

Michelle Eshkeri's 8 Week LinkedIn Lead Generation Strategy

Stay Sane, Get Seen!

My Standard and Executive 8 week LinkedIn Library lead generation programmes are a blend of done-for-you lead generation content, network building strategy and writing coaching for time-poor, service-based business owners who aren't generating leads from LinkedIn at the moment, and would like to change that in the next few weeks.

It doesn't particularly matter what your service or product is; the most important thing is that you are brilliant at what you do for your clients and, of course, that your ideal clients are on LinkedIn themselves.

You currently spend far too long trying to come up with ideas for your LinkedIn content or you have loads of ideas, but then there's the writing of it to contend with. You draft and redraft content over and over - and you still don't end up posting it half the time. You want more free time each day which you can then spend working with clients - or you simply just want more time for your personal life.

By working with me, you're likely to make your investment back in full before the end of the programme - if not sooner. My LinkedIn lead generation strategy is proven and verified, and I am an expert content creator and copywriter who will be able to grasp your tone, personality and voice quickly and accurately. I will ensure that your brand quickly adopts the 'know, like and trust' factor so that your ideal clients are compelled to reach out to work with you after reading just a few of your posts and noticing you on the platform.

You could be a great fit for this programme if you:

- Know that your ideal client is likely to be hanging out on LinkedIn
- You know what you want to say but you don't know how to get it out there into the big wide world of LinkedIn
- You view your service as high ticket or high value (rather than low cost or budget)
- You work in a field that uses lots of jargon and you find it hard to connect to your dream client without sounding overly technical
- You are nervous about outsourcing your content writing because 'How on earth can someone else write so it sounds like me?'
- You are SO over being frustrated that you can do a great job for your dream client but they don't seem to realise this

This programme is not for you if you're unwilling to show your human, personal side on LinkedIn, or you take yourself too seriously and have zero sense of humour!

Here's how the programmes work...

WEEK 1: Getting a kick-ass LinkedIn profile

We'll start off with a deep dive Zoom session in which I interview you. This is your opportunity to tell me everything about you, your background, your services, your dream client and lots of other essential elements that will feed into your LinkedIn Headline and 'About' sections. I'll send you the interview questions in advance so you can think about your answers - no stage fright allowed! I will record this session so we can both refer back to it if necessary.

Within 48hrs of the call, I'll send you the copy for your shiny new LinkedIn 'About' section specifically targeting your dream client with your perfect offer, and I'll give you two headlines to choose from. Edits will of course be included at this stage if required.

WEEK 2: How to find and be accepted by your ideal clients on LinkedIn

Now you've got your profile and content optimised to attract your dream clients, our focus will now move to finding them and bringing them into your world.

During a one hour Zoom training session, you'll learn the simple strategy I use for getting my dream clients to request to connect with me, rather than me asking them. It takes a little longer, but it has a much higher success rate when it comes to lead generation. It's super important when you are laser-focused on that ideal client that they think it's their idea to connect because THEY want YOU in THEIR network.

I'll also show you how you can optimise your profile, search for the right people and the appropriate use of direct messaging. During this week, you'll keep a 'scorecard' of how your find and connect efforts are working.

WEEK 3: Writing your LinkedIn posts and articles (part 1)

We'll have another Zoom session in which we work together to identify the content that will reel in your dream clients. You are knowledge-rich but time-poor, so this is your opportunity to list all the topics you've wanted to post about FOR AGES, but never quite got round to writing.

Once we've discussed topics and key messages, you'll sit back (but don't get too comfy - you'll be doing some work soon 😊) and wait for me to deliver the first draft of your content within 5 working days.

I'll create a posting schedule that is easy for you to implement, so all you need to do is copy, paste and post!

WEEK 4: Writing your LinkedIn posts and articles (part 2)

Next, we will have another content planning call in which we'll identify the remaining posts and articles you need to engage your clients and get them signing on the dotted line. Whilst I'm busy setting my keyboard on fire writing your content, you'll continue to add connections, post your content and engage with your network.

Within a few days of our call, you'll have your second set of content to review and, when happy with them, post them using your posting schedule. Simple, right?

WEEK 5: How to write posts that resonate with your dream clients

This week, we'll have a session looking at 3 key copywriting techniques that you can use on your Sales Call-to-Action posts which will help you generate more highly qualified leads into your inbox.

WEEK 6-8 : Implementation and accountability

Now you're confidently posting your content, engaging with your network, and dealing with those interested clients messaging you, we will have a 30-minute Zoom session each week to make sure you're on track.

During these calls, I will be holding you accountable, and making sure you are implementing everything we've discussed. We will also have the opportunity to delve into your own written content and help you improve your posts for the future.

Note that you will also have unlimited access to me via WhatsApp throughout the programme to ask me anything, at any time (Mon-Fri office hours - no-one needs to or should be working all weekend).

What's the investment?

£2,300 for Standard programme - 25 pieces of content

£3,500 for Executive programme - 45 pieces of content

I am confident that the RIGHT person for this programme who fully implements the network building, engagement and posting strategy will sign their first two high-ticket clients whilst working with me, which will see a 100% ROI before they've completed the programme. Your success depends on you following this process using the LinkedIn strategy and the posting schedule I suggest.

If you think this programme might be the piece of the puzzle you've been missing, then just DM me on LinkedIn or email michelle@eshkeri.co.uk so we can chat and see if we are a good fit. If we are, I can sign you up immediately!