



Social Sales Link™



Steps to Become a Micro-Influencer on LinkedIn



In the realm of social media influencers, the goal on LinkedIn differs for salespeople. Your aim should be to become a micro-influencer, attracting a precise audience – your prospects.



This eBook unveils "5 Steps to Become a Micro-Influencer on LinkedIn," helping you start more sales conversations with your ideal clients.



Some pre-works:

1

Create a list
of your ideal
clients



Listen to
what your
ideal clients
care about

2



5

Steps to Become a Micro-Influencer on LinkedIn



Step

1

Optimize your
LinkedIn Profile to be
Value-Centric

Transform it from a
resume to a resource



Step

2

Curate and Create Content
for Your Audience

Not just any content but
content that teaches them
something new



Step

3

Help People Discover
Your Content

This can be achieved by
engaging with others' content
and sending your own directly
to inboxes without spamming.



Step **4**

Leverage Macro
Influencers In Your
Industry

Engage with your ideal clients
in the comment section of
influencers they follow.



Pro Tip: Engage your ideal clients by
discussing macro influencers' content
topics in your own posts.



Step **5**

Set Metrics That Matter

**One important metric is
measuring content value
through sales
conversations started**



Connect with Us!



Social Sales Link™

Brynne Tillman

 /brynnetillman

brynne.tillman@socialsaleslink.com



Bob Woods

 /bobwoods

bob.woods@socialsaleslink.com



**Start More Sales Conversations
by Leveraging LinkedIn**



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