



How to Grow Your Business with LinkedIn

Strategies for Busy Entrepreneurs

Yvonne A Jones

<http://YvonneAJones.com>

How to Grow Your Business with LinkedIn – Strategies for Busy Entrepreneurs

Getting Started On LinkedIn

LinkedIn is the professional network that allows you to build relationships at all levels. While it's generally considered one of the social networking platforms, it would be reasonable to conclude that the majority of the over 300 million members recognize that LinkedIn is the world's largest professional network and approach it from that perspective.

After hearing about the benefits and advantages of LinkedIn so many times, you may have finally decided that it's time to get your business represented on the site.



This is a great choice and one that you should definitely celebrate, but it requires you to approach the service carefully and make sure you give it your best angle.

The truth is that there are thousands of members who have created a profile on LinkedIn that's incomplete or they have abandoned it altogether because they don't know exactly what to do with optimizing their profile or how to proceed in making connections and acquiring leads on LinkedIn to grow their business.

In order to succeed on LinkedIn, you need to have several things ready that are geared towards **highlighting your strengths** and giving you the polished, professional appearance that you need.

The image is a screenshot of the LinkedIn sign-up page. At the top, there is a navigation bar with the LinkedIn logo on the left and a search bar on the right. Below the navigation bar, the main heading reads "Join the world's largest professional network." To the left of the sign-up form, there are six small profile pictures of diverse individuals. To the right, the text "Get started – it's free." is followed by "Registration takes less than 2 minutes." Below this, there are input fields for "First name", "Last name", "Email address", and "Password (5 or more characters)". A yellow "Join now" button is positioned below the password field. At the bottom of the form, there is a link to the "User Agreement, Privacy Policy and Cookie Policy". Below the sign-up form, there is a section for finding a colleague with input fields for "First name" and "Last name", and a "Search" button. At the very bottom, there is a footer with various links including "Help Center", "About", "Press", "Blog", "Careers", "Advertising", "Talent Solutions", "Tools", "Mobile", "Developers", "Publishers", "Language", "SlideShare", "LinkedIn Updates", "LinkedIn Influencers", "LinkedIn Jobs", "Jobs Directory", "Company Directory", "Groups Directory", and "Title Directory". The footer also includes the copyright notice "© 2013" and links to "User Agreement", "Privacy Policy", "Community Guidelines", "Cookie Policy", and "Copyright Policy".

In order to do this, here are a few key things you can do to prepare:

- **Great Photos** – **Your photograph** is the first thing that most people look at when they go to your profile. So make sure that it has a professional look. Even if you market beach supplies and beach gear, because this is a professional network, it would be best to avoid a photograph of yourself in beach attire.

In addition, LinkedIn has opened it up so that many members can now add a cover photo. That's the photo that sits at the top of your profile in the background. Your cover photo may now be the first thing anyone is going to see when they look at your profile, or it may be looked at carefully right after your photo. So you should make sure you have a good one that reflects who you are and/or what you do. Several photos can help by giving you an extra element of choice, as well as some beginning content to share.

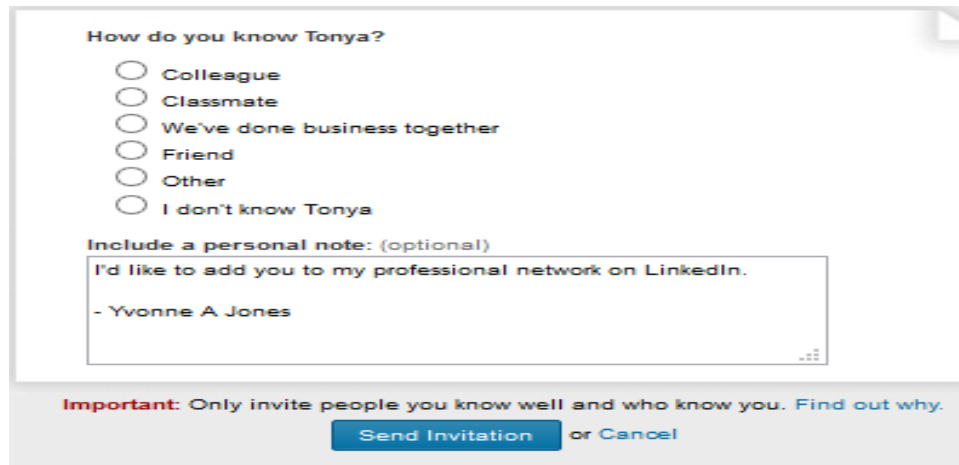
- **A Supply Of Industry-Relevant Links** - If you can find some relevant business articles that directly apply to your industry, posting them on LinkedIn, especially in the beginning, can be of great help to your image. This lets people who are unfamiliar with your brand see you as an authority in the field and will lead to greater trust in you and your company.

- **A List Of Your Personal Business Connections** - You do not want to have an empty connections link on LinkedIn for any longer than you have to, so have a list of people you can invite even before you sign up. Once your profile is ready, go immediately to the list and start sending out invitations. I strongly recommend that you write to each one individually so that your connections know you are not spamming them. This is why a good place to start is your email list.

As you can in the image below, that is the standard LinkedIn invitation. Unless there is no way around it, you should customize that so that it's a reflection of who you are.

While networking or attending events, get into the habit of asking people if they are on LinkedIn. If they are, reach out and connect with them within 24 hours. Remind them of where you met and something you talked about so they know that you're genuinely interested in them and also interested in building a business relationship.

LinkedIn is constantly making changes and at the time of writing this Report this is what the Invitation to connect template looks like.



How do you know Tonya?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Tonya

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Yvonne A Jones

Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

When you click on "Other" you need to know the email of the person you're sending the invitation to connect with.

- **Put Links In Your Other Online Materials** - If you already have a web presence through a website or email newsletter, you should use the LinkedIn social media plugin buttons that the company makes available for you to let your clients and customers know that you are now active.

- **Look Up Relevant LinkedIn Groups** - They are a great way to communicate and organize between companies that operate in the same sector as yours. Groups are full of people who are looking to network and who may have use of your services as much as you have use of theirs.

Groups can also help you raise your profile awareness and grow connections, so you should know which ones you want to join before you begin making your profile. An introductory post in a relevant group can give your brand a helpful boost in the beginning.



Once you have all of these things prepared, you are ready to start making your LinkedIn profile. From there, it is just a matter of time before you start making new, meaningful connections to clients, customers and business partners who can help you grow your business in ways that could have never be achieved before.

6 Benefits of Using LinkedIn to Grow Your Business

When you communicate with your followers, you are communicating with the first level connections who serve as a powerful force when it comes to spreading the word about your brand.

You are also likely transmitting to a handful of your own employees, as well as potential employees who are following you on the site.

If you are interested in gaining a larger and more effective social following for your business, LinkedIn has tools that can help you achieve that.

Are you still wondering why LinkedIn is ideal for almost any business looking to gain traction on the internet? Here are some benefits of using LinkedIn for business:

1. **Lead Generation** – LinkedIn opens the doors for networking as long as your profile and Company Page are optimized and active. Posting unique and relevant content on a regular basis will result in more people finding your business amongst the crowd.
2. **Increased Exposure** – Having a LinkedIn Company Page is one more way to gain attention for your business. Not only will this bring more prospects, but it will also help to send more traffic to your website.
3. **Higher Level of Credibility** – LinkedIn is a great place to show off your business and gain trust amongst customers and prospects. One feature that helps is the “Recommendations” feature. The more recommendations you have from past customers and clients, the more of an opportunity you have to generate more serious leads and sales.
4. **Show Off Your Accomplishments** – Another way to build trust with potential customers and clients is to display your achievements and portfolios right on your profile. This will give everyone a birds-eye view of exactly what you have to offer.

5. **Filtered Search Results** - Generating sales effectively means reaching your customers effectively. LinkedIn makes this easy by offering a very thorough series of advanced search options that you can use to hone in on your target demographic.

It is worth noting that some of the most advanced search tools are only available for premium members who pay for the privilege. This powerful, efficient indexing, however, can often pay for itself if it is used effectively.

6. **Quality Business Connections** - The most important benefit of LinkedIn is the fact that it is populated almost entirely by forward-thinking professionals such as yourself, who are similarly looking for ways to grow their business. This creates a unique culture of individuals who, in representing their respective companies, make business easier for everyone.

The connections that you make on LinkedIn are noticeably more effective than those that you could get by cold calling or even references. This is thanks to LinkedIn's meaningful use of information and to the people and brands the service has attracted so far.



5 Tips for Creating the Perfect LinkedIn Company Page

Your LinkedIn Company Page is one of the most important elements of your presence on this social media web service. In order to maximize the benefits of using LinkedIn, it is necessary to have an eye-catching company page that represents you and your business in a meaningful way.



1. **Choose A Recognizable And Eye-Catching Banner** - The banner of your company page is the first thing that most customers and business partners will see when they enter your page. For this reason, it is very important that your banner be recognizable and effectively branded.

Customers will associate a professional-looking banner with a high quality page that offers useful information, products and services to them. Color is very important here, as choosing a scheme that matches your company brand, as well as the rest of the page, will create a smooth, pleasant experience for anyone who lands on your page.

Many marketers recommend that you make your banner different from the one you use on your company Facebook or Twitter accounts.

2. **Examine Your Wording** - Two of the greatest pitfalls to an otherwise healthy company page is the overuse of industry buzzwords and standard search terms that every business in the field would use. In order to help your page stand out, it is best to minimize your wordiness as much as possible and avoid standard, over-used buzz words.

Even though it is tempting to try and prove your company's worth through a detailed history of your successes on the market, those

four paragraphs of information are going to wear out your user's eyes before they finish reading. Keep your wording short and succinct for the best results.

3. **Include A Video** - Customers and potential business partners who land on your page may not have time or may lack the mood to read too much. A quick, 30-second video that summarizes your company, the products or services you offer and your goals will help immensely in completing an attractive company profile.
4. **Keep Your Information Up To Date** - This should come off as an obvious tip, but it is an important one, that many people forget about over time. There are quite a few LinkedIn profiles that, despite a very polished, professional look and approach, still display an old address of the company or an industry that does not match the company profile exactly.
5. **Update The Page** - One of the most important aspects of using LinkedIn is keeping it active. This means taking advantage of the blog-style news feed format and delivering links to useful information, just like you would on Twitter.



In fact, you can crosslink your posts in order to communicate more easily with your LinkedIn audience through another social media site. This lets you double the effectiveness of any post.

There are many more tips that could help you use LinkedIn to your advantage, but no one could explain them and apply them better than an online marketing consultant familiar with the specific aspects of your business.

I would be happy to speak with you to make sure that you have an optimized profile that reflects who you are, what you do, and who you support in your business. Let's schedule your FREE Breakthrough Strategy session by going to: <http://yvonneajones.com/basic-strategy-session-quiz/>



thank you!

Thank you for reading this report. I appreciate you and look forward to getting to know you and answering any questions you may have.

Yvonne

Yvonne A Jones

www.YvonneAJones.com

Client Retention Mentor | Local Business Consultant | Speaker



About Yvonne A Jones

- [The Top 100 Most Social Customer Service Pros on Twitter](http://www.HuffingtonPost.com)
www.HuffingtonPost.com
- The Top 15 Most Influential Customer Service Experts To Follow on Twitter www.GetApp.com
- [25 Small Business Marketing Experts to Follow on Twitter](http://www.MercuryTalk.net)
www.MercuryTalk.net
- Certified Professional Speaker
- Chapter Leader, Women's Prosperity Network, Treasure Coast
- Founding Member of the Global Social Media Manager's Assn.

Yvonne A Jones is your Client Retention Mentor and Small Business Consultant because she supports small businesses and highly-motivated Entrepreneurs to bridge the gap between client attraction and retention.

Her Mission is to help business owners bring the FUN back into their business, spend more time doing what they love to do, and less time chasing new clients.

Yvonne's many loyal clients named her "The Queen of Business Breakthrough" because she supports them with systems, programs, and mentoring that result in clarity in their message and marketing that bring real results. Her online and offline Relationship Marketing systems and strategies take her clients from **knowing** to **doing**. Yvonne believes that when you "Focus on relationships; the money will follow."

Testimonial:

"After just the first two coaching sessions of working with Yvonne, she's helped me to have clarity in my message and develop a focus on who I want to attract with my message. I'm now able to create and develop my personal brand in the business that I love. I got more out of my first coaching and mentoring session than I had by purchasing programs and trying to do it on my own for over a year."
Joy Ruffen, PSL