

FREE VA GUIDE

LINKEDIN

HOW TO GET CLIENTS

FREE step-by-step guide showing
you how to use LinkedIn to get clients
for your VA business



Helping you get your VA business online for less

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Free VA Community

Darren's

FREE VA COMMUNITY

The number one! FREE Facebook group for Virtual Assistants providing a safe space to chat.



Before you do anything else!

Join my Free Facebook VA Support Community

No rules

Freedom to chat and post about anything

A safe space to ask for advice

Hang out and solve the world's problems

If you're on FB, join my FREE group. Everyone's in there. It's a private place to chat and there's no rules, so everytime you post something you don't have to wonder if it's allowed!

(Just to cover myself: obviously common sense rules apply!)



<https://www.facebook.com/groups/darrensfreevacommunity>

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You might wonder how I make any money as I appear to give everything away for free, but don't worry I do!

I should start by pointing out I am in no way a LinkedIn expert (although there are several who provide coaching and who I have linked to at this end of this guide), but in the 3 years since I turned my attention to the platform, I've picked up about 500 enquiries and made some good contacts along the way, so I am just going to outline the steps I took and the things I did.

Possibly I'm a LinkedIn genius, or maybe I just got lucky!

Step 1

Realising your clients are on LinkedIn

The number one question a lot of Virtual Assistants ask is "Where can I find clients?". And of course, the answer to that is LinkedIn.

If you are a Virtual Assistant, your potential employers are going to be professional people, business owners, entrepreneurs, executives, CEOs and so on. Without exception, all of these types of people are to be found on LinkedIn. Not only do they have LinkedIn profiles, but you can be sure at least once a day they can't resist going onto the platform for a sneaky peek to see what's going on.

That's not to say it's not impossible to find professional people hanging out on Pinterest, or Instagram, but when it's time to get serious and make real meaningful business connections, LinkedIn is the place to be and it is where you need to devote the majority of your efforts.

Step 2

Niching

Niching is the real secret to it all. If you're not familiar with this concept, to niche is basically to specialise. However, where confusion exists and where people often get it wrong is they think niching means specialising in providing a particular type of service, where as what you really want to do is offer a range of services but specialise in who you provide those services to.

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For example, let's say you have two Virtual Assistants. Virtual Assistant 1 provides a single service such as diary management but she provides this service to everyone. Virtual Assistant 2 provides a whole range of services but all to one particular type of client. Virtual Assistant 1 will probably believe she is the one niching as she is specialising in a single service, but it's Virtual Assistant 2 who is actually doing the niching.

So niching (at least as far as getting customers on LinkedIn is concerned) is not what you do, it's who you do it for. If you are doing it for everybody, it's not niching. You need to pick what's known as an "Ideal Client" and set yourself up to cater just only to that one type of client.

Using myself as an example, I offer a special set-priced web design package **ONLY** to Virtual Assistants. My niche is not web design nor is it offering set-priced web design packages. My niche is Virtual Assistants. I will only do work for Virtual Assistants.

You might then ask the next question ... if I specialise in helping only Virtual Assistants, aren't I burning my bridges with all the other types customers? Surely if on my LinkedIn profile all I do is talk about Virtual Assistants, then all the plumbers, accountants, builders and so on who also need websites aren't going to contact me.

Yes, that is correct, but the truth is they were never going to contact me anyway. If you try and appeal to all these different types of client, if you try and appeal to everybody, you actually appeal to nobody.

Initially my LinkedIn profile headline used to say "I create websites for everyone", consequently I appealed to no one. Fortunately I'm a jammy dodger and ranked number 1 in Google during this time so it didn't matter! However when it did start to matter, I changed my profile headline to say "I specialise in creating websites only for Virtual Assistants". And so now instead of appealing to everyone and hence no one, there was a group of people I started to appeal to.

Probably right this second your LinkedIn headline says something like "VA providing admin support for small businesses", and you probably think "small business" is a niche, but it isn't. Everyone has a small business, and so by appealing to everyone, you are appealing to no one.

Imagine a Doctor, Lawyer and Dentist, all who need help with their admin, see your LinkedIn profile. It's possible all three of them might contact you, but it's more likely they won't as they will look at lots of other VA profiles. Now imagine instead of saying "VA specialising in admin for small businesses", your headline says "VA specialising in admin for Dentists". Where as before all three would have most likely passed you by, you've now upped your chances of appealing to one of them and thus getting an enquiry.

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Step 3

Choosing your ideal client

So hopefully you can now see the importance of niching. The next thing we need to do is decide what your niche is going to be. In other words what type of client are you going to target.

A lot of people spend too much time thinking about this, but actually the truth is it doesn't matter who your ideal client is. All that matters is that you have an ideal client. Suppose a Doctor asks you to manage their diary, and then suppose an Accountant asks you to manage their diary ... what's the difference? It will be the same exact work for either of the two. Admin is admin no matter who you do it for.

I have chosen Virtual Assistants as my niche. I could have chosen, plumbers or builders or anyone. A website is a website no matter who I design it for. So in many respects it makes no difference which niche you choose.

Obviously if you happen to have experience in a certain field - maybe you've done admin work in the past for a hospital or a law firm, then you should choose one of those areas as your niche as you can bring a bit more to the table and you'll be more confident dealing with those types of clients.

If you really can't think of a niche, you could change your Linkedin profile headline to say "VA specialising in helping CEO's or Company Directors with their admin" There are thousands of CEO's and Company Directors on Linkedin, and remember you only really need to catch the attention of 1 or 2 of them, and that could be enough work to sustain you on a monthly basis.

Should loads of CEOs now contact me to find out why they keep getting connection requests from Virtual Assistants, I'll know you've at least read this far in my guide!

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Step 4

Creating your profile

Once you've decided what type of client is going to be your niche, the next step is to create your profile. There are a few tricks to doing this.

The first thing you must take into consideration is who your ideal client is going to be. Every picture you upload, every word you write must have some kind of appeal to your target client. Much like if you buy a product in a shop, the packaging is designed specifically to appeal to the intended market. We need to do the same with your LinkedIn profile.

I will use my LinkedIn profile as the perfect example! I must have done something right as I keep getting enquiries, so clearly my profile is appealing to the intended market.

We'll start at the top and work our way down. So to begin with is the banner...



Being a web designer and photoshop wiz, I've got a slight advantage here. The banner is the first thing people see, so make it beautiful!

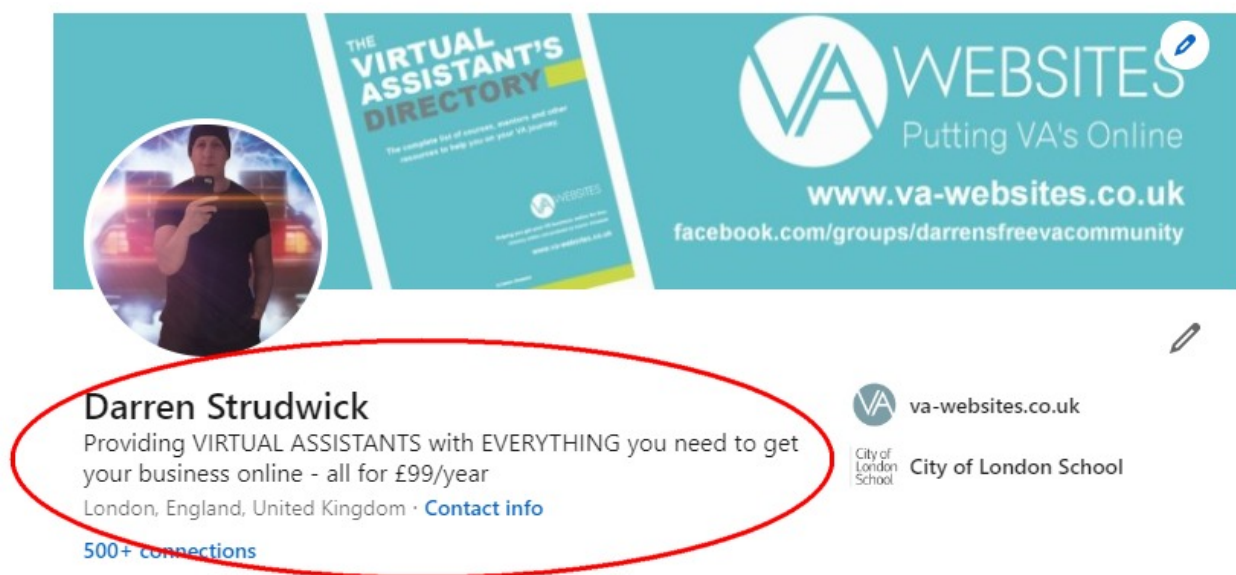
If you look at my banner, I've got all the most important things on display - my logo/branding, my Directory, my beloved Facebook group. It's all on there.

There's nothing worse than seeing a banner with no useful information on it and which is a boring stock photo, wrongly sized and stretched out of all proportion to fit the area. First impressions count. You've got to look professional. I might be wrong, I think you can design a free banner on [canva.com](https://www.canva.com). Or just Google it and search for "create free linkedin banner".

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Next up is your profile picture. Mine was a selfie in the bathroom, but I decided the background needed replacing so what better than a time travelling DeLorean. It's a little bit crazy, but it kind of matches my personality so it can stay. What you shouldn't have is a logo as your profile pic. The logo goes on your banner. Having a logo as your profile pic is a very anonymous way of doing things. It puts people off, you'd be very unlikely to get any enquires.

Then we have the second most important part of the profile which is your LinkedIn profile headline



Not sure how readable that is, so let me paste it below:

Providing VIRTUAL ASSISTANTS with EVERYTHING you need to get your business online - all for £99/year

Key things to point out with the headline:

1) Keep it short and sweet. Some people try to cram their entire life story into their headline. Remember, not only do your potential customers not care about your life story, but with stuff like this their attention span is only half a second

2) What you write needs to appeal directly to your niche. Anything that doesn't appeal to your niche MUST be left out. I've got a lot of skills in various areas but those skills are not relevant to the service I'm trying to sell. My only thought is what does my niche want to see. What ever they want, that's what needs to be written in my headline.

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In the screen shot on the previous page, you might have noticed above where it says my school, there is a link to my business, and lower down my profile it says “Works at VA-Websites” again with another link. In both instances the link is to my LinkedIn business profile. For the purposes of this guide, we are talking about personal profiles. Business profiles are a nice finishing touch addition but they are not essential. Your personal profile is really what counts.

Next we have the “About” Section of your profile. A lot of people use this section to talk about themselves, but don’t do that. If you have 2 kids, a dog, and were once Connect 4 World Champion, your potential client doesn’t care, they won’t read it.

Instead start with an attention grabbing sentence so your potential client knows you are talking to them. In my About section, the opening sentence is

“Have YOU just become a VIRTUAL ASSISTANT? Want to get your new VA business online but don’t have the time, budget or any idea where to start? Then my unique offer is definitely something you need to know about

In that one sentence, I’ve named my niche so they know I’m talking directly to them and no one else, I’ve asked a question which is basically making them realise they are lacking something they need, and then finally I let them know I can provide what they are lacking. It’s nothing short of genius!

I then go on to list all my services and the ways in which I can help provide what is lacking. And I’m careful to make sure every single sentence I type is exactly what my niche wants to read. So think what services you provide which your niche NEED and list those in your About section.

Step 5

Send out connection requests

You’ve decided who your niche is going to be, you’ve written your profile perfectly to appeal to your niche and you know that if your niche sees your profile, they are going to think of you as the solution to all their admin problems. So what we need to do next is get your niche to see your profile, and we do this by sending out connection requests ...

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Simply go to the search box at the top of your profile and type in your niche. If we use my niche as an example, then I would have typed in "Virtual Assistant". Once you do this, underneath the search box, some options appear. Click on the option called "People" and then it will bring up 100 pages of people who are your niche, or in other words people who your profile will appeal to.

Again, if you can't think of a niche, just type in the search box - CEO, Company Director, Executive etc etc. Whatever you type in it will bring up thousands of people, but just make sure first your profile is designed to appeal to those people.

Then next to each of the their names, you'll see an option to connect, and what you want to do is basically spend the rest of your life clicking connect, connect, connect until your finger hurts. After you've done it about 100 times, you'll get cut off and it won't let you do anymore, so you need to wait maybe 24 to 48 hours and it will let you continue doing it.

Some people will not accept your connection request, but the more your profile is designed to appeal to the people you are trying to connect with, the more chance they will accept your request.

The important thing here is to connect to the right people, ie the people your profile is designed to appeal to, but also to a lot of people. Connecting to 600 or 700 people is simply not enough. I am connected to 4000 Virtual Assistants - that's taken about 3 years to do. You need to be connected to thousands of the right people - and not, as is probably currently the case, a few hundred of the wrong people.

Just the act of sending a connection request to a person whom your profile has been specifically designed to appeal to could be enough to get you an enquiry.

Step 6

Posting

Only if you are connected to thousands of the right people, does posting work. If you are connected to a few hundred random people, friends, family, etc, posting will get you nothing. So build up your number of connections to the right people, to the people who NEED what you are offering, to the people whom your profile is designed to appeal to, then start posting and the enquiries will come.

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Of course, the next question is what to post and how often?

In terms of how often, you need to post at least once every day. I think I read somewhere, you need to make 8 points of contact before someone will buy from you. Even if you are selling something a person wants, they won't buy it from you first time round. They need to see it multiple times, this then induces a sense of familiarity and confidence, and then finally when they decide they need your services, if your post should happen to pop up in front of them for the 8th time at that moment they will probably go with you.

I have done hundreds of posts. At the start of this year, my posts appeared to get no reaction at all. I was seemingly getting no response to anything, but I kept posting, then in February the flood gates opened. Despite what I thought, people had been seeing my posts and they were making a mental note to call me. So just keep posting no matter what.

In terms of what to post, that is a little more tricky. There are various different types of posts you can do, and you need to mix it up a bit.

The least effective types of posts are what's known as "Buy My Stuff" posts. These are basically just blatant adverts for your services. You might have a nice graphic then underneath that, a few of your services, your price and website address. You should still do these types of posts but they tend to get ignored so you have to do a lot of them.

The goal should be to get "engagement". If a person comments on your post then LinkedIn will start showing your post to more people and more of your connections. One of my most successful posts, I uploaded two logos for my business, one blue one yellow and asked the question, which one should I use? This post got 100's of people commenting on it, drawing massive attention to my profile which in turn got me so many enquiries I could afford to pay my electricity bill.

Think of questions to ask, find funny memes to post, find topics relevant to the niche you have connected with and post stuff relating to that. Go to Google and type in "ideas for LinkedIn posts"

Any one connected to me in the last year will have seen my Virtual Assistant poetry I kept posting! Silly as that might sound my VA poetry got loads of comments which lead to thousands of views of my posts - and of course those thousands of views were from the people I'd connected to who all need the services I offer.

I have not bought her book, so I can't personally recommend it, but a lot of Virtual Assistants seem to get their posting ideas from Janet Murray, I shall put the link to her website:

<https://janetmurray.co.uk/>

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SUMMARY

To sum it all up in a few sentences - Firstly you want to choose a niche, this is key to it all. It won't work otherwise. Then design your profile to appeal specifically to that niche. Mention your niche in your profile headline. In the About section, describe the problems your niche has and then talk about how the services you offer can solve those problems. Next, type your niche into the search box, select People, and connect with thousands of them. Lastly do engaging posts that will pop up in your niche's news feed as a constant reminder to them that you provide a service they need.

Lastly be persistent, don't give up, keep posting, keep engaging. Also comment on other people's posts. The more you do on Linkedin, the more your chosen niche will see you and eventually the enquiries will come.

Step 7

Join my free Facebook group

I'm building a great little community on Facebook. At the time of writing this, we're up to nearly 400 members. It's a great place to chat, ask questions and get advice. I also post a lot of my free books and other free stuff in there.

Most importantly. There are no rules. We're all adults, I don't moderate it, so everyone is free to chat and post about anything.

Please come in and join!

<https://www.facebook.com/groups/darrensfreeevacommunity>

Linkedin Coaches

LinkedIn Coaches

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With Helen Pritchard

Helen is one of the leading authorities on LinkedIn. She offers her highly rated “Mastermind Course” and a free introductory course, more commonly known as the 5-day Sprint Challenge.

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JEN TAYLOR

Award Winning LinkedIn Trainer



I'm Jen Taylor, Founder of Business Tree Consultancy and award-winning marketer and I coach virtual assistants to utilise the power of LinkedIn to find and win customers.

With over two decades in marketing & sales roles and years of LinkedIn experience, I use my extensive knowledge to help you to reach your goals, develop a credible and consistent online presence and create engaging content.

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LinkingIn Academy

LinkingIn Academy is the only membership of its kind that gives you immediate access to hours of ready-made learning material plus unlimited support and classes in its own course platform as well as a members-only Facebook group and a What'sApp group.

The doors to LinkingIn Academy open again in November 2021.

LINKEDIN FOR YOU

Three programmes to choose from

LinkedIn Accelerator

In three 90-minute sessions, you'll learn all you need to know so you can jump right into LinkedIn and start finding clients.

SESSION 1 - Optimising your LinkedIn Profile

SESSION 2 - Lead Generation

SESSION 3 - Create amazing and consistent content

Content Strategy Coaching

Struggle with what to post on LinkedIn and wonder if what you are posting is working? Here's what you'll learn:

Content that appeals

Repurposing content

Content curation

LinkedIn Profile Review

Have you ever wished you could write your LinkedIn profile in a way that would magically attract your ideal client or lead?

Learn how to craft an attention grabbing headline

Craft an attention grabbing headline

Write a compelling summary section that gets you found

LinkedIn: <https://www.linkedin.com/in/sarah-clay>, Website: <https://sarahclaysocial.com>

