

FREE GUIDE

# 7 LinkedIn *secrets* TO GROW YOUR BUSINESS



# 7 LINKEDIN SECRETS TO GROW YOUR BUSINESS



Record a 30-second value-focused video and upload it to the headshot section of your profile by clicking the plus (+). This is mobile-only functionality.



Create a services page that describes the primary services you sell in your business. Select 5 of them to showcase on your profile page for more visibility.



Use the Featured section of your profile to highlight the best client work you've done (photos, videos, etc.). Use them as a 'commercial' to show off your expertise.



Download your LinkedIn QR code to share directly with your targeted leads, and have them connect with you on LinkedIn to drive directly to your social selling funnel. (Mobile only)

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5

Add your calendar link or website link to the header section of your LinkedIn profile to allow leads the ability to schedule a call with you or visit your landing page.

6

Download your current LinkedIn connections to find great opportunities to (re)introduce your service and drive them into your sales funnel.

7

Create a Top 10 Targeted Hit List of ideal clients. Research them. Determine the value that you bring to them. Then, build and nurture the relationships until you close the deal!

*implement . review . adjust . repeat .*

# Hey There!

## THIS AIN'T YOUR MOMMA'S LINKEDIN!

It's time to position yourself as the subject matter expert in your field on LinkedIn and secure more income.



I'm Adriane Simpson, CEO and founder of The LinkedIn Pros. Our aim is to help you leverage LinkedIn to grow your business, increase your revenue and accelerate your career.





## WANNA LEARN MORE?

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Now that you've downloaded the 7 LinkedIn Secrets to Grow Your Business, you may have more questions, or want some assistance guiding you through the process. Schedule your 15-minute consultation now, and we can chat through potential next steps.

[SCHEDULE A FREE CALL](#)