

## Getting Quality Leads Through Leveraging LinkedIn with Paul Higgins

We are becoming increasingly connected through networking platforms and project management software. But with new developments come new problems. You will surely encounter challenges in navigating these tools and making them work for you. Nonetheless, we must learn and understand how to leverage these online tools to capitalise on growth opportunities for our businesses.

There are numerous factors that come into play when utilising the online space for business. Internally, you have to deal with the viability of your business model and the efficiency of your staff. Externally, you have to deal with acquiring leads and meeting the demands of your clients. Completing this workbook hopes to increase your ability to manage remote teams, systemise your business and generate high-quality leads on LinkedIn.

### QUOTE TO REMEMBER

***‘Think of this as the first conversation you’re going to have with someone. So actually, don’t sell straight to them straight away. Welcome them, and talk about who they might be. So, who do you love working with? What are some of the things they’re challenging with and how you can help them?’***

### Activity: Leveraging Online Tools for Success

What is your current business model? How can you make your business model generate recurring revenue and self-sustaining?

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Several possible business models were mentioned in the podcast, such as membership programs, subscription and community-building, among others. Which of these applies best for your business, and how will you integrate it?

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Paul detailed various ways to improve your LinkedIn profile (for more information check out his [cheat sheet](#)) In the space below, write down how you can curate your profile to attract more connections and get your message across.

| Header | Profile Shot | Headline |
|--------|--------------|----------|
|        |              |          |

Posting is a great way to promote yourself and engage with your audience. The best way to post is by capturing their attention, telling a story and asking a question. Make an ideal sample post in the table below.

|                            |  |
|----------------------------|--|
| <b>Intriguing Headline</b> |  |
| <b>Story</b>               |  |

|                 |  |
|-----------------|--|
| <b>Question</b> |  |
| <b>Hashtags</b> |  |

Reaching out to connect is the primary way to expand your network on LinkedIn. Remember that asking permission is an essential aspect of messaging that is commonly skipped. You can also include videos to increase engagement and customize it on a situational basis. With these in mind, how can you improve your approach when sending connection requests on LinkedIn?

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When managing a remote team, you have to ensure that your instructions are exact and crystal clear. Still, there should be a balance between being diligent and letting go to avoid micromanaging. How can you ensure this as a business leader?

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Reflect on the current dynamics of your workplace. Who needs the most help in outsourcing? How can you hire a virtual assistant or an agency and integrate it with your operations?

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With the abundance of project management tools, sales CRMs, and SOPs, there's no excuse not to familiarise yourself with them and give your systems and processes an upgrade. In the box below, sketch an outline of your ideas on what tools you will be using and how you can systematise your processes.

| My Business System |
|--------------------|
|                    |

Why is it important to separate your personal branding from your business?

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## What You Will Learn from the Activity

This activity is about maximising the potential of your enterprise by utilising technology. Methods such as leveraging network platforms, outsourcing, and systematising processes through task management software are key to successfully grow your business.

The first part of this activity is about shifting your business model by finding a sustainable strategy. The goal is to avoid losing your revenue overnight in case a crisis happens. Likewise, you still have to make sure that your business is something your clients would find value in.

Next, we focus on generating leads through leveraging LinkedIn. We first make sure that you have a killer profile so that people understand what you do. Second, you have to post in a way that sparks engagement and attracts an audience. Finally, we show you an efficient way to reach out and connect with leads on the platform.

The last part of the activity focuses on improving the process of your remote team and capitalising on outsourced work to maximise output and productivity. We talk about the mindset you should adopt when managing a team remotely and the balance involved in it. We also discuss outsourcing to better manage workload and stimulate growth. Lastly, we detail how to upgrade the business workflow using project management tools.

There are tons of opportunities if we only take the time to get out of our comfort zone, allow ourselves to make mistakes and explore what is available for us to use.