



How to Do Effective Social Selling for 60,000+ Dream Clients per Month for Free!

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With over 774 million members, LinkedIn is the biggest business social media globally, and most of the World's money, business, and decision-making power belong to its members. Therefore, it is more important for your business to do effective social selling on LinkedIn than on any other social media, unless you are selling directly to consumers. Unfortunately, only very few companies are doing successful social selling on LinkedIn.

In this article, I shall explain in detail how I, and any business can do very effective social selling on LinkedIn for free.

There are many ways to do social selling, but most of them lack appeal, credibility

and high volumes while remaining targeted to dream clients of a business.

- 1) Without appeal, the dream clients of your business will not bother to consume your content.
- 2) Without credibility, the conversion rate of your social selling content will be low, even if your content is appealing.
- 3) Without high volumes, your social selling will not generate the results worth the resources used for it, even if your content is appealing and credible.

Follow these free business influencer instructions that will help you generate great results.

After all, businesses do things to make as much profit as possible.

WHO AM I?

My name is Christian Dillstrom, and I am a global business influencer, royal strategic

advisor, and Editor-in-Chief of The TOP Person business magazines.

In addition, I am helping a LinkedIn Co-founder to build LinkedIn 2.0 and I run Business Influencer Hub there and I am also an expert on their Startup Hub.

I have also been a corporate growth hacker since 2009 and have growth hacked over 60% of the top global brands.

My articles about business, sales, marketing, growth hacking and business influencing have had millions of monthly business readers globally since February 2015 when I started writing LinkedIn Pulse articles.

These days, my content on LinkedIn gets more than 10 million views a month - so my advice in this article is about things I have been doing every day since early 2015.

Millions of monthly readers have made my name and offering known to business leaders around the World - and for free.

My ever-growing personal brand has made it all possible for me over the last six years, and interesting offers just keep on coming in almost every day.

TRUE POTENTIAL OF SOCIAL SELLING

Nothing in the history of the World can compete with the money-making potential of LinkedIn.

LinkedIn has over 774 million members globally, and most of the money, business, and decision-making power in the World belong to its members.

You can very easily interact with almost any of LinkedIn member to solve the biggest business problem known to man.

The Biggest Business Problem

The biggest business problem you and I have is that the right decision makers do not know our offering or name. This problem has existed since the dawn of time.

*We live in an imperfect world;
therefore we have imperfect information.*

We do not know what the truly best choice is when we make decisions as we do not have the complete information to form a judgement.

*The same applies to all decision
makers who we would like to
make decisions about us.*

Fortunately, this also applies to everyone else who is competing with you for the same opportunities.

Social Selling to Rescue

This is where the wonderful opportunity lies for you and me - make the decision makers who are important to you aware of your offering and your name, and you can gain a great competitive advantage over other people to whom they are considering offering the opportunity in question.

Unless the decision makers become aware of your offering and name, they have no other choice than to give the opportunity to someone else because they are unable to offer it to you.

*Social selling is the best and
free way to make all this happen.*

Next, I shall tell you how to do social selling to spread awareness about your offering to win opportunities for your business for free.



1) APPEAL OF YOUR CONTENT

Without appeal, the dream clients of your business will not bother to consume your content.

In reality, only a very few people are truly interested in your business or its offering. So, forget the sales brochure approach.

Instead, everyone is looking for answers to the questions that are holding them or their business back.

Everyone.

The next step is to have enough content for the reader to believe that your answer to his or her pressing problem is credible.

Different expectations between the title of the content and the text are paradoxical - It is hard for businesspeople to believe that the problem they have not been able to solve can be solved with a few lines of text.

You just need to have a title that lures them to start reading the content of your business.

Write your content in a journalistic style because no one really wants to read sales brochures by choice.

CREDIBILITY OF YOUR CONTENT

Without credibility, the conversion rate of your social selling content will be low even if your content is appealing.

Millions of posts are published on LinkedIn every day, but only few of them receive more than a dozen engagements or hundreds of views.

That is a big problem because today popularity equals credibility:

- How credible can this business be since I do not even know the brand?



Think about what question(s) your target dream clients are asking so that the offering of your business is an answer to them.

Format the title of the content of your business so that it is a question: 'How to...', 'The Best Ways to...' or offer a range of solutions to that question.

This approach promises readers simple and quick answers that everyone is looking for.

The content of your business does not have to be simple and quick, but unless you convey this expectation to LinkedIn members, most of them will not even give it a chance.

Any sales brochure can also be written in a journalistic style, and it can easily deliver the content on a deeper level than a sales brochure ever could.

I recommend creating a PDF document like this article because it gives readers hope for a thorough answer to their important question.

Then create up to a 3,050-character long LinkedIn post and up to 1,250-character long message text about the same content.

Start with the title in all caps to get the attention in the feed.

- If the content of your business is not popular, how can your business or you be credible?
- Why would I click on the content that is not credible?
- Why would I waste my time reading unpopular content?

Of course, popularity does not equal credibility, but none of us can change how businesspeople think today.

Step #1 to Increase Credibility

Publish your content under either regionally, nationally, or continentally known and respected brand from the same geographical area where your dream clients are located.

Publishing under global business brands will increase the credibility of your content and your business even more.

Awareness of your brand is not enough to make your content credible but using the credibility of a better-known brand will also increase the credibility of your content.

If you see an endless amount of unbranded or unknown branded content, you will most likely react to content under a well-known brand.

You or your employees might know suitable brands that could help you with this credibility step.

Another option is to ask what options the public relations agency you use can offer you and at what price.

I myself use the global The TOP Person business and influencer magazine, which receives over 10.2 million views from business readers on LinkedIn every month.

The TOP Person magazine provides over 600 different localized and great visual cover pages for my PDF documents. Big images, colors, different feels, and styles are very helpful.

LinkedIn shows visual PDF cover pages very appealingly in feeds, and this attention is the first crucial step to getting views for your content and not just credibility.

In case you are not able to get help from brands you know or are not happy with the choices your public relations agency offers to you, please connect with me on LinkedIn and let's see how I can help.

Step #2 to Increase Credibility

The number of engagements a LinkedIn post has received is the naked truth about its popularity. There are no excuses that would explain missing likes and comments.

Today, popularity equals credibility in the minds of businesspeople, and we cannot change what is going on in their minds.

The easiest solution is to ask the employees of your business, your friends and network to support your post.

Employees are 14x more likely to share content from their employers than other



types of content on LinkedIn

Your employees are an important part of your LinkedIn marketing strategy.

My solution is The TOP Person Ambassador program, where I can request support from 2,600+ fellow ambassadors with over 16.8 million followers in total.

In addition, I can use 612 The TOP Person LinkedIn Company pages with 818,000+ followers and 758 employees to get views, comments, likes, and shares for my posts.

In case you do not have enough people to

LinkedIn also has a super feature to drive social selling results if you have done everything right so far - tagging.

You can tag almost any LinkedIn user to any LinkedIn post. Only a very small portion, only about 1 percent of LinkedIn users, have tagging disabled in their profile settings.

When you tag a LinkedIn user to your post, LinkedIn notifies 57% of its users immediately because they are using LinkedIn via its mobile app. The remaining 43% will be notified the next time they visit LinkedIn.

The only restriction is that one user can

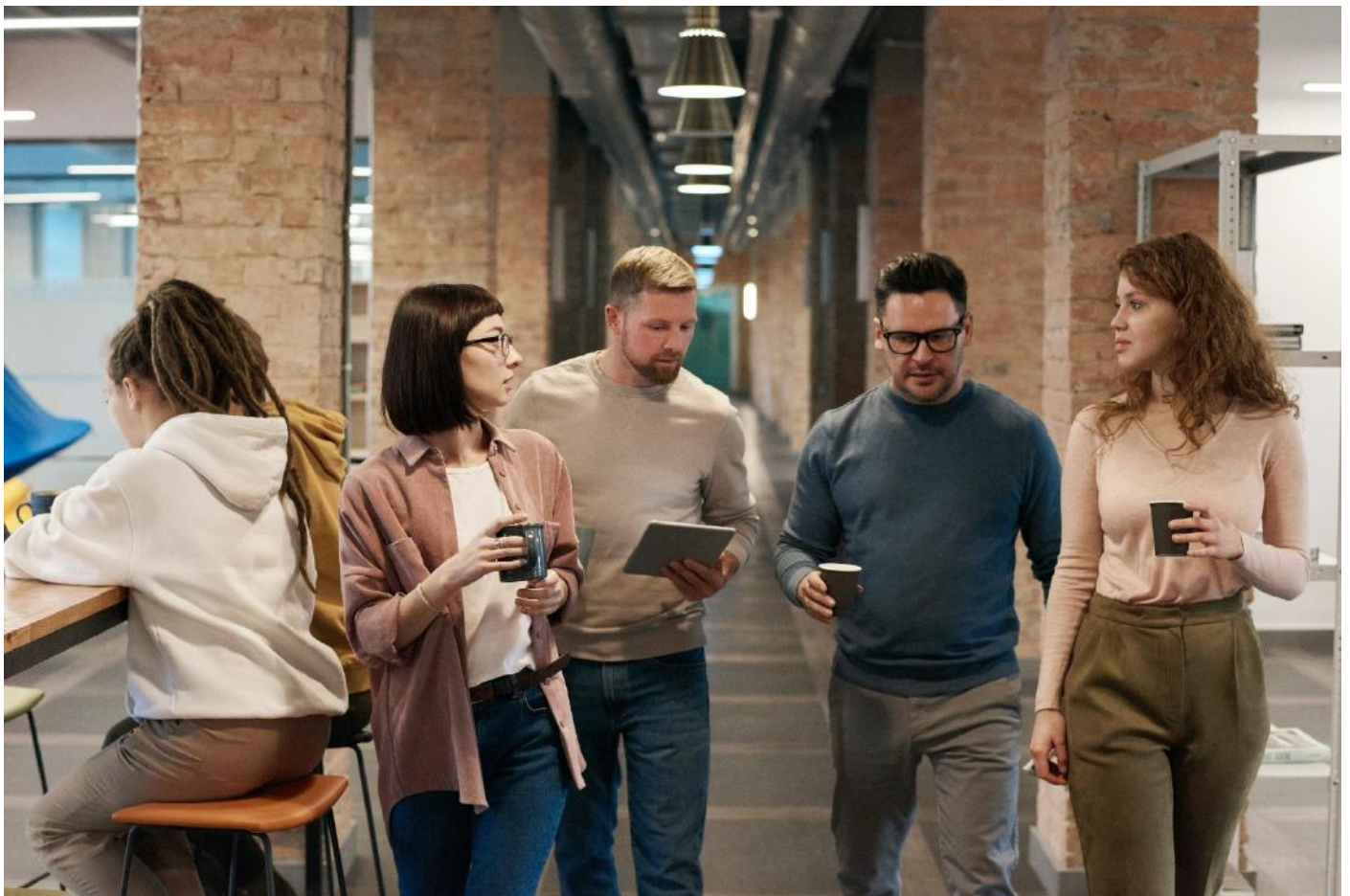
dream clients every day and 60,000 per month.

If you can have 100 people spend 15 minutes per day tagging your credible content, LinkedIn can notify 20,000 targeted dream clients per day and 600,000 per month.

Targeted Dream Clients

Start by defining the dream clients who match your offering, otherwise you will not get the results you expect.

You can find all the targeted dream clients



help you, or it is taking you too much time to organize them to the required tasks, please connect with me on LinkedIn and let's see how I can help you.

HIGH VOLUMES

Without high volumes, your social selling will not generate the results worth the resources used for it, even if your content is appealing and credible.

LinkedIn is a fabulous environment to do business, so no wonder that 92% of B2B marketers surveyed use LinkedIn in their marketing mix.

only tag 200 LinkedIn members to posts per day. On the other hand, it does not take longer than 15 minutes. That still makes 6,000 tagged people per month per user.

Not bad for 15 minutes a day.

High Volumes

High volumes in this social selling approach are easily achieved when more people are doing tagging each day.

If you can have 10 people spend 15 minutes a day tagging your credible content, you can have LinkedIn notify 2,000 targeted

your business is looking for on LinkedIn.

In the LinkedIn search results, you will find the first name, last name, and company name of the targeted dream client you need to tag.

Searching for dream clients with a regular LinkedIn account is a bit tedious due to search volume restrictions.

I personally use Sales Navigator upgrade because it has unlimited search and additional search parameters.

The higher volumes your business wants

per month, the easier it is to make tagging lists of dream clients with a Sales Navigator upgrade.

Tagging previously unknown people

If you have followed my previous instructions, you should have no problem tagging people you have not contacted before.

Otherwise, they may feel like their time is being wasted.

The key is to make your content appealing, increase its credibility, and tagging only your dream clients.

Credible content is key to luring dream clients to read it, and interesting content is key to getting dream clients to learn more about you.

After the dream clients become aware of your offering and your name, they can contact you and start a business relationship with you.

Additionally, it helps if your tag list starts with a text: "I think this might interest you:"

BONUS: MULTIPLY YOUR SOCIAL SELLING CONVERSION RATE

In case your business is truly hungry to grow, there is one additional, very effective thing to do – I call it pre-connection.

In that you will make yourself positively known to your dream clients prior to tagging them.

Naturally, it will multiply the conversion rate of this social selling method.

How to do pre-connection

Start doing pre-connection three weeks before tagging a dream client. Visit his or her LinkedIn profile and click 'Follow.' LinkedIn will notify the dream client about it.

Wait a week and revisit the dream client's LinkedIn profile and like his or her post, article, or message. LinkedIn will notify your dream client about it.

Wait one more week and visit the dream client's LinkedIn profile again. Reply to his or her post, article, or message. LinkedIn will notify the dream client about it.

Pre-connection results

After these three actions, which cause LinkedIn to notify the dream client three times within three weeks, he or she will most likely at least recognize your name.

In optimal case, he or she will have visited your LinkedIn profile and the web site of your business.

As a result, your tagging conversion rate will be higher because you are no longer unknown.

THE CONCLUSION

This is an effective, high volume and free social selling method that will generate hot sales leads for your sales organization.

In case you do not have time or resources to make this happen, please connect with me on LinkedIn and let's see how I and the free The TOP Person Ambassador program can help you.

