



49 - How To Generate Leads & Sales From LinkedIn (Without Having To Pay For Ads) With Paul Higgins

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Brief Background about Paul Higgins

- He runs a website called BuildLiveGive.com which provides services to Solo Entrepreneurs double their revenue to fund their lifestyle and give back.
- Paul also was fortunate enough to work in Coca-Cola for 10 years.

Tips for Success in LinkedIn

- One of the things that you can do is get yourself a great and professional looking profile picture. If you can find a key color for your background wherein you will stand out, then do so. Custom backgrounds is also encouraged since it also indicates that you're an active user.
- A compelling profile headline is also important. Headlines that will describe yourself. Sole reason for this is attracting the right person while turning away the wrong one.

TEACH



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- In conjunction with the headline, it's also important that your posts speak directly to your potential clients. And it should be more about them rather than yourself and business.
- Getting people into your email is also best and would add great value in the future compared to getting them directly into your business' website.
- Also have a video of your story, have a video of how you work, because people want to know that. And have a case study.
- Create great content and posts and from there build relationships with your connections.
- In conjunction with creating great content, always ask questions that will evoke responses from your connections.