

Helping smarter professional service firms grow

7 myths about LinkedIn that we can shatter right now!

How can you do BD when you can't do BD?

Pt 3: Getting more from LinkedIn

It's a waste of time because only recruitment consultants invite me to connect

Just ignore unsolicited LinkedIn invitations (unless they are from people that can really help you). Instead connect with people that you know, have known and want to know better.

If you get your LinkedIn network right, it'll help you stay visible to your connections and play a major role in helping you deliver a fully integrated personal business development plan.

If I look at someone's profile they will think I am weird

No! They will:

- a) Be flattered
- b) Think you are professional in the way you prepare for meetings and approach BD more generally
- c) Be reminded to take action/ follow up on a previous contact

LinkedIn doesn't help you win business

Don't confuse strategy with execution!

Just because something hasn't worked for you in the past doesn't mean necessarily that the approach is flawed. Instead look at how you can get LinkedIn working more effectively for you ...

... Update your profile, switch to a professional photograph, ask for more client recommendations and take the time to showcase how your expertise/services has benefitted clients.

LinkedIn is the same as the other social media channels

No it isn't!

LinkedIn is the most effective way to build visibility and position yourself as an expert in the areas you want to market by posting relevant content, sharing headlines and links and commenting on the issues affecting your clients and your practice.

I don't have time for LinkedIn

You can use LinkedIn effectively in as little as 2 or 3 minutes a day.

All you need to do is like, share and comment on other people's posts.

LinkedIn isn't relevant to my network

Research shows that over 90% of people in business use LinkedIn.

Even if you are sceptical or don't like the tool, the people that you are trying to influence do it's the perfect way to get yourself the potential clients and contacts you'll need to build a successful future.

I don't have anything to post on LinkedIn

You can start by sharing the blogs, articles and event news your firm is producing.

You can also get new ideas for your own content (and remember the 'post an article' function is even more proactive than a standard update) by answering the questions your clients, referrers and other professional contacts are asking you.

And, you can get more ideas by posting headlines from and links to interesting articles in the publications your clients are most likely to read.

Can we help your professional service firm grow?

If you would like to discuss any aspect of your marketing or business development please email claire@tenandahalf.co.uk and book your FREE initial 45 minute consultancy.



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