



How I use LinkedIn to find

MY IDEAL CLIENTS





social media brings **COMMUNICATION**

Many of us are establishing real-life virtual connections with one another. Whether those connections are business or personal related we now have a better chance of extending our reach and pursuing our goals.

In this post, I will be discussing how I use LinkedIn to find my ideal clients and how you too can find your ideal client using this powerful platform. If you look at my overall web content I talk about ways on how I was able to scale my business using the internet as my main source. In this post, I will be talking about how I use LinkedIn to find clients and how you can benefit from this as well.



How we solidify our foundation in the online space

LinkedIn is a way for many industry leaders to come together such as entrepreneurs, freelancers, recruiters marketers, or people looking to scale a new business venture. If you are looking network and connect with likeminded people this is the platform that is going to allow you to do that.

What I really like about LinkedIn is that it's a two-way street. You can search for jobs and or clients. With proper keyword optimization, recruiters can find you. Freelancing has been on the rise and entrepreneurs are creating businesses all over the world. The internet has allowed us to that and more.



strengthens

RELATIONSHIPS



Engagement is important to gain client trust

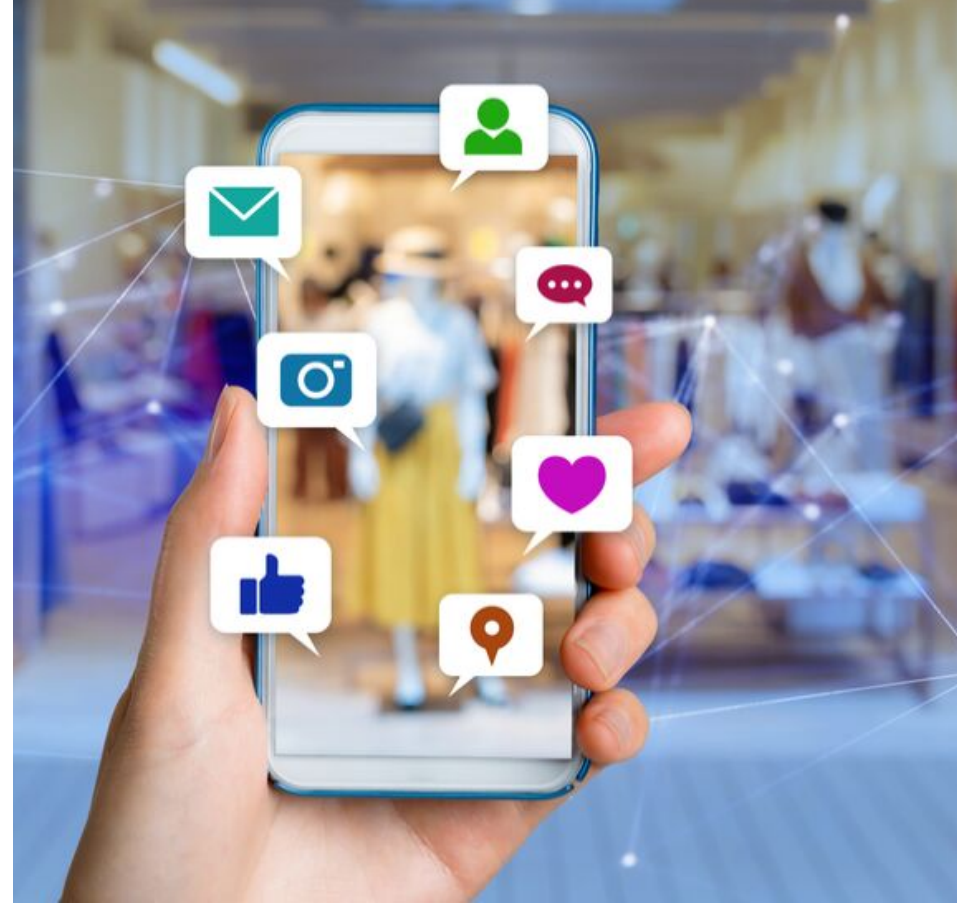
Part of finding your ideal client on LinkedIn is through social engagement. In order to gain clients then you have to engage with them on a regular basis.

Have you heard of the term out of sight out of mind? Well, that is exactly how it will be when it comes to your network.

Learn a bit about your ideal client by checking out their profile. Are they into books? Do they love animals? Are they connected to any social groups that you participate in?



strengthens **RELATIONSHIPS**




Becoming more involved helps with building and maintaining relationships in this digital world we live in.

That doesn't mean go creeping and finding out every bit of information but enough to pique their interest if you do end up engaging in conversation with them. You'd be surprised how much people love to talk about themselves and their passions.





I am in the market to help people with their professional presence

Check out my resume and articles on my  profile

How long does it take to have a long term sales funnel



Another great technique on how I use LinkedIn to find my ideal clients is by understanding their buying stage.

This is why I call it a long term sales funnel. This process can typically take you anywhere from 0 to 24 months to win a client over. The more you are consistent with your content and engagement the more exposure you gain.

Try to discover your clients purchasing stages. Are they actively looking for a writer? passively? or is it something that just came into mind. For some people there can be a thought process that goes into every purchase they do. For others, it really depends on referrals and recommendations.



THE WRITING MASTER

EXECUTIVE WRITING SERVICES



Have a well-written profile

FIND IDENTITY

I am not going to lie sometimes even the highest executive leaders have an unfinished profile.

I mean it's pretty easy to become complacent at a job that you love and that's cool but I am a big believer in nothing last forever.

It's great to build connections with others and network with like-minded people.

Having an unfinished profile can hurt your chances of getting connected because it doesn't show you value professional presence





boosts their **CONFIDENCE**

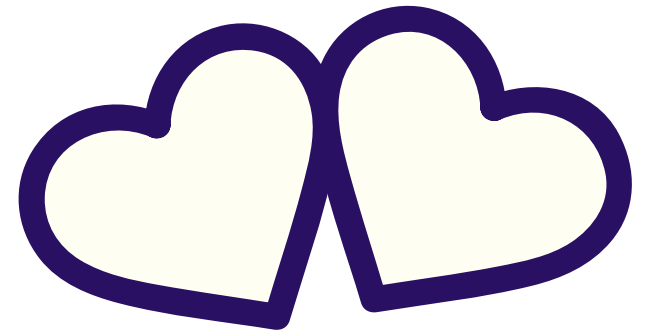
Identify your clients



There are going to be clients that prefer not to work with this is because sometimes people don't see the monetary value in your product or services. I have had clients boldface ask me if I can create a professional document for them or any writing services and they give me a price they want to pay.

When that happens I simply decline their offer and move on to the next project. Now there have been circumstances where I have wiggled on pricing but every situation is different. When you do what clients tell you to do you become a commodity and people start pocking at you for more discounts.

MOVE RELATIONSHIPS OFFLINE



I absolutely vouch for this 110%. Part of my engagement on how I use LinkedIn to find my ideal clients is by maintaining a relationship with them. Referrals are going to play a key role in moving your clients offline.

There have been instances where I network with people offline and we end up staying connected. See when you start creating your own vision for your business you start slowly removing yourself from people that don't share the same goals as you.

AT that point your time becomes limited to those that don't add much value to your life. I mean it's sad to say but its the truth. There is nothing wrong with moving your circle around so you can accomplish big things in life.





EDUCATES BE IN THE MARKET TO HELP NOT SELL.

I mean, of course, we want to make money I am not saying don't sell but also be in the market to help as well. People buy from people and as I am growing as a businesswoman I am also learning a lot about how clients like to feel secure that they are making the right purchasing decisions.

Even for me as a buyer, I want to make sure that I am getting the best products or services for my money. We all have different expectations of how we want certain things. It's good to have high standards it says a lot about your character.



CONSISTENCY IS KEY

for your time

I have managed to write 7 days a week as part of my daily routine. It was challenging in the beginning because the lazy girl kicks in every once in a while but when you are consistent positive things start happening.

You gain more clients, you increase your reputation and add value to your network. Now, this is not an overnight success it takes months most even years to master this. But the more consistent you are the faster and better you will become.

What once took me a full 2 days to write a blog post now can take me anywhere from an hour to three.





About

My name is Viviana Munoz, and I am an executive resume writer with a diverse background in recruiting, sales, marketing, and law enforcement.

I specialize in Technical Building, such as Web Designs and Technical Writing.

It all started with the love and the passion I have for learning. I hold a strong academic background having ownership of a Masters in Information Technology, Bachelors in Programming, and an Associates in Accounting.

Not to mention the other learning platforms that I attended, which contributed to my skills set. I am currently in pursuit of a full stacking certificate so I can enhance my coding skills and take it to the next level.