Sami: Hey, Sami here with Career Kickstart Academy for LinkedIn Mastery for Solopreneurs. Now in this video, we are going to talk about your LinkedIn goals, and how you can truly understand them. You need to know the 'who, what and why' to be able to resonate with your ideal connections, and know how to create your LinkedIn funnel, understanding your objectives and understanding the people that you want to serve, you want to sell to you want to connect with.

Sami: Understanding them is going to be one of the most important things that you can do in your business, because that is going to be the difference between writing a profile, and creating a funnel that is going to resonate. If you know your people, you know what they need, you know what the solutions that they have been craving. If you know that, then you can set up a logical funnel sequence to get them to you. Yeah, and you'll also know how to speak their language and how to write a profile that's really going to call out to them.

Sami: That doesn't mean that your goal is going to be set in stone. LinkedIn goals should be specific, but they can and should evolve. In fact, you can think about your LinkedIn with two goals, a long-term goal and a short-term goal. When you have a long and short-term goal, that allows you to think about the long-term of your account. You can think about, okay, the main point of why, let's say a web developer might have an account is to showcase their portfolio pieces. And then their short-term goal can be finding specific clients, it could be getting an open source project out there, getting equity. Their content and their profile might change with that short-term goal, but they still have the guidance of, okay, they still need to show off their portfolio. When you have a long-term and a short-term goal, that gives you some ideas of what to do even between campaigns, so you don't always have to feel like you have to be doing something at LinkedIn.

Sami: If you keep in mind that your profile and content should be aligned with those goals and consistent in your topics, there are some platforms where you can really showcase your whole life, you can do a lot of different things. You can be very multi-passionate. LinkedIn is going to be a place that's going to reward you for posting and creating in a certain vertical. For instance, a corporate burnout coach for women seeking empowerment, they're going to want to stay to burnout, corporate life, self-care, those sorts of things. That's where they're going to go. If they go off topic randomly for too long, then they're going to lose that focus, and you and you really want to maintain your expertise in your niche.

Sami: That's where it's really helpful to have a long-term goal because, even if you have a couple of different cycles and campaigns, there's still the consistency. But that doesn't mean that you can't evolve and change on LinkedIn, it just means that it's not a place where you need to be random. You also aren't rewarded by posting more often. In fact, LinkedIn will mark your post as spam if you go over a certain mark, between like eight or 10 vote a day, they start hiding you, so you don't need to go the extra mile that you have to on some platforms to create content.

Sami: Going back to LinkedIn goals, let's talk about some examples of LinkedIn goals. One of those is connecting with bookstore and cafe owners to promote and get booked for upcoming book tour. Utilize LinkedIn to really get yourself onto bookshelves, to get yourself signing books. That can be one LinkedIn goal. Another one could be for a life coaching brand. They could be increasing their visibility and getting more discovery calls through a content marketing plan, often using content they've already posted somewhere else. Another LinkedIn goal could be connecting with local boutique owners to offer fashionable web design packages. You can use this as a place to take online connections offline, so you can make and cultivate those long-term clients.

Sami: When you're thinking about your goals, you can pause the recording, maybe jot down some things to come that come to mind, because the more you can really refine what your goal is, the better off you're going to be when you are writing your profile and thinking of how your funnel is going to play out. These are the five questions that you need to ask yourself to create a profile and content that attracts your ideal client.

Sami: One. You have to think about the outcome that you want from connecting with your ideal connections on LinkedIn. What do you want from them connecting with you from senior content, from going to your profile? What is your end game? You need to know your outcome because that will determine who your ideal connection is. Your ideal connection as we saw with the example of goals, can be a number of different people, ideal customers, potential business partners, others in your industry, venue owners, et cetera. I if you know your outcome, you can then figure out who should be the person that you're calling out to. LinkedIn is that you're going to identify your ideal connections and your ideal clients in a way that you might not be used to, if you have been taking a lot of LinkedIn marketing courses. Forget the worksheets about your ideal customers and avatars. Like like a favorite TV show. You don't need to know that they have all the Sex and the City DVDs. That's not something that is really important here.

Sami: How you define it on LinkedIn is that you're using connections, keywords, locations, current companies, past companies, industries, language, interest, and schools. With key words you can search by people's job titles, skill sets, there's a lot of search engine optimization that is baked into LinkedIn. That's how people find each other, that's how you optimize your profile. You're thinking of people in key words. Think about your ideal connection. Keep that in mind because the ultimate goal is finding them, and having them be able to find you. That's why you have to think about what you can offer your ideal connections. And you got to think about their pain points, because you're going to need to address them in your summary, and your funnel also needs to really take them on a journey to solve that problem.

Sami: The next thing you need to know is what you want them to feel as they read your summary. If you are somebody who's like a bookkeeper, then you want people to feel secure, if a coach you want them to feel empowered, so how do you want those ideal connections to feel? Then of course, you need to know for just your goals, for your understanding of LinkedIn, for your funnel, you need to know what is the next step for a potential client for them to continue a business relationship with you after connecting on LinkedIn. This is an overlooked question because people often don't have a plan for welcoming those new connections. You can think about your goal. If your aim is to get people to notice your profile and your content so they're going to book a discovery call with you, if you want them to empathize with you as a coach, then you're going to maybe want to send individual connection messages when peopLe connect with you. You might want to do a post where you tag all your new connections and thank them for connecting with you. You might want to reach out on their page.

Sami: You're going to want to think about that next step, because that is that is your first step in your onboarding process step. Because if you're someone who might not be able to devote that much time to LinkedIn, then you're going to have to think about how that adjusts your goals. If you listen to what I just said, and you thought, "Oh gosh, that's a lot of time," then you might need to think about how you can use your content to draw people in, if you're not going to take an active role.

Sami: You're going to have to think about these things, about not just who your ideal connection is, not just what you're going to offer them, not just how they feel, but the practical steps of the journey that you're going to take them on, because that's how you're going to build your funnel, is knowing each step of the process for them from the beginning of them just becoming aware of you and your brand, to the end result of them working with you. When you're thinking about these questions, oftentimes solopreneurs have thought about these questions many times.

Sami: For some of you it will be easy, some of you it will be a nice refresher, some of you who might be newer to business, this is going to be the most challenging module, the most challenging video of the entire LinkedIn Mastery for Solopreneurs course, because thinking about your goals and what you really want, that is the foundation for everything that you're going to do, and it's the part that most people skip over. I really encourage you to brainstorm, to journal, to think about these questions, because that is going to give you so much more insight into what you should do, and also really save you time in the long run when you are building your business on LinkedIn.

Sami: To give you a little cheat sheet on how you can write up your LinkedIn goals and objectives, y you can use these five sentences as a bit of a template. Write out my entry level mailing opt in or offer is, whatever it is. My area of expertise on LinkedIn is, so that's where you're going to define how you're going to present yourself, even if you're like an all around empire creating business coach on Facebook.

Sami: Maybe on LinkedIn you might focus on your Facebook brand strategies or your copywriting or something like that. So think about what your area of expertise on LinkedIn is. The next one is my long-term goal is? And then my short-term goal is? And my ideal LinkedIn connection is? And then you go through and you write from there. I like having a good summary like this because then you can keep it in your business journal or in your Evernote, and you kind of have a guiding light on what you're really doing on LinkedIn, what you're going towards.

Sami: I find that a lot of times when people don't make a LinkedIn goal, they kind of meander around, they post a little bit, they don't have a focus so they get kind of annoyed if maybe things don't just happen for them. Make sure that you do have your objectives and your goals because that's going to make it so much easier for you to successfully implement.

Sami: Thank you for listening. And that is the end of the Understanding Your LinkedIn Goals. Keep in mind, you might need to watch this a time or two so you can really think about your goals, and journal out exactly what you want from LinkedIn.