

The Building Blocks to Getting Leads on LinkedIn



Cheri Martin cheri@sosocialvisionary.com 321-446-2156 www.SoSocialVisionary.com

1

Make Your Profile a Landing Page



Cheryl Lynn (Cheri) Martin So Social Visionary LLC
Want to "Be Known Before You Are Needed" on LinkedIn? Increase Your Visibility, Credibility, and Profitability in as little as 5 to 20 minutes a day! Let's work together to make it happen. Message me to learn more!

Knoxville Metropolitan Area · [Contact info](#)

[Social Media Day 2024!](#)


2,380 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

- Add an inviting and welcoming profile photo.
- Create an attention-grabbing banner.
- Write a headline that tells what you do.
- Write an 'About' section that converts.
- Leverage your Feature Section.




2



LinkedIn Checklist

- You have only your name in the name field
- You have a professional profile picture
- You have a custom cover photo
- You have a compelling LinkedIn headline
- You have a client-focused about section
- Your current work experience describes what you do
- Your past experience is complete
- You have added rich media to your profile
- You have added at least ten skills to the skills section

"Be known before you are needed" - Cheri Martin



SO SOCIAL So Social Visionary LLC and Cheri Martin
www.SoSocialVisionary.com

SO SOCIAL Visionary

3

Connect Intentionally



- Be strategic!
- Connect with individuals who fit your ideal audience.
- Focus on top tier leads.

SO SOCIAL Visionary

4

Be Visible and Rememberable

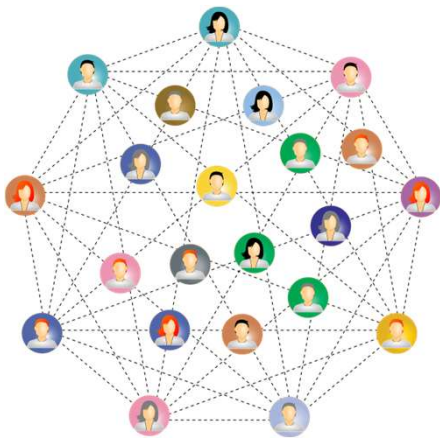


- Engage with potential leads' content regularly.
- Show up in their comment sections.
- Leave thought-provoking comments.
- Follow up by asking relevant questions.



5

Personalize Requests to Every Connection



- Drop the “Hi, let’s connect” template.
- Mention why you want to connect.
- Make it relevant, not promotional.



6

Create Quality Content that Addresses Your Audience's Problems and Offers Solutions



- Understand what your audience wants.
- Share content that educates/entertains.
- Keep a regular content schedule.

CONTENT



7

LinkedIn Strategies to Reach Best Seller Status

- Create an attention-grabbing banner that promotes your book.
- In the top intro section of your profile, Add a 'custom button' with a link leading to your book on Amazon.
- Create a custom 'carousel' post with a title page, 5 to 6 pages with bullet points from your chapter, final page with a 'Call-to-Action' (CTA).

- ✓ When you post your 'carousel', tag the other authors.
- ✓ After posting the 'carousel', pin it to your Feature section.



8



To your successful LinkedIn journey,
Cheri Martin, The So Social Visionary
Your Guide to Simple Strategies that Grow Your Network and Your Business Using LinkedIn™

www.linkedin.com/in/cherimartin
<https://www.facebook.com/groups/elevateyourlinkedinpresence>

Join me on August 23rd for 'Elevate Your LinkedIn Profile' masterclass!
(All New!)

<https://sosocialvisionary.com/elevate-your-linkedin-profile>
Super Early Bird Special ONLY \$47!

