

7

Places to Help Inspire Original Content for LinkedIn®



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Leveraging LinkedIn for Social Selling is vital to all business development professionals. In fact, LinkedIn is now the primary way they engage with buyers today.



While much of the business is generated is through referrals from clients and networking partners, it is content that helps to attract, teach, engage and nurture new and existing connections, converting them to conversations.



7 Places to Help Inspire Original Content for LinkedIn

The biggest challenge I hear business developers face when creating original content is lack of inspiration. They simply don't know what to write about. This eBook is designed to help you find inspiration and publish content your buyers will want to consume.



Be sure your content is relevant to your buyers' current needs, it creates curiosity, teaches them something new, gets them thinking differently and positions you as a thought leader and subject matter expert.

1

Review Sent Emails That Answered Questions to Your Prospects and Clients



There is gold in those messages just waiting to be leveraged!

2

Search Google and YouTube Based on Keywords and Phrases That Relate to Your Business



Don't read the content, get inspired by the titles and make it your own.

3

Search for Past Conferences That Your Prospects and Clients Attended and Check Out the Keynote Topics



These events were vetted and will likely be topics your audience is attracted to!

4

Amazon! Search for Best Selling Books in Your Industry and Look at the Table of Contents



Don't read the book, simply grab inspiration to write from your perspective!

5

Use Google Adwords to See the Most Searched for Keywords and Phrases That Your Audience Is Interested



Then write about that!

6

Use LinkedIn Polls to Learn From Your Audience. Give Them Several Topics to Choose From



Also, ask in the post description to share in comments other topics they are interested in.

7

Use Hashtags to Find Trending Content



The Key is to identify the hashtags your clients and prospects are using, not your competitors! Simply look at the content they are sharing and the hashtags they are using!

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by Leveraging LinkedIn**

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