

THE LINKEDIN 2.0 PLAYBOOK

HOW CONTENT CREATORS JUST LIKE YOU

ARE **WINNING CLIENTS AND BUILDING THEIR BRAND**

ON THE WORLD'S LARGEST SOCIAL BUSINESS COMMUNITY!



**"WAIT A SECOND.....I THOUGHT
LINKEDIN
WAS AN ULTRA "PROFESSIONAL"
PLATFORM FOR JOB SEEKERS?"**



**"NOPE!
NOT ANYMORE"**

***I TOO WAS SKEPTICAL OF LINKEDIN
WHEN I FIRST GOT ON THE PLATFORM IN
2019 BECAUSE IT HAD SUCH A
BUTTONED-UP CORPORATE FEEL TO IT,
WHICH JUST DIDN'T VIBE WITH MY STYLE
AND CONTENT.***



BUT IT WAS CLEAR TO ME THAT THE PLATFORM WAS EVOLVING AND WAS SOON GOING TO BE A MAJOR PLAYER IN THE SOCIAL MEDIA WORLD. (THINK FACEBOOK IN 2011, AS GARY SAYS)

FLASH FORWARD 3 YEARS LATER AND MY CLIENTS AND I HAVE BENEFITED TREMENDOUSLY FROM THE ORGANIC REACH, THE UNIQUE BUSINESS FEATURES THAT ONLY LINKEDIN HAS, AND THE FACT THAT IT'S STILL SOCIAL MEDIA'S BEST KEPT SECRET!

THE GOOD NEWS IS.....THE ORGANIC REACH AND OPPORTUNITY IS STILL HERE! BUT IT WON'T BE FOREVER. JUST LIKE TIKTOK. THERE'S A WINDOW OF OPPORTUNITY AND THAT WINDOW IS NOW!



Jared [redacted] 9:35 am
 Hey Alex, I wanted to let you know that taking your boot camp has been a game-changer for me. I can honestly say that in 5 years of operating my business, figuring marketing out on my own, spending too much money on marketing that didn't work, this is the FIRST time I can say "I know exactly how to generate leads." and in business, that's often the difference between life and death. A heartfelt, thank you, my friend.

Pete [redacted] 10:52 am
 Alex,
 Over the last week, I re-engaged with six dormant clients translating into \$90K of opportunities. This would not have happened if I hadn't been part of your LinkedIn boot camp. You and the group are amazing. Thanks.

Alex B Sheridan · 10:08 am
 I cant tell you how amazing that is to hear Pete!! Talk about an ROI!!! Haha 🤔

" I participated in Alex's 5 Week LinkedIn Video Bootcamp.
 Alex profoundly cares about the people invested in his class!

I have a business helping people landing jobs, and I was used before the course to create content with regular text. It was my channel to find new clients. I've never done a video before Alex's course, but it was clear to me that this would be a HUGE differentiator.
 During the course, Alex showed all the shortcuts to make compelling videos that drive results.

AND THIS WAS ONE OF THE BEST INVESTMENTS I EVER MADE!!!
 The video drove many new opportunities:
 1) I get more clients than before
 2) I receive invitations to participate in podcasts
 3) I was even invited to give guest lectures at a virtual conference.

And it is clear to me that the videos are the reason why people pay attention to my presence. I highly recommend anyone to work with Alex. He's AMAZING!!!

Jeremy [redacted]

Wally [redacted] 1:30 pm
 From Zero to FIVE in 60 Days! Five pieces of new business that came from new LinkedIn connections gained using the concepts I learned in the bootcamp. Work the process, the process works

👍 1 😊

Alex B Sheridan · 1:44 pm
 Boooooom!!!! That is amazing to hear! 🔥🔥

Lindsey [redacted] 9:35 AM
 Hey Alex, after being in the your program for just a couple of weeks I was able to sign a couple of clients with a revenue total of \$8,000. The profile tips and tricks were great, and the all of the course content helped me get to the next level! Thank you for providing so much value.

Alex B Sheridan · 9:38 AM
 That is so amazing to hear Lindsey!!! And this is just the beginning too! :)

Oliver [redacted] 3:18 pm
 Ah man, since levelling up my LinkedIn presence through working with you I've generated in excess of \$5k over just the last 2 months.
 Looking forward to 2021! 🤞

[redacted] 5 am
 I launched my bootcamp 4 weeks ago, and I got 4 clients signed up, the keynote I mentioned here and a bigger ticket client looking likely.

Apart from one of those, they were all inbound.

Almost all of them mentioned my videos when we were on the call.

Alex B Sheridan · 7:32 am
 Sooooo happy for you!!!! 🤗. That is amazing!!!

Mike
 ABS, THANK YOU! I got paid \$5,500 to do a virtual keynote to 500 people and incorporated bootcamp learning and more. CRUSHED it, client feedback off the charts!! An audience member booked a meeting within 24 hours of my talk and just said yes to a 3 year deal with our company which will triple our revenue - OFF THE CHARTS MY FRIEND! Your help is insanelly integral to these great things and so just want to THANK YOU from the bottom of my heart. LETS GOOOO MAN, UNLEASH YOUR CREATIVE 🍷🔥🤖🚀!!!

Amazing Mike!!!! 🤖🔥🤖🚀 you gotta be feeling great right now!!! 🤗

Quincey D. Fox · 6m
 Money Made Simple

Alex B Sheridan I can honestly say I was one of these stubborn people (and I still can be) that doesn't think social media & branding is that important. But you've helped our business so much in the last year that we've known each other. I am grateful we met YOU **Alex B Sheridan** ~ we've made so many friends & earned over 7 figures of business from LinkedIn over this past year, and I haven't even been as consistent as I want to be. Excited for what's ahead - because as you said, I don't want to look back and wish I started sooner!

Celebrate · 🍷 1 | Reply · 1 Reply

Alex B Sheridan Author · now
 Creative Video Content That Coverts Your Prospects into C...
 AMAZING TO HEAR THAT **Quincey**!!!! Seriously, well done! You and Colby are crushing it! Keep it going! 🍷🤗

I'VE WORKED WITH ALL SORTS OF CONTENT CREATORS FROM SMALL/MEDIUM SIZE BUSINESS OWNERS, TO SOLOPRENEURS, TO ADVISORS, TO CONSULTS, TO CORPORATE EXECs! (SEE RESULTS BELOW) THEY'RE CRUSHING IT!

"WAIT A SECOND.....I THOUGHT LINKEDIN WAS WHERE YOU POSTED BORING ARTICLES, JOB DESCRIPTIONS, AND TEXT POSTS?"

***"NOPE!
NOT ANYMORE"***

WELL, SOME DO STILL TRY TO POST ARTICLES AND JOB DESCRIPTIONS BUT THOSE POSTS FLOP BIG TIME. WHY? BECAUSE LINKEDIN HAS BECOME MORE OF A VALUE AND ENTERTAINMENT-BASED CONTENT PLATFORM, RATHER THAN THE SERIOUS, BUSINESS-ONLY TALK

YOU CAN STILL DO TEXT POSTS, AND THOSE DO WELL. BUT VIDEO IS A BIG PIECE OF LINKEDIN NOW AND IT IS GETTING READY TO TAKE OFF TO 2.0 HERE SOON!

OVER THE LAST 3 YEARS, MY CLIENTS AND I HAVE POSTED TIKTOK STYLE VIDEOS, EDU-TAINMENT VIDEOS, PERSONAL STORY/VLOG TYPE VIDEOS, AND MUCH MORE AND THEY PERFORM VERY WELL HERE!

OK, NOW THAT WE'VE GOTTEN PAST THE BASICS, LET'S DIVE INTO HOW TO EXECUTE AND GET THE TYPE OF RESULTS YOU SAW A WHILE AGO!



LET'S GO



LINKEDIN 2.0 CAN BE BROKEN DOWN INTO 3 CORE SECTIONS, ALL PLAYING AN IMPORTANT ROLE ON YOUR JOURNEY TO SUCCESS

1 Designing Your Profile For Conversion

2 Creating High-Performing Content That Converts

3 Turning Your Connections Into Clients! (Social Selling)

BONUS TIP!

It's important to know that the algorithm judges your content heavily in the **first HOUR** of your post.

If it flops in the first hour, it will **lose momentum and likely wind up in the black hole of the feed**. If it starts to take off in the first hour, it will more than likely continue to gain momentum over the next 24 hours+.

LinkedIn will show your content to your **first-degree connections first**. If people engage (Likes, comments, shares) they will push it out to more people from there.

Stay somewhat active in the first hour if you can and try to drive as much conversation as possible to get others to jump in. But more than anything, **the creative/content just has to be good!**

It's more of a **community building platform** than a place like Tiktok is. So engaging with others is important here (Start by engaging with 5-10 other people's posts per day—some being your target clients)

1 DESIGNING YOUR PROFILE FOR CONVERSION

At first glance...

The first thing people will see (Other than your profile picture) is your "Banner" and your "Headline"

Both your banner and headline should do two core things

1. Clearly (In one/two sentences) explain the value prop for you and your business.
2. Create intrigue and interest from your potential clients by talking about the results or future state they will be in from working with you!

Alex B Sheridan 

Your Video Content Should Be a 24-7 Sales Rep For Your Business | CEO and Founder of Impaxs Marketing | Content Marketing & LinkedIn Video Marketing Pros!

Talks about #linkedin, #linkedinvideo, #socialselling, #contentmarketing, and #unleashthecreative

Greater Chicago Area · [Contact info](#)

 Impaxs

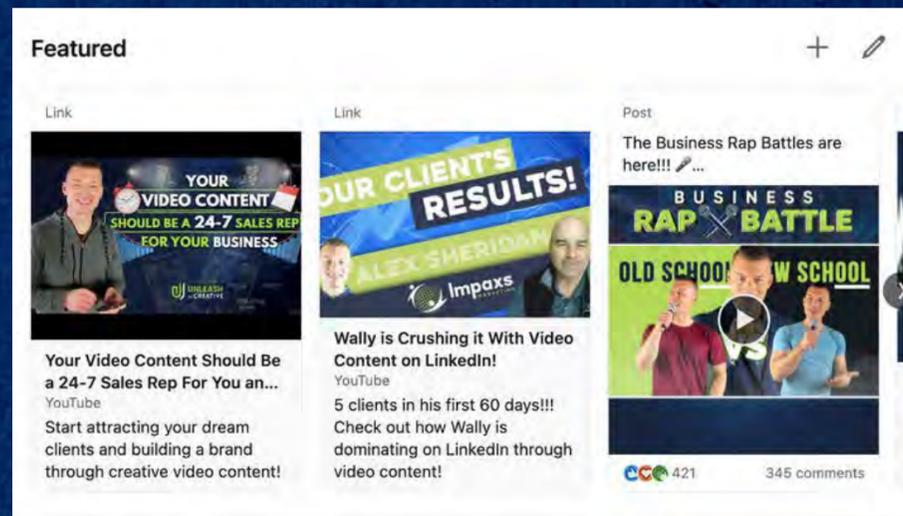
 Eastern Illinois University

BONUS TIP!

To create a simple banner for free go to [Canva.com](https://www.canva.com) and type in "LinkedIn banner" in the search bar. Create a banner with your custom branding and then add to your profile!

FEATURED

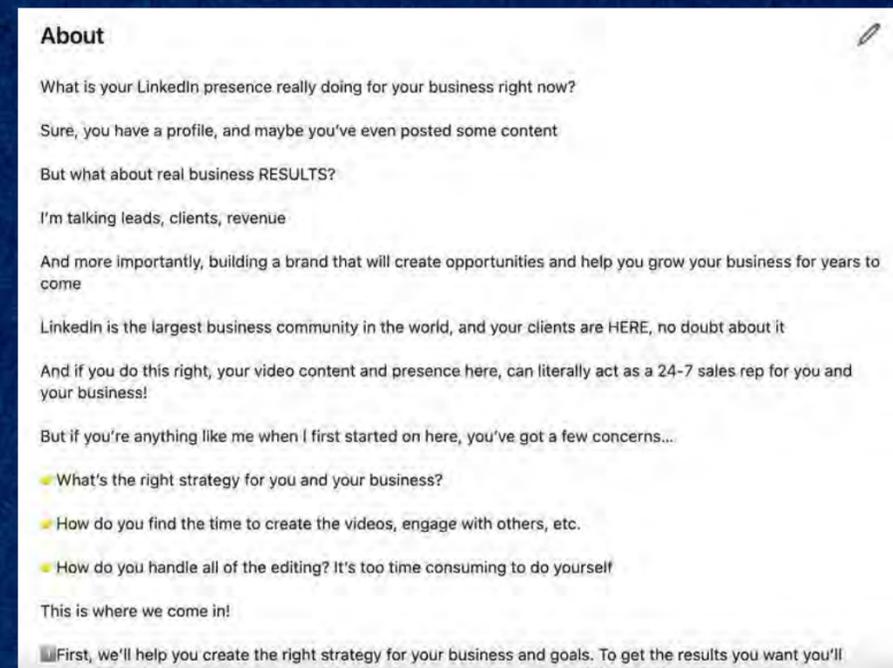
The most powerful part of creating an irresistible LinkedIn profile is right here! Your featured content section! Think your Tiktok bio section but on steroids!



Here's what you want to drop here: Client testimonial videos, links to free or paid resources, options to get in touch with you, relevant content, etc.

ABOUT

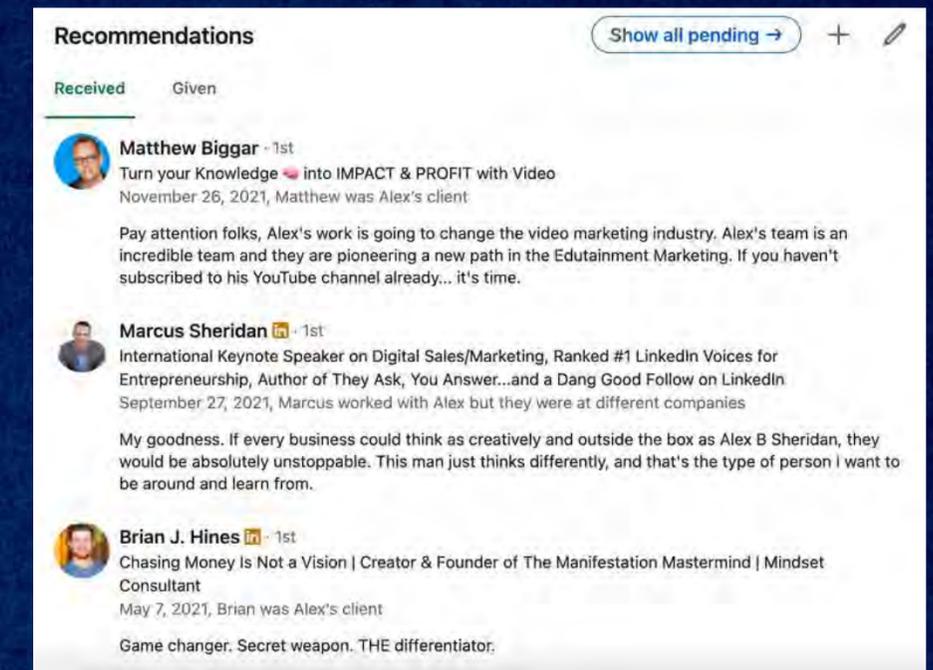
Moving on to your ABOUT section, which is this section here!



They key here is to speak to your dream client in your ABOUT section! Instead of blabbing on about YOU YOU YOU and how amazing you are. Speak to your ideal customers here! Talk about what they are going through, what their challenges are, why it matters, where they want to be (Results/future state) and then how you can help them get there!

RECOMMENDATIONS

And make sure you load up your social proof in the RECCOMENDATIONS section

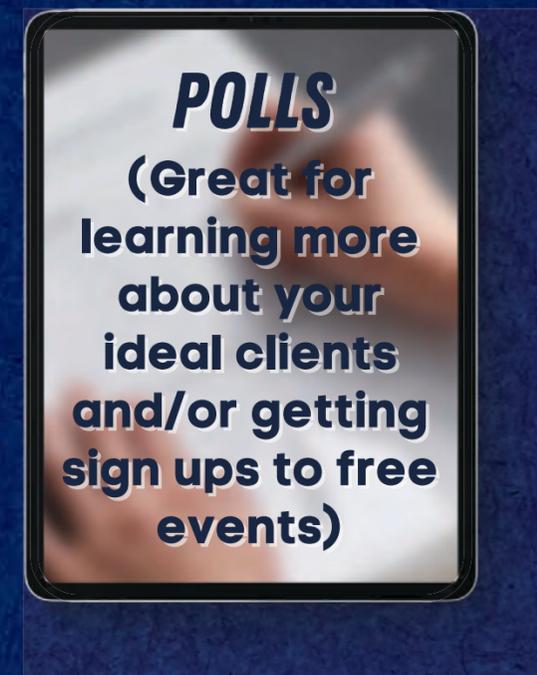
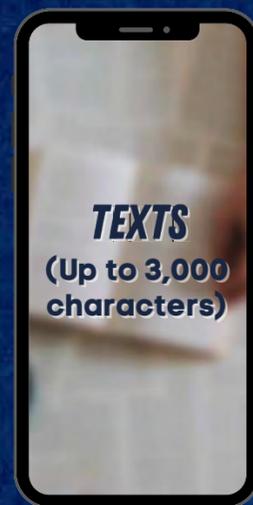
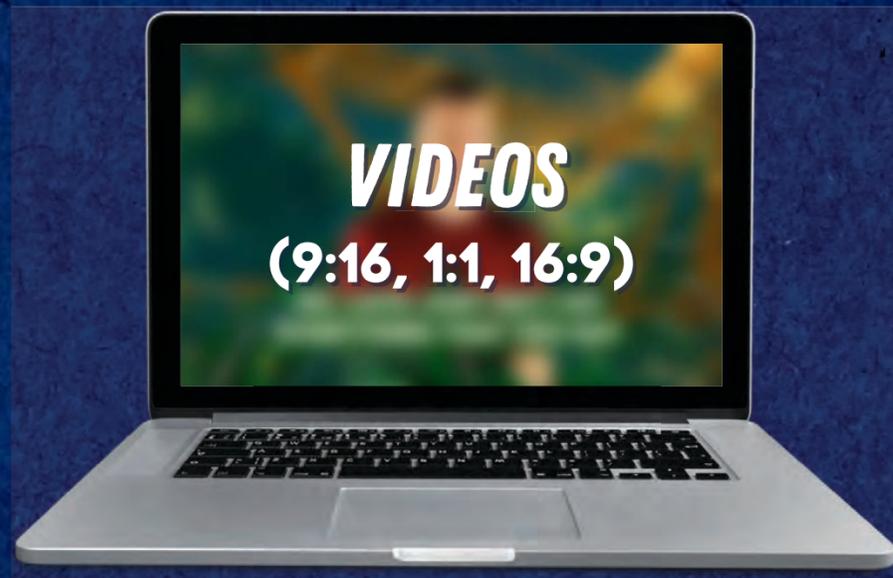


Reviews matter! We all check for social proof whether it's a small purchase on Amazon for \$10 or it's a complex 100k sale.

Get your clients and raving fans to leave you a review and while you're at it, see how you can better serve them and maybe even snatch up a referral or two.

2 *CREATING HIGH-PERFORMING CONTENT THAT CONVERTS*

WHAT TYPE OF CONTENT CAN YOU POST ON *LINKEDIN*?



**WHAT TYPE OF CONTENT ACTUALLY PERFORMS AND WINS YOU BUSINESS HERE?
ALL OF THE ABOVE AS LONG AS THE CREATIVE IS GOOD!**

BONUS TIP!

Personal type content, that's a bit disruptive, yet has a good message, is doing VERY well here. Whether video or text. **Edu-tainment content** is also performing VERY well here! The LinkedIn community wants to see **YOU**, your stories, your experiences, your personality. Unleash your natural creativity!

The boring "Here are my 3 tips for.." posts...won't do as well, but still have their place here

Go to my LinkedIn and scroll through some of my content, you'll see exactly what I mean!

With any piece of content you post on LinkedIn, this is the formula that works!

- 1.) Create a Hook
- 2.) Deliver a Compelling Message
- 3.) Direct to Action

This applies to any type of content, written or video but here is a blueprint for video!



THE

3

STEPS

TO CREATING

HIGH-PERFORMING
VIDEO CONTENT

STEP 1: CREATE A HOOK

You must **capture your audience's attention** and convince them your video is worth watching in the first 3 seconds! If not, you've lost them!

HOW? 

You will use what we call, **VISUAL/AUDIO HOOKS!**

This is what you say, how you say, your actions, sounds/music, unique scenery, or props, that grab your audiences attention and intrigue them enough to keep watching the video.



HERE ARE

***10 SIMPLE EXAMPLES OF KILLER HOOKS YOU CAN USE IN
ANY VIDEO, REGARDLESS OF WHERE YOU ARE, OR WHAT
THE VIDEO IS ABOUT!***



1 THE PREVIEW VALUE

In this hook, we use the first 3-5 seconds to preview what the audience will get out of watching the video.

Example: "Here are 3 things that will help you do XYZ (Result they want)"

Here, we will present our message as a secret that we are letting our audience in on (We love secrets!)

Example: Here's the secret to getting XYZ (Results they want)

THE SECRET OR MYSTERY 2



Debunking a myth that your potential clients may be unsure about.

Example: Here's the truth about XYZ that they haven't told you about yet!



3 DEBUNK A MYTH

Proposing an intriguing question or pinning two things against each other

Example:

- You ever wondered how some people always XYZ (Result they want)?
- What is more important X or Y?

PROPOSITION (VS) 4



Invite your audience into a story (Personal journey stories or client success stories work great here!)

This is also a great place to add skit videos! Have some fun with it!

Example: "My first 7 posts on LinkedIn got 0 likes, 0 comments... "



5 STORY HOOK



6 INTRO TO A PROBLEM AND SOLUTION

Simply state a problem that your audience likely struggles with and then you're going to solve it for them.

Example: If you're struggling with XYZ, here's how to solve that

Calling out your target (And specific) audience in the first line.

Example: Small business owners! You have to know about XYZ

DIRECT AUDIENCE CALL OUT

7



8 WHY NOT

Here we call out one or two things that our audience is NOT doing that might be preventing them from getting the results they want.

Example: Here's why you can't seem to get any traction with XYZ

Using something shocking or surprising to grab our audience attention (Don't overuse this or use as click bait though)

Example: This may shock you, but you can actually do X without Y

I can't believe this just happened to me, so I was.....

SHOCK AND AWE

9



10 VOICE OVER

Show your audience something interesting (Like you doing the work you're doing or creating something) and use voice over to deliver the message

STEP 2: DELIVER A COMPELLING MESSAGE

Now that we've got our audience's attention (Step 1), now it's our job to keep it! Ideally **you want them watching your video all the way through**, and even multiple times because that will improve watch time, and therefore improve your reach!

HOW?

Deliver a compelling message and create as much value as possible.

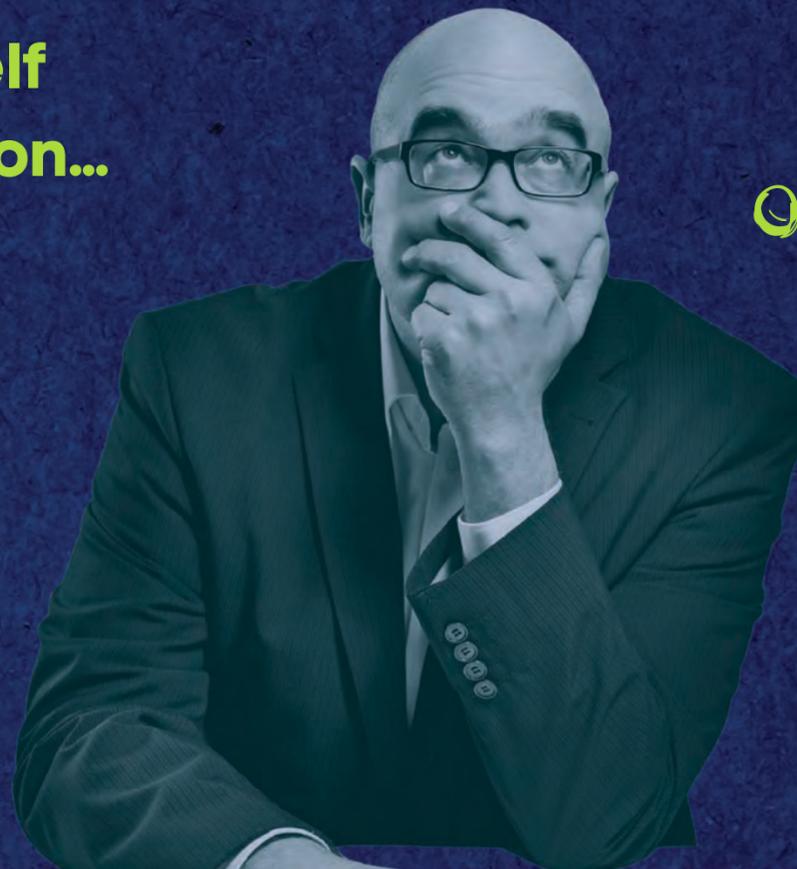
This can be any of the following:

- Educational
- Motivational/Inspirational
- Entertainment
- Edu-tainment



HOW DO YOU KNOW IF YOUR MESSAGE IS COMPELLING OR VALUABLE?

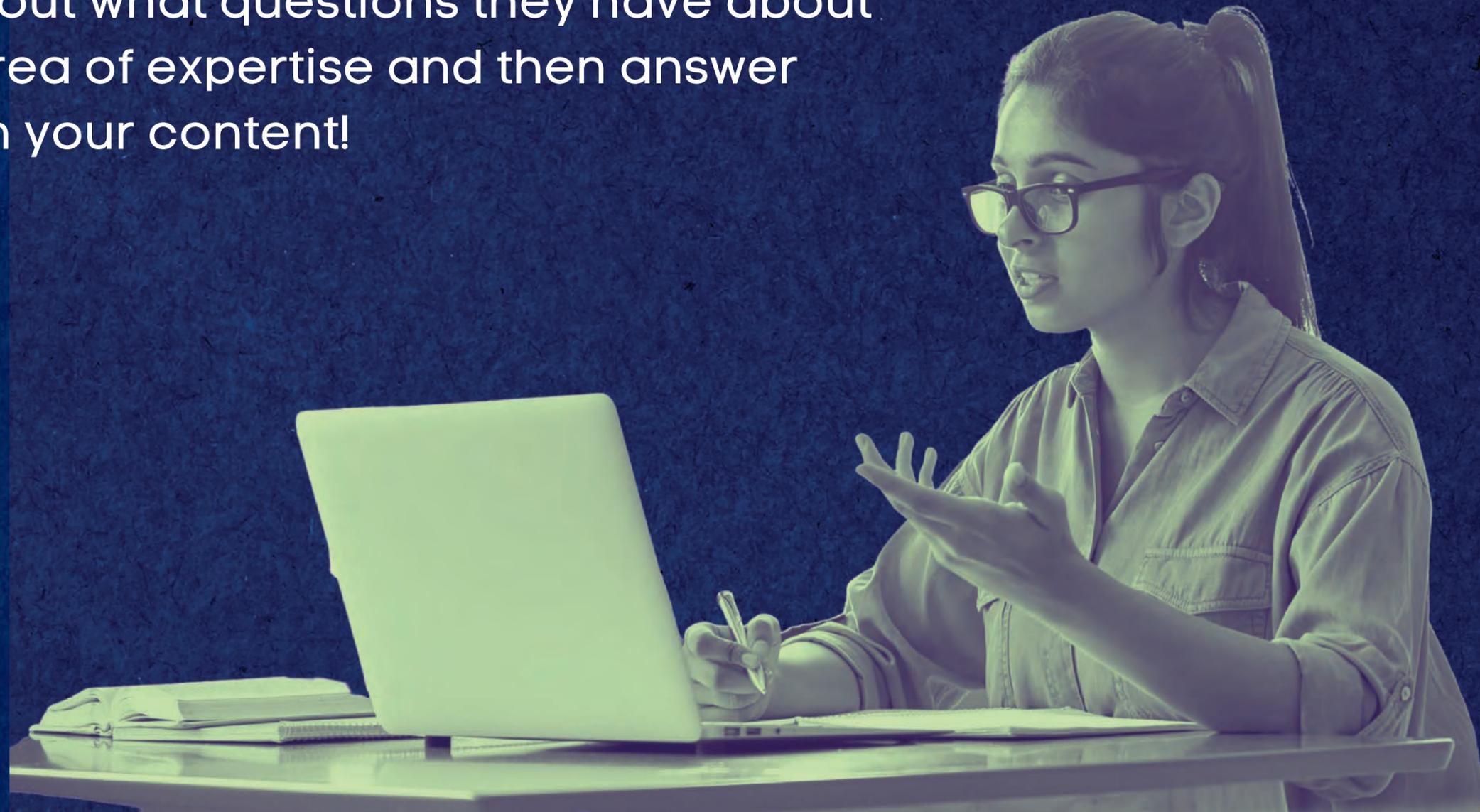
Ask yourself
this question...



If I was my target audience and was watching this video right now, what am I getting from it? What is the takeaway? How did it make me feel?

Easiest way to create compelling messages packed with value are to **go straight to the source and talk to your clients and ideal clients!**

Figure out what questions they have about your area of expertise and then answer them in your content!



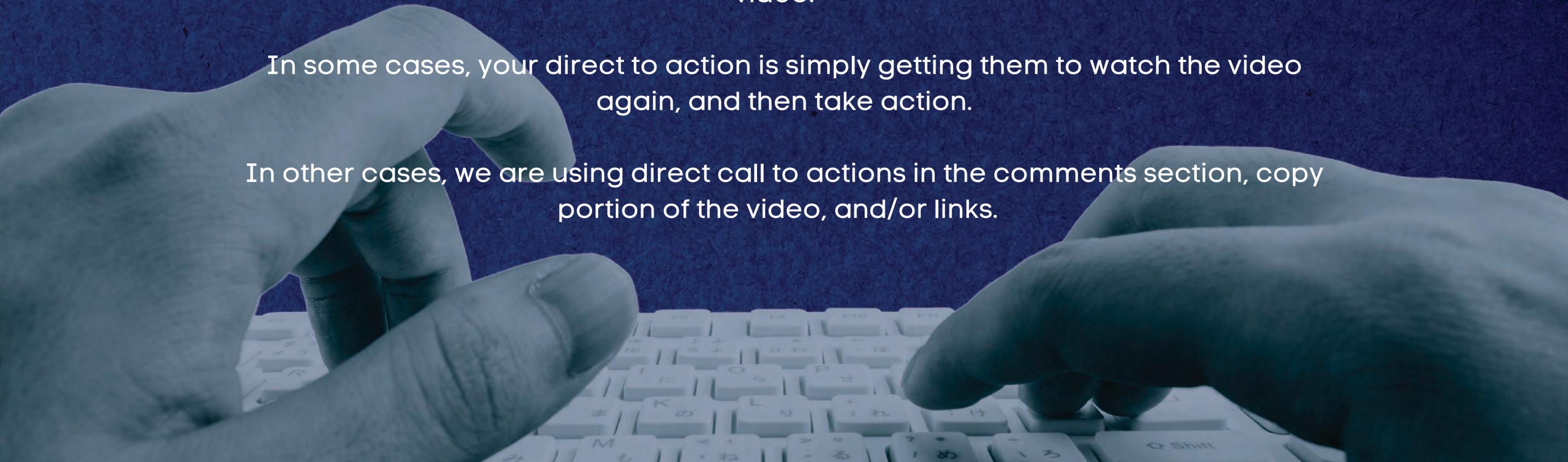
STEP 3: DIRECT TO ACTION

Notice I said, **“Direct to Action”** NOT “Call to action”.

This is because we are not always using a direct (Spoken) call to action in every video.

In some cases, your direct to action is simply getting them to watch the video again, and then take action.

In other cases, we are using direct call to actions in the comments section, copy portion of the video, and/or links.



HERE ARE SEVERAL DIRECT TO ACTION EXAMPLES

① VIDEO RE-WATCH

Creating an open loop video where the action is to get them to view the video again, and again, and again.

We do this by eliminating a start, middle, and end of a video and so the viewer is unclear of when the video starts and when it ends, therefore keeping it playing for longer than the original length of the video.

② DIRECT TO ACTION IN THE COMMENTS

Great for LinkedIn! Here you would drop a couple of these in the comment section of your own post.

Examples include but are not limited to.....

- Register for live events
- Sign ups
- Offer pages
- Links to other social channels
- Websites/Landing pages

③ DIRECT TO ACTION IN THE VIDEO

At the end of the video we direct the audience to take a clear and simple action.

- Like and follow for more tips like this!
- Share this post with someone who needs to hear this!
- Check out my link to snatch up my free XYZ(Free or low ticket offer)
- Drop your thoughts in the comments, what do you think about XYZ
- Don't forget to hit that subscribe/follow button so you don't miss the next video like this!

3 **TURN YOUR CONNECTIONS INTO CLIENTS (SOCIAL SELLING)**

Before you go trying to find new connections and clients, do this first!

Start with your warm leads! (If you've been posting content. If not, go ahead and skip to the next section)

FOLLOW THIS PROCESS...

 **WARM LEADS** 

STEP 1: Search for your target audience in the comments/reactions of your own posts (Get an operating rhythm down)

These are future clients that have already raised their hands and said "I like you and/or what you are putting out!"

STEP 2: Send them a connection request if you are not already connected w/ them

- Say, "(Name) Thank you so much for checking out my post yesterday about_____. Really glad you got value from it and I appreciate the support! Hoping to connect and support you as well!"

*No need to go any further at this point, you'll want to make sure they accept your connection request before you make your first real move.

* You'll notice everything we do is from a SUPPORTER standpoint NOT a SALESY standpoint.

STEP 3: If you are already connected with them or they accept your connection request, then you'll send them a direct message (DM) using the following structure...

THE DM STRUCTURE

- 1** Use VIDEO! Video DMs convert almost twice as well as text or audio! (Can be done in the LinkedIn app itself, no additional software needed)
- 2** Smile and be yourself! Seems simple, but it makes a BIG difference.
- 3** Reference how you began your interaction, let them know that you're glad to be connected officially, thank them for the support.
- 4** Offer to show support back with a "low commitment, yet high value "Trust/Cred builder" (Examples: Free advice/review, training, etc.)
- 5** Subtle CTA, and thank them again.

»STEP 4: If/When they take you up on that "High Value, low commitment offer"...

THEN you send your calendar link and book the call! You have permission at the point!



OK, NOW WE ARE MOVING ON TO THE **MAGICAL SOCIAL SELLING TOOL THAT LINKEDIN CALLS..... SALES NAVIGATOR!**

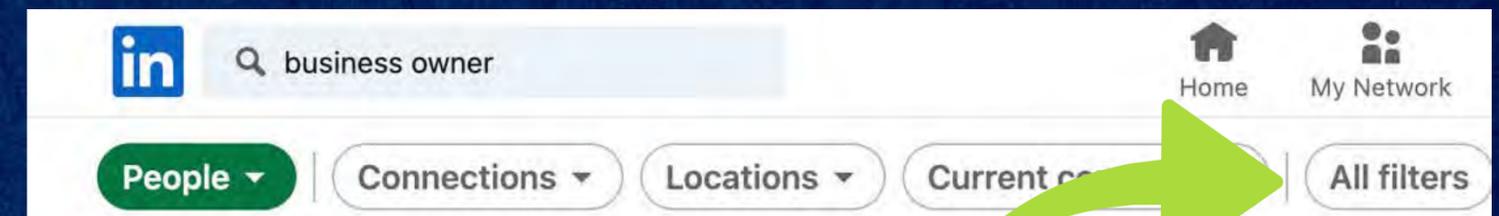
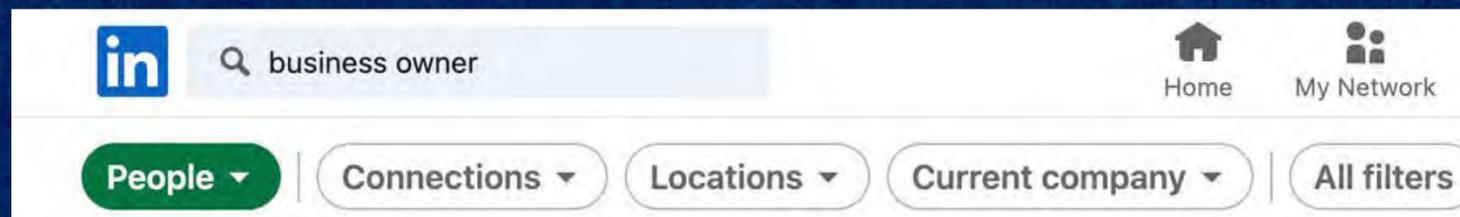
It's around **79/month** but if you want to be able to find your EXACT target client, engage with their content, and book meetings consistently without the sleazy sales pitching, it's worth 100x that!

You do **NOT need this to get results**, but I highly recommend it for best results.

Before we dive into that, let me show you how to locate your ideal clients in traditional LinkedIn.

Go to the search bar up top and type a hashtag, keyword, job title, etc. Choose "All filters" to open this up

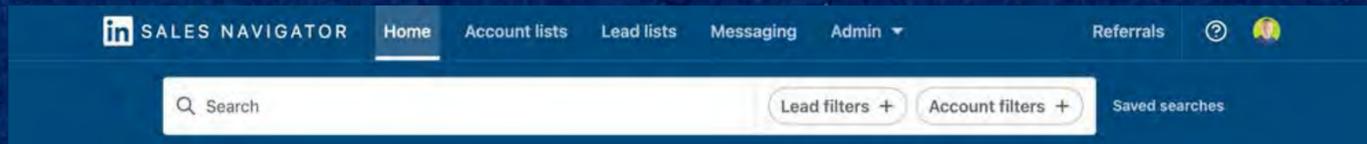
Then you can use the "**All filters button**" to narrow in on your search if looking for a specific client profile (Not nearly as many options as what I'm about to show you in Sales Navigator but it's a start



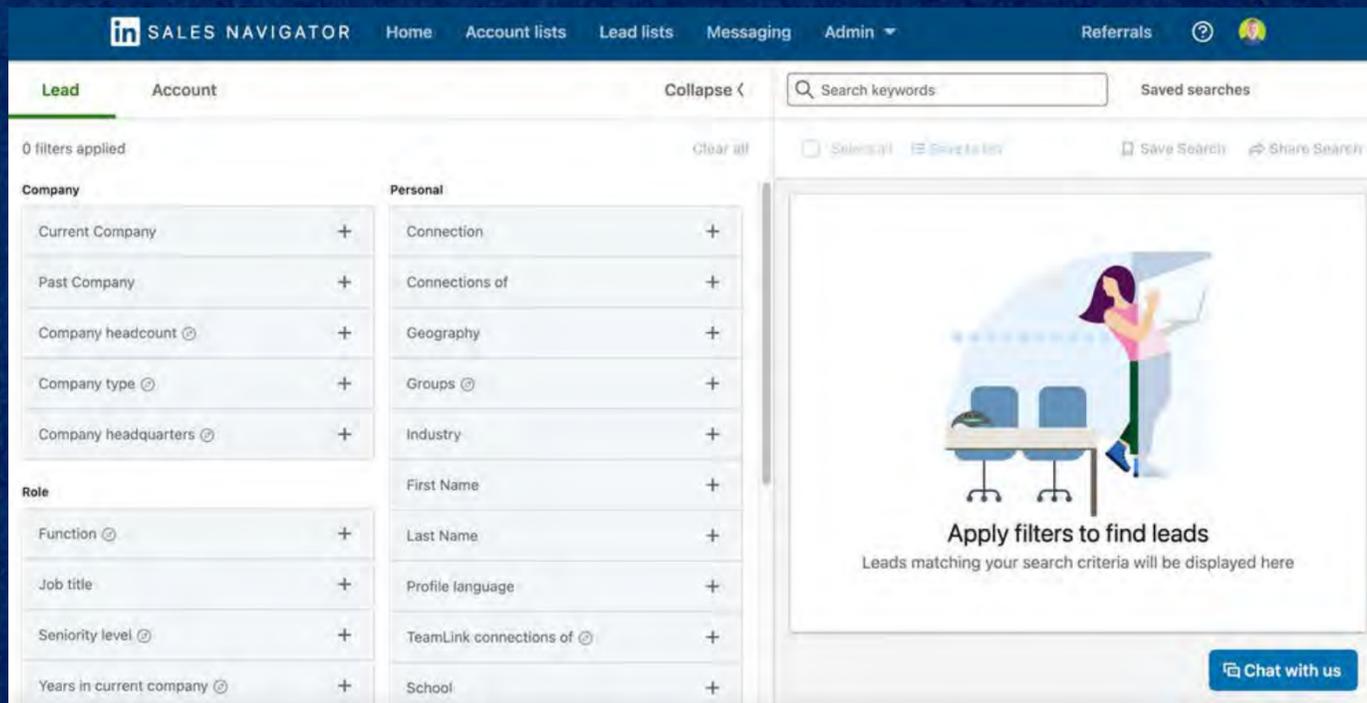
***NOW LET'S DIVE INTO THE REAL MONEY MAKING,
SUPER SELLING MACHINE WHICH IS
SALES NAVIGATOR!***



At the very top you'll see this bar. To search for PEOPLE, click "Lead filters". To search for companies, click "Account filters"



Once you open this up, the options to search are almost ad campaign like. They are basically endless!

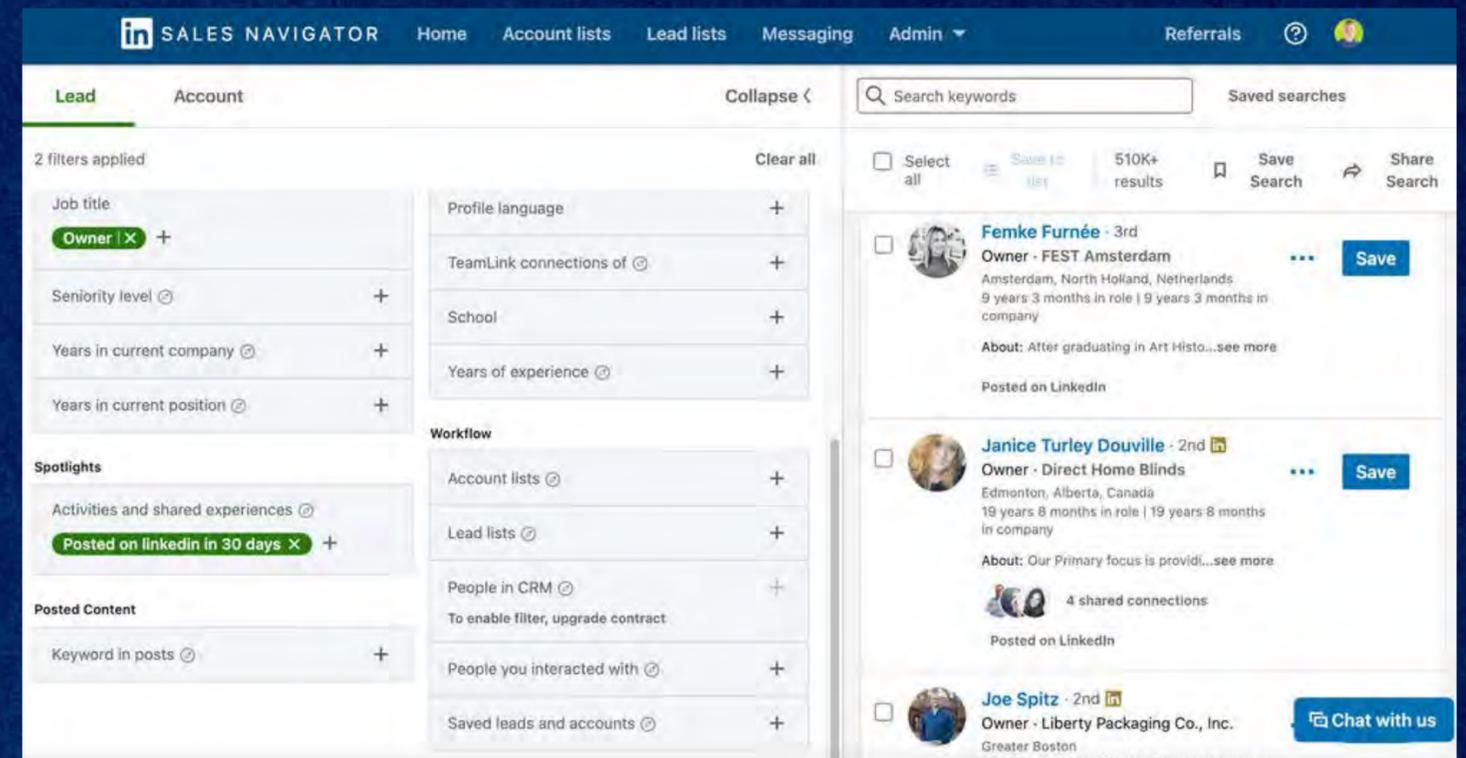


Use the filters to narrow in on exactly who you want to reach and engage with (Your dream clients!)

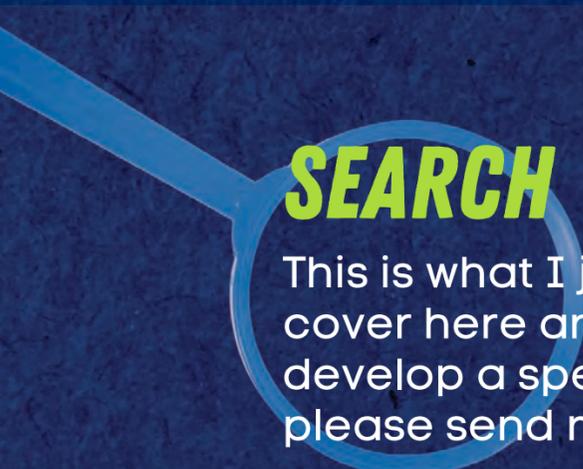
BONUS TIP!

Use the "Spotlight" search option to search for ONLY users who have "Posted content in the last 30 days" This is a game changer! And it will ensure you only target active users on here who are posting content

Your results will start to show up to the left like this

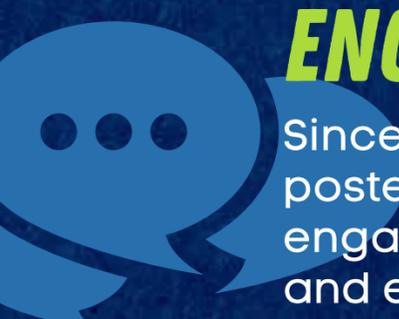


ONCE YOU START YOUR SEARCH, YOU'LL WANT TO FOLLOW THIS **SIMPLE FRAMEWORK TO CONVERT NEW CONNECTIONS INTO MEETINGS (AND EVENTUALLY CLIENTS)**



SEARCH

This is what I just showed you. And there's a TON more to cover here and so if you'd like to work with me 1:1 to develop a specific strategy, scripts, etc. for your business, please send me a message or email.



ENGAGE

Since you are targeting only people who have recently posted content, you can now go to their page and engage with their content! This will warm them up to you and everyone likes when people support their content.

CONNECT



Once you have engaged with their content (For some larger sales you may want to do this a few times) then you can send a connection request referencing the post you saw and commented on, and that you'd like to connect and support them more (NO PITCHING HERE!)

MESSAGE



Once they accept, you can send them a video DM (60 seconds or less) and follow a similar format as the one I listed earlier.



**Thank you and if this was helpful, please
tell other creators and entrepreneurs
about it!**

**And if you'd like to work with me 1:1,
reach out now!**

**DM me on LinkedIn/TikTok
Or send me an email at
asheridan@impaxs.com**

