

# Helping smarter professional service firms grow

## 10½ LinkedIn secrets they don't tell you during LinkedIn training

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

### Pt 3: Getting more from LinkedIn

#### 1. Just click

If there's someone you want to notice you but you don't feel comfortable phoning or emailing them, click on their profile and you'll get on their radar.

We call this 'The Derren Brown strategy', subliminal advertising that will help you to engineer serendipity and perhaps even get them to take the initiative and contact you.

#### 2. Be a detective

LinkedIn is a great way of finding out what your clients are up to. Company websites tend to be quite corporate and will be policed by the marketing team while LinkedIn presents more personal insights that will help you get closer to a contact by sharing their interests and background - insight that could give you your 'in'.

#### 3. Build a target list

Business development is a process. The first step should be to build up a picture of exactly who you want to start conversations with and ultimately work with.

By searching the connections the people you know have you will find other people in the same industry, sector or market that you may want to get to know.

#### 4. Remember your personal brand

A big challenge for any solicitor, barrister, accountant, patent attorney or architect is to get noticed in a crowded market.

Highlighting the niches you work in – whether they are technical or sector-based – will help you get found by people who are looking for specific professionals with specialist skills and experience.

## 5. Join groups

Once you have built and refreshed your profile, there is real merit in joining the LinkedIn groups your clients and contacts are members of.

It's easy to find out which groups they are members of ... their profiles will tell you! And once you join you can contribute to live discussions and answer questions and connect with even more people who are just like your clients and contacts.

## 6. Recycle

A common reason professionals give for not using LinkedIn is they feel they don't have time to write posts and articles. There is a simple remedy to this – reuse content from your firm's website, newsletters and brochures.

## 7. Spy on the competition

You can't visit your competitors and rummage through their offices but you can visit their LinkedIn profiles and find out what your competitors are doing and talking about.

## 8. Get immediate feedback on what works for you

One of the criticisms of marketing that we hear a lot is that it isn't measurable. This really isn't true of LinkedIn. LinkedIn gives you real-time information on how the way your network is sharing, liking and commenting on your posts and articles.

## 9. Measure your visibility

Remember to keep an eye on how many people are visiting your profile. If numbers are declining, you know your approach isn't working but if the number is increasing it'll prove you're doing all the right things.

## 10. Build up your coffee/telephone plan

By periodically scrolling through your connections you can identify people you haven't spoken to for a while and add them to your coffee - or given the current restrictions, your telephone - plan.

## 10% . Measure your visibility

People buy people. Your LinkedIn profile and your posts are your shop window and as they give you the opportunity to connect with likeminded people, don't be afraid to show a little bit of yourself.



size 10% boots

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