

Daniel Hall Presents



## Episode 95

# Connect with Influencers and Potential Clients Using LinkedIn

with Jimena Cortes

Welcome to this episode of the Real Fast Results podcast! In this episode, you're going to find out how to use and springboard off of LinkedIn. Today's special guest is Jimena Cortes, and she is a marketing consultant who specializes in search engine marketing and LinkedIn lead generation. We all need leads in our businesses, and LinkedIn can be a great source for leads.

Jimena is also a published author, international speaker, and entrepreneur. She is also the founder of the Wizard Media and Linked Blueprint. Her company, Wizard Media, was founded in 2012. It helps businesses leverage search engines and LinkedIn to get more clients. On average, Jimena's clients get a ROI of 300% or more on their marketing campaigns and add an additional six figures to their bottom line. Obviously, she has a lot to offer you today. Jimena, welcome to the show...

## Promise: How to Connect with Influencers

What I'm going to be talking about today is how to connect with people that you may not otherwise be able to connect with, which are otherwise difficult to reach, and how to do it in a way that makes them excited to speak to you. **At the end of the day, it doesn't matter what business you are in, your business relies on people.** People buy your products and services. People promote you. People work for you. So, what people do you need to go from here to their? That's what we are going to be talking about.

I want to tell a quick story. The way that I started using LinkedIn was really out of necessity. I have an SEO agency, and when I started my business, all we were selling was SEO. I was really good at SEO. I taught myself back in 2009. So, I knew what to do. I could rank a website. That wasn't a problem. **The problem that I had, when I started my business, was that I couldn't get a client to save my life.**

I was going to business networking events, and I was doing everything that I could, but six months went by and I only had one client. This was not going to pay the bills. I started to use LinkedIn to find a job because I was going to go back to finding a marketing position, and I noticed that there were thousands of doctors and lawyers there. That was my target audience for SEO. I had nothing to lose at that point, so I started connecting with them and talking to them, and I was sharing content and things like that.

Within two weeks, I got my next client, and then another, and another. So, I was like, "Wow!" That was way easier and way faster than anything else that I had ever done. I had been killing myself going to BNI meetings with a bunch of people who aren't referring me anything. So, that's how I grew my business, and we do that for people as well. Really, the big reason why this is important is, you know, there's always people that can take you from where you are to where you want to be. So, you want to think about, "What connections do I need?" For most people, in most cases, that's clients.

Most of the people that I work with, the companies that I work with, they want more clients. For authors, publishers, and product creators, it's probably joint venture partners, mostly. **Who has your audience, and who can you make promotions with?** What if you wanted to [write for Forbes or Entrepreneur?](#) What about being written about in those publications? That's how I got in them. I did it with a connection that I made on LinkedIn.

LinkedIn can be used in so many ways, and it will allow you to connect with so many different people, including even investors, if you're trying to raise capital for your business. So it's really a great way to get right to the source, and right to the kind of connection you need in this point in time, to take you where you're trying to go. If you do it the right way, they'll be interested in talking to you. But, if you do it the wrong way, they'll block you. So, you've got to be careful.

## Using LinkedIn if You are a Product Creator or Author

### Step 1 - Profile

**Let me say, no matter what industry you're in the first step is your profile.** You want to think of your profile like you would your outfit when you go to a networking event. You know, people are judging you the minute you walk in. If you have a stain on your shirt, they are going to be like, "Why does this person have a huge stain on his shirt?" It's the same thing with your profile, and I always say, use your profile. That is, like, this resume that says all these things about you. That's because no one cares about you. They care about what you can do for them.

If you go look at my profile, I've had many jobs in the past, but you don't see them listed. What do you see on there? You see case studies of my clients because when people connect with me... The only reason I want to connect with them is if they want to become my client. So, what I do is show them what they'll get if they work with my company.

**First you want to connect with them on LinkedIn, and then you will want to write your profile up in a way that it speaks to that particular audience.** You want it to interest them so much that they will accept that connection and have a conversation with you. So make it about them and the value that you provide to them, versus how great you are because their eyes are just going to gloss over, since that's what everyone else is doing.

**So, Step 1 is to figure out who you are going to connect with, and then write your profile and make sure that it speaks to the audience you are trying to attract.**

## Step 2 - Putting Together a Messaging Sequence

**Step 2 after that, is really putting together a messaging sequence to spark their interest, so that you can get them off of LinkedIn and onto the phone.** You'd be amazed by how willing people are to get on the phone with you and have a conversation, if you approach them the right way. It's all about saying the right things in the right sequence.

In the first email, for example, if you're a writer and you're reaching out to a publication, you can just be like, "Hey, I wrote this piece that I thought you would find really valuable, based on the last three pieces that I saw that you wrote, and this is why..." That's going to catch someone's attention. **You aren't asking for anything, but you're providing value.** You're just being cool. They may or may not respond to that. What I have noticed is that some people may respond to the first message, but most people start responding after the second and third. So, in the second and third, you just kind of expand a little bit more, and you actually ask for the appointment. You show in there what a value you think you might be and begin having a conversation.

**You're really using LinkedIn as a networking tool.** You're not spamming, and you aren't sending all of this out and saying, "Buy my product," or "Hire me." You're providing value and showing your prospects why it makes sense to speak with you. Why have the connection if you aren't going to talk anyway? That's really what you're trying to do. When you do it this way, the sky is really the limit when it comes to who you can reach and who you can connect with.

## Including Testimonials on Your Profile

That is a big part of it. **Once you've got some happy clients or people that have worked with you, ask them for a recommendation because that's indisputable social proof.** If someone goes on your website, you can put up a picture of whoever and say, "Oh, this is what happened," but if someone is giving that recommendation from their LinkedIn profile, and it's all verifiable, that irrefutable social proof.

A lot of times, when we are talking to cold leads and someone asks me, “Well, do you have some clients that I can call,” I’ll tell them to go look at my LinkedIn profile. I’m not going to give them my clients’ phone numbers so that they can bombard them with questions. My clients are busy people. But, if they want to see what they said or check out who they are, it’s all online. It’s transparent.

I’ve found messages from people who were cold leads that said something like, “Hey, I went through your profile, and I read so-and-so’s testimonial. I want to know if you can do the same for me.” That’s great. I don’t even have to sell anymore; I just have to explain what the service entails and how they pay. That’s it. That’s what you want.

If you’re a writer, and you’re trying to get high-level corporations to hire you to write their marketing materials or brochures, let’s say, what better way to connect with those people than to write to them through LinkedIn? You can do this from anywhere in the world. You aren’t even phased by technology at all.

## How to Find People to Connect with on LinkedIn

We definitely use a premium account, and for most of our clients, we are using a sales navigator. LinkedIn unfortunately got rid of most of their search features about six months ago, at least the ones that were free. You have to pay for it. It’s like \$80 a month, but it’s totally worth it. You have so many ways to target people. You can target people by job title, by industry, by company size, and by location. There are groups, and you can see their interests. So, they really have a lot of ways for you to hone in on your target audience. The ones that I just named are the ones that we use the most.

You do have to have a premium account to use all of the features. On the free one, you can get away with a few of those. You can target by location, and keywords, and job title, and industry, but you are also limited on the amount of results that you see and how many searches you can do. So, if you are going to be serious about consistently generating leads, you’re going to have to get the paid account.

## What Should to Include in an Email Sequence

**The first message that we send out is a content message.** You’re introducing yourself and sending out a piece of content that is strategically written so that you know that your particular audience is going to respond to it. You’re not only educating people with this content, you’re also sharing your results. So, again, you’re subconsciously pre-selling Step 2, as in the content. Then you ask for their feedback.

**Some people will give you their feedback, and that's how you start a conversation.** Some people won't, and they will ignore it. So, you come back to them a few days later, and then you introduce yourself again. You might say, "Hey, we've been connected here for a few days. We haven't really gotten to know each other. This is what I do. I would love to know more about what you do. If you see a fit for us to talk, I would love to get on the phone with you." That's it. It's not salesy, but it makes sense.

They are going to go read your profile, first of all, if you say something like that. They want to know if you're someone they want to talk to. From there, they are going to know if they are most likely going to want to do business, and because of the way you've done it, it's going to make sense. I mean, everyone wants to buy, but they don't want to be sold. If they don't respond to that message, then you should send out a third message. After that, we'll leave them alone, but messages #2 and #3 get quite a bit of response. It's to the point where you don't really have to do much more to add an additional six figures. I mean, if you're selling a product or service that's even just a couple of grand a month, you can easily create a six figure business just doing that. That's what I did.

You can also use this to get speaking engagements. What better way to reach out to the people who could potentially hire you to speak on their stage? You can reach out to meeting planners, for example, or if you know someone is hosting an event, you can reach out to the type of people who book speakers. Start reaching out to them and getting those relationships built. Start sending out your sizzle reels, letting them know why they should hire you and what value you can bring to their audience.

In one of the emails that I send out for our company, I talk about the value of connection and I add a story about a client. Then, I ask for their feedback on that. So, I'm educating about why you need to connect on LinkedIn and explaining the value, and then I'm putting in a result, and it's usually a result that they want. You know, the story is about a person who got more leads and made more money. Then I say, "I would like to hear your feedback and what you think about using something like this in your business." That's a non-salesy way to sell.

## **When I Get a Call, How Do I Go About Closing the Deal Over the Phone?**

I actually went through a really great sales training just a few months ago, and so I have revised our script a bit. **Really, the first couple of sentences just describe why we are on the phone.** It's like, "Hey, I looked up your company, and I think that you can really benefit from these lead generation services. I want to just ask you a few questions and tell you a little bit about what we do. That way, we can see if we are a good fit to work together." That's it. You've already positioned everything through your profile, who you've chosen, and the messages that you decided to reach out with. So, by the time you get them on the phone, they should already have a good understanding of what it is that you're offering.

I think that this was part of the reason why I had such an easier time closing the leads that I was getting from LinkedIn than I was gathering leads from the networking events that I was attending. I wasn't really funneling them through in this way. I would meet people, and they were probably thinking, "She doesn't know what the hell she's doing. Look at her, she looks like she's 25." You know? That's understandable, and that's the point of having all of this information in your profile.

## Final Tip: Consistency

There's one thing that we haven't talked about, and it's what ties it all in, especially if you're being consistent. **Consistency is really the key to making this work.** You need to have a system in place so that you know who you need to follow up with. You'll want to stay really organized so that you know what leads you are getting, who wants to talk to you, and who wants you to message them back two weeks from now. You need all of that in place because if you don't follow up the way that you need to, chances are that they aren't going to follow up with you. They are going to get busy and move on. You're the one trying to speak with them, so you need to be on top of it.

**We basically keep track of all of our leads in Google Docs, and we track everything from who it is that we connected with and when we connected with them to when it was that each message was sent out and who wants to talk.** Anyone that showed even the slightest interest, we follow up with and we list when we are going to follow up with them, and that gets checked every day. So, you know, it's a machine, really.

On a Google Docs spreadsheet, we usually list each person's name, their title, a link to their profile, when we connected, when each message was sent out, and when to follow-up, if at all. We also add any pertinent notes that may be helpful. It's pretty easy to set up, and you don't need much more than that. Then, for the ones that we actually speak with, there's a CRM that we use. That's when we've talked and we need to follow up with the rest of the client's team in order to work with them further. The CRM that we use is MangoApps. We use this to manage our projects and the leads that we've talked to.

## Connecting with Jimena

The best thing to do is just go to my website. It's [JimenaCortes.com](http://JimenaCortes.com). You can contact me through that site and check out my content.

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