great, but don't stop there. Who is your ideal client? Homeowners, Nonprofit Organizations, Coaches, Small Business Owners? Search for LinkedIn Groups where THEY are and join them. You don't want to pitch your services, just listen to what they are sharing... what are their obstacles and pain points? ***Learn more about how you can help them.***

10. The Best Kept SECRET to Updating Your LinkedIn Profile...

Be SECRETIVE when updating your profile.

What do I mean? Well, you don't want to announce to all your Connections that you are giving your Profile a Complete Overhaul...

Go into stealth mode when you plan to make a lot of changes all at once!

Go into your Privacy Settings and under Sharing Profile Edits – say NO.

Once your updates are complete and you're happy with your New Profile, don't forget to go in and turn this sharing option back to YES.

Do you ever see those automated emails from LinkedIn that one of your Connections just updated their photo, then another that they just changed jobs, etc? That's because they don't know this SECRET yet.



I hope you enjoyed these **SECRETS REVEALED** to
“Grow Your Client List” with your LinkedIn Profile.

Please be sure to follow me for additional tips and free Templates.

- **Website:** www.CollaborativeVAPartners.com
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