



LinkedIn Blueprint

This LinkedIn Blueprint will help you understand all the elements to make your LinkedIn marketing fire on all cylinders. It's about building high-trust relationships, nurturing ideal buyers and ultimately winning high-value clients via LinkedIn.

#1. LinkedIn Profile – Position yourself with Authority

- Understand each of the elements to crafting the perfect LinkedIn Profile.
- Write your Headline so you stand out to ideal clients.
- Summary: describe who you serve and how you help them.
- Appropriate headshot and background image.
- Check your contact info and public visibility is how you want it.
- Edit your custom LinkedIn URL.

#2: Build Your Network – Identify & Find Ideal Buyers

- Scan “Invitation requests” and accept appropriate people.
- Use LinkedIn’s “People you may know” feature to connect with people you know.
- Identify ideal clients in your 1st, 2nd and 3rd degree network using the Search feature.
- For best results, research your prospects before you reach out.

#3: Nurturing System – Convert Connections into Clients

- Connect (or reconnect) with 1st, 2nd and 3rd degree contacts and know exactly what to say.
- Connect the right way by leading with a ‘give’ not an ‘ask’.
- Allow people to know, like and trust you (rather than repel them by accident!)
- Have a simple and elegant nurturing system to convert contacts to clients.
- Do this properly and fill your pipeline with high ticket sales appointments.

#4: Attract Leads & Win High-Ticket Sales at SCALE

- Publish different content to attract your ideal clients at scale (inc. posts, articles, image and video)
- Focus on videos for the best results.
- Give away something of value on each post (eg. tips, PDFs or link to more info).

#5: Leverage LinkedIn – Pro Tips for Scaling

- Leveraging your content across other platforms like your blog, facebook, Instagram and email.
- Get help from a VA for the time-consuming admin tasks.
- Use LinkedIn Search to connect with people in new cities.



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Feel free to connect

For more tips, templates and videos connect with me,
Adam Franklin on LinkedIn:

www.linkedin.com/in/adamfranklin

If you'd like a hand with your LinkedIn marketing strategy
email me and I'll explain how I can help.

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You may also like these free templates (email opt-in required)...

LinkedIn 10 Minute Daily Plan



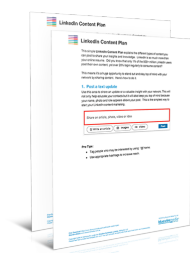
www.bluewiremedia.com.au/linkedin-daily-marketing-plan

LinkedIn Profile Checklist



www.bluewiremedia.com.au/linkedin-profile-checklist

LinkedIn Content Plan



www.bluewiremedia.com.au/linkedin-content-plan




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Webinar is ready when you are...

**In this live masterclass,
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- ✓ 6 steps to attract leads & make high-ticket sales on LinkedIn in just 10 minutes a day.
- ✓ How to develop high-trust relationships on LinkedIn.
- ✓ How to put your best foot forward on LinkedIn.
- ✓ BONUS: LinkedIn PDF bundle when you register.
- ✓ How to move forward and learn the exact scripts and processes to succeed.

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Finally if you're ready to get serious, you may also like to enrol in my flagship course **LinkedIn Leads for High Value Clients.**



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