



Advertising
Specialty
Institute®

**Making LinkedIn Lucrative:
Find & Nurture 25 Leads Every Month**

Jay Busselle - FLEXpoint



WHY ARE
YOU
HERE?

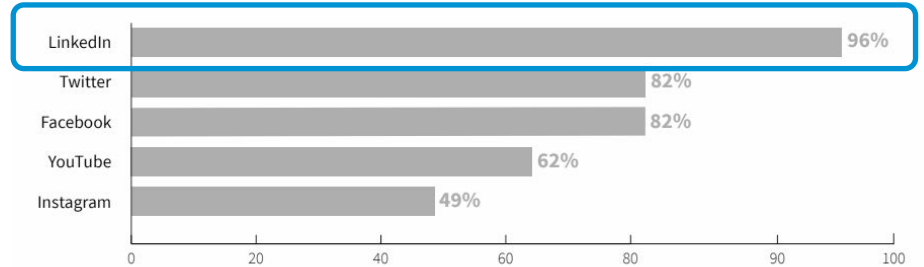
Find & Nurture 25 Leads on
LinkedIn



Which platforms generate best organic results?

B2B in the North America

Organic Social Media Platforms
B2B Content Marketers Used in Last 12 Months



2020 study conducted & provided by by Content Marketing Institute and MarketingProfs.

Three Outcomes!

**ONE:
Visibility**

Get Seen!

**TWO:
Engagement**

Build Relationships!

**THREE:
Connections**

Trust >> Leads >> Sales!

FLEXpoint



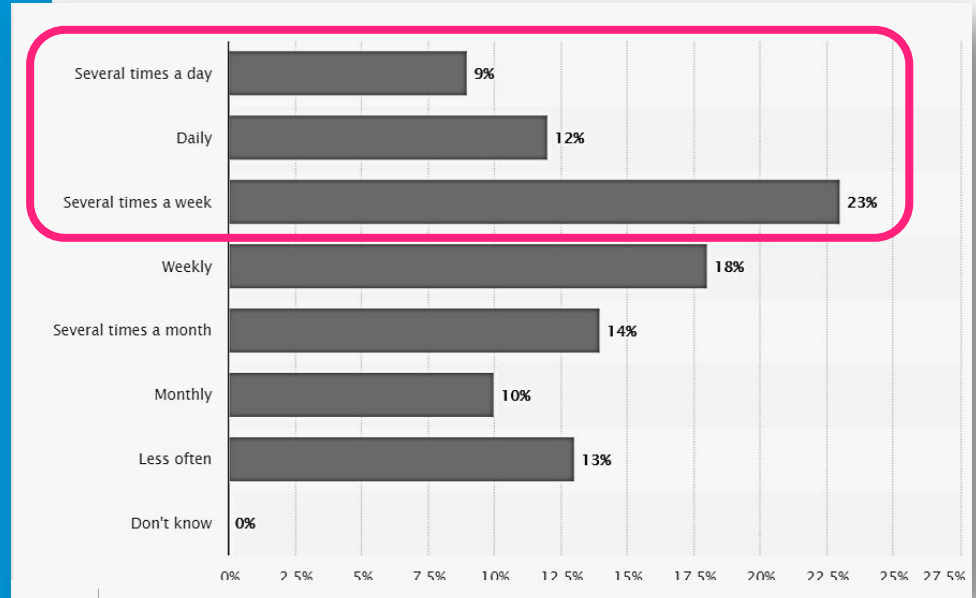
Users in the US

175 M!



What's the Frequency?

In the North America



2019 <https://www.statista.com/statistics/815162/frequency-with-which-us-internet-users-visit-linkedin/>



Daily ACTIVE in US

35 M!



Millennials =

About 60%



Daily Active Millennials

18 M!



The FIRST thing you need to be is:

VISIBLE!

Remember the **BIG FIVE?**

You should have completed these updates by now!

- 1. Your Banner**
- 2. Your Photo**
- 3. Your Headline**
- 4. About Section**
- 5. Featured Section**

The **SECOND** thing you need to be is:

ENGAGING!



What **CONTENT
Should I Share?**

Intersection of

PASSION &

EXPERTISE



What Are Your 2-3 Areas of Expertise?

1. **Client Retention**
2. **Packaging & Fulfillment**
3. **Graphic Design**
4. **Branding Makeovers**



Your Audience Is Looking For:

- 1. Useful Content (help)**
- 2. How to Avoid Challenges**
- 3. Inspiration and Ideas**
- 4. Proof and Evidence**

INSIGHT

vs.

information

Share Your

OPINION!

Industry Specific Sources

Content, content, content!

1. ASI
2. PPAI
3. PromoKitchen
4. Commonsku
5. PromoCorner
6. PromoPulse

Solid Third **Party Sources**

Content, content, content!

- 1. Marketing Blogs**
- 2. LinkedIn**
- 3. Thought Leaders**
- 4. Books / Authors**
- 5. Podcasts**



When we say INSIGHTS we mean...

- 1. How is this useful for us**
- 2. What are the benefits**
- 3. Why should we care**
- 4. How does this eliminate
drama**

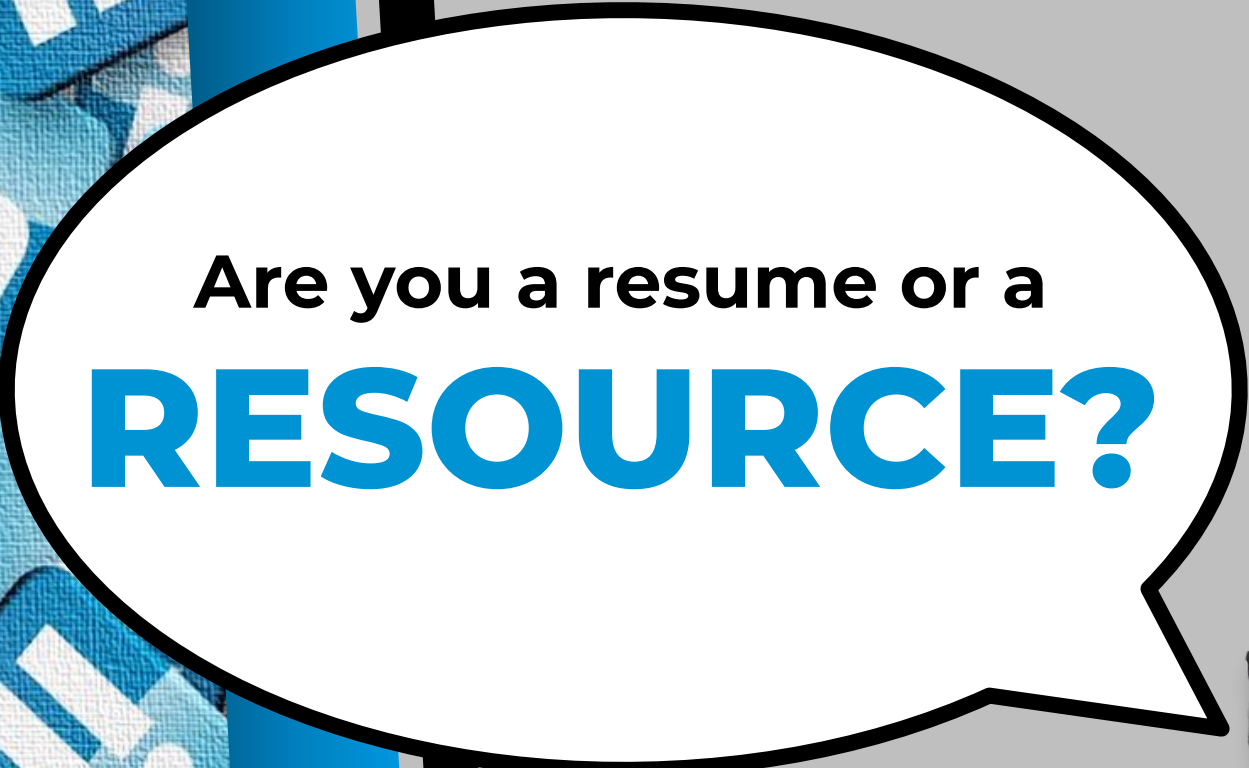
VISIBILITY

+

ENGAGEMENT

=

TRUST



Are you a resume or a
RESOURCE?





USE THE SEARCH TOOL!

The screenshot shows the LinkedIn homepage. The search bar at the top left is highlighted with a pink border. The navigation bar includes icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Post a Job. A pink arrow points to the search bar.

PPP Loans | Lendio - Use a PPP loan for payroll, rent, PPP & more. Apply now. Ad ...

Jay Busselle
★ Chasing BIG ideas, Marketing, Social Selling, Branding & TACOS ★
Founder of #promochat ★ Presenter, Speaker ★ #OMT (oh. my. tacos!)

Start a post
Photo Video Event Write article

Sort by: Top

Jeremy Picker likes this

Adrienne Palmer · 1st

LinkedIn News

- Celebrate International Women's Day
Top news • 14,346 readers
- Homelessness soars nationwide
21h ago • 25,938 readers
- Burger King sparks ire on IWD
50m ago • 25,060 readers
- 'Vaxications' boost travel industry

The screenshot shows the search results for 'human resources manager'. The search bar at the top contains the text 'human resources manager'. Below the search bar are filter buttons: People, Connections, Locations, Current company, and All filters. The search results show 'About 6,740,000 results'. The first result is for Stephanie White, PHR, 2nd, Human Resources Manager at Fox Restaurant Concepts, Phoenix, AZ. The second result is for Leah Rigney, 2nd, Human Resources Manager, Greater Phoenix Area. A pink arrow points to the search bar, and another pink arrow points to the first search result.

human resources manager

People Connections Locations Current company All filters

About 6,740,000 results

Stephanie White, PHR • 2nd
Human Resources Manager at Fox Restaurant Concepts
Phoenix, AZ
Current: Staffing **Manager** at Fox Restaurant Concepts

Leah Rigney • 2nd
Human Resources Manager
Greater Phoenix Area

Saved searches
Save this search to get notified as new results become available.
Create search alert



1st & 2nd LEVEL CONNECTIONS

LinkedIn search results for "human resources manager". The search is filtered by "Connections" (2) and "1st" level. The results list Gloria Lockey, a Human Resources Manager at Bright Wood Corporation, United States, with a shared connection Sheryl Miller. A "Connect" button is visible next to her profile. A "Saved searches" section is also present, with a "Create search alert" button.

LinkedIn search results for "human resources manager". The search is filtered by "Connections" (2) and "2nd" level. The results list Leslie Sanches Brock, a Human Resources Manager at Sanderson Ford, Greater Phoenix Area, with a current role at Sanderson Ford and Lincoln and a shared connection Monica Gaspar. A "Connect" button is visible next to her profile. A "Saved searches" section is also present, with a "Create search alert" button. A pink box highlights the result count: "About 145,000 results".



LOCAL & HYPER LOCAL

LinkedIn search results for "human resources manager" in Phoenix, AZ. The search shows approximately 1,400 results. A dropdown menu is open for the location filter, showing options like "Phoenix, Arizona, United States" (highlighted), "Greater Phoenix Area", "Phoenixville, Pennsylvania, United States", "Phoenix, Maryland, United States", "Hai Phong City, Vietnam", "Photharam, Ratchaburi, Thailand", and "Phoenix, New York, United States".

Search results include:

- Lisa Grant, PHR** • Human Resources Manager at Omco Solar, Phoenix, AZ. Current: Human Resources Manager at Omco Solar. Bruce Irvine is a shared connection.
- Kyle Swatfager** • Human Resources Manager at Omco Solar, Phoenix, AZ. Past: Human Resources Manager at Omco Solar. Scott J. Miller is a shared connection.
- Jennifer Marin Lopez** • Human Resources Manager at Omco Solar, Greater Phoenix Area. Current: Human Resources Manager at OMCO Solar. Angela Leavitt is a shared connection.
- Carin House** • 2nd Regional Human Resources Manager at Grainger, Greater Phoenix Area.

Right sidebar features:

- Connect buttons for each profile.
- Saved searches section: "Save this search to get notified as new results become available." with a "Create search alert" button.
- Advertisement: "Weekly direct mail advertising intelligence. Download 110000 PDF scans." with a "Look Up PDFs Now" button.

Less HYPE & more

HELP!





FOCUS & CLARITY

I SOLVE PROBLEMS LIKE THIS:

1. _____
2. _____

FOR PEOPLE LIKE _____ (YOU)



INTRODUCTIONS

Create Your **PROMO-mercial.** **Here's Mine:**

Promotional Product companies hire me to align their branding and optimize their LinkedIn profile, because most are out-of-date, inconsistent and read like a resume (aka, boring!)
And I'm one of the few who will tell them!

SO... I help promo peeps and apparel geeks find their true why, tell better stories and ultimately create better B2B relationships.



INTRO TEMPLATES

Be Different – Be Real

Name Drop

Jessica, I'm struggling to figure out how we're not connected already? We both live in Phoenix & share a bunch of connections like Danny Rosin! Please accept my invitation to connect and then let's call Danny and talk live music.



INTRO TEMPLATES

Sass & Sarcasm WORK

Location

Hi Jessica, what are the odds? There are only 4 million people in Maricopa County & we're still not connected. You can change that in a click! Are you a SUNS fan too? Consider accepting my invitation. PS — if you're not a Suns fan, we can still hang. PPS — Go SUNS!!



INTRO TEMPLATES

UBER BOLD!!

ANTI-Hype / ANTI-Hard Close

Jessica! Let's connect. My areas of expertise are: 1. Tacos, 2. Taco joints, and 3. People who love tacos. I'm not here to hype a product or go for the hard close. Super annoying, right? I'm here to earn trust & give value. Ready to get crunchy? #TacosUp 🌮 🌮



NEXT LEVEL PROSPECTING

TOUCHPOINTS THAT DEVELOP TRUST

MY LINKEDIN TARGET LIST AND TRACKING																		
Name of Contact (Copy & Paste link from LinkedIn)	Check Their Profile	They Checked My Profile	Like & Comment on their Posts	Direct Invitation Sent. Script	Invitation Accepted	Thank You Note Give Value	Like & Comment on their Posts 2-3 X	Share their content if possible	Share Marketing or LinkedIn Tip	Ask About Common Fans / Friends	Ask About Their Groups	Ask What Do They Do Best?	Here's What I Do Best (tell)	Send Personalized Virtual Sample (show)	Send Your Branded Swag	In person (or video) Discovery Meeting	Proposal or Quote	Closed Sale
(work 20-30 leads)						DM ASAP!			DM	DM	DM	DM	DM	email	mail	offline		FLEX Time!
Jessica Gibbons-Rauch	1/1/22	Yes	1/2/22	1/3/22	1/4/22	1/4/22	1/5/22	1/8/22	1/10/22	1/11/22	1/12/22	1/13/22	1/15/22	1/17/22	1/20/22	1/24/22	1/26/22	
(touchpoints: social selling)		1	2	3		4	5-7	7-8	9	10	11	12	13	14	15			
Next Lead																		
Another Lead																		
30 leads > 10 connections > 5 branded swags packs sent > 3 meetings > 2 proposals >																		



Ditch the
PITCH!



RELATIONSHIPS

&

TRUST

3 Positive Outcomes!

**ONE:
Visibility**

Get Seen - Credibility

**TWO:
Engagement**

Build Relationships!

**THREE:
Connections**

Trust >> Leads >> Sales!

Is LinkedIn Worth It?

“Publishing valuable content on LinkedIn positions you as an authority on your topic. Posting regular, relatable content creates trust with your connections and helps you to be seen as an expert on a given topic. **Those who are seen as experts get more business and are paid more.**”

OH HELL
YEAH!





FLEX *point*
A Social Selling System

Marketing is based on **TRUST**. Not tricks!

Follow FLEXpoint or connect with me on LinkedIn. Or, email me: jay@goflexpoint.com

Thank You!

