LinkedIn Profit Plan
5 Simple Steps to Help You Bring a Steady Flow of Eager Prospects Into Your Business in the Next 30 Days!

5 P's of Profitable Planning

Person
Who am I looking to serve?

Problem
What problem are they talking about that they want solved?

Place
LinkedIn

Product/Place
What product/service of mine solves their problem?

Pipeline
What steps do they need to take before they can be ready to work with me?

Create a Profitable Profile

Make Connections for Cash

Create Content to Care for Your Connections

Fill Your Marketing Funnel with Ideal Clients

Your Customized Blueprint for Success

Create a Profitable Profile

- Craft a Benefit Rich Headline
- Create an Experience Listing for "Hat" You Wear, I.e., Coach, Consultant, Workshop Leader, Author, Speaker
- End Each Experience Listing with a Call to Action, Inviting Prospect to Be Supported Further With One of Your Freebies

Make Connections for Cash

- Connect with People You Meet at Networking Events
- Connect with People in Programs You Participate In
- Ask to Set Up a "Virtual Coffee"
- LinkedIn Ads
- Appear Helpful In Groups

Create Content to Care for Your Connections

- Post Blogs/Article Weekly
- Variety of Content Optimized for Mobile

Fill Your Marketing Funnel with Ideal Clients

- Reverse Engineer Your Programs/Service Offerings Into Content That Attract Your Ideal Clients to You
- Break That Content Down Into Daily Status Updates to Share With Your Network - Highlighting One Problem At A Time
- Make Sure All Content Has a Call To Action At The End of the Content

Your Customized Blueprint for Success

- Quarterly:
  - Review Profile & Update as Needed
- Monthly:
  - Change Your Profile Headline - 2x Month
- Weekly:
  - Make New Connections
  - Share Content