



‘Set it and Forget it’ Business Development – Strategies for Rainmakers

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For – DC Bar Association

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A woman with short, wavy blonde hair and black-rimmed glasses is the central focus. She has a thoughtful or slightly skeptical expression, looking upwards and to the left. She is wearing a dark blue top and a necklace. The background is a blurred crowd of people in a professional setting, possibly a conference or networking event. The lighting is soft and indoor.

Why are you on LinkedIn?

Thank you!!!

Paulina Proper
and the
DC Bar!



DISTRICT
TRADEMA[®]K

DCBAR

“I never get
business
from LinkedIn.”



A network diagram with human figures as nodes connected by lines. The background is a dark gray color. Numerous white, stylized human figures are scattered across the frame, each standing on a small white circular base. These figures are interconnected by a complex web of thin, light gray lines, representing a network. The overall composition is centered around the text.

How Big Is Your Network?

A pair of dark blue binoculars with red accents is resting on a light-colored wooden surface. The background is a soft, out-of-focus landscape. The text "Google Search" is overlaid in the center in a white, outlined font.

Google Search



52% of ALL social traffic to websites is from LinkedIn



94% of ALL Attorney
Referrals



12 – 22
touches



Visibility + Value + Consistency =

Influence




Thought Leaders are sought after

They don't have to hunt

Things to Think about -

1. *is your Profile sending prospects to your competition?*
2. OR – is it crystal clear what you do and who you serve?
3. Is your Profile Client-focused?
4. How strong is your “Above the Fold View”?
5. How recent are your recommendations?



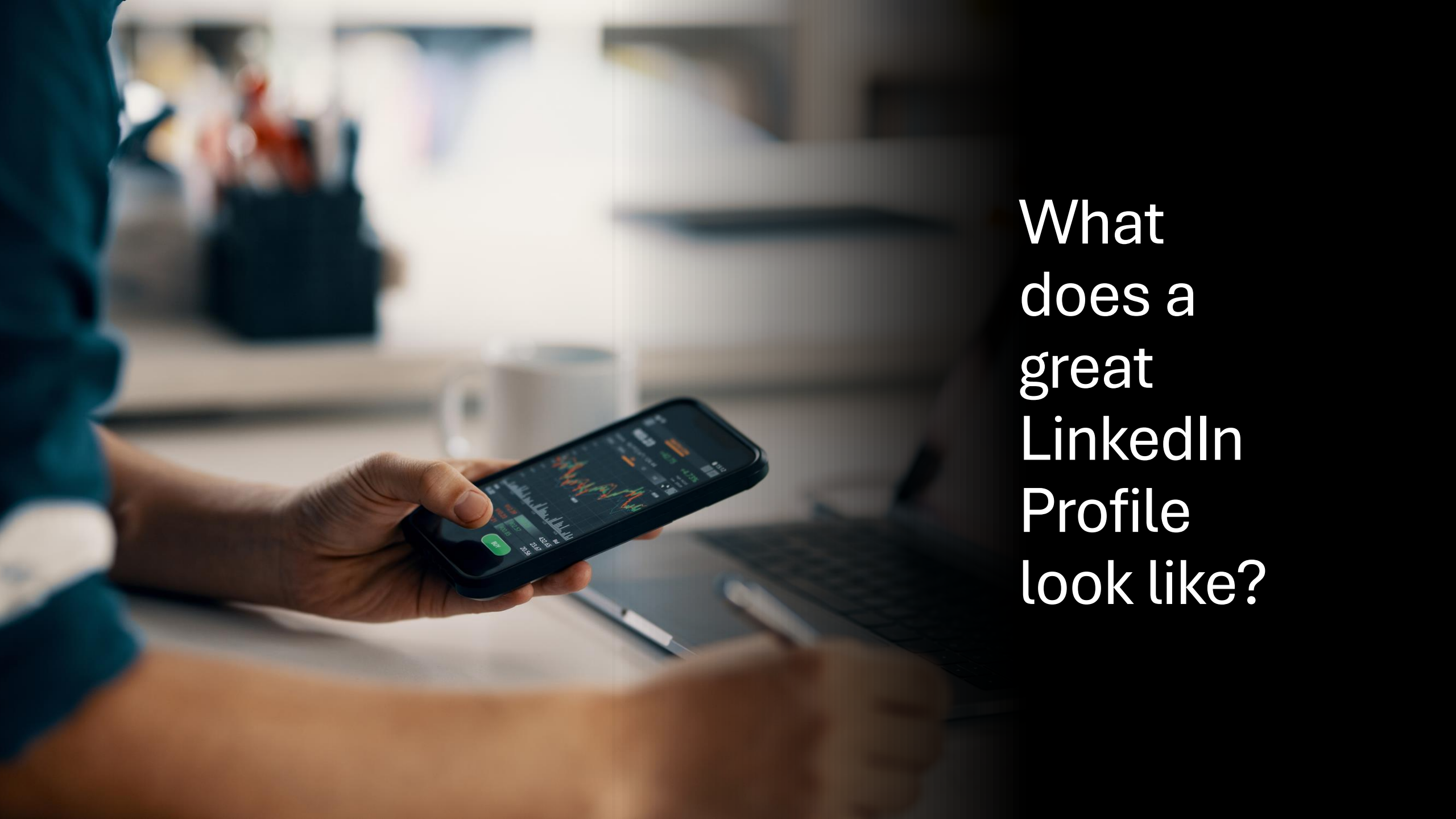


#1 Mistake of Sales Professionals

Differentiation


What is the #1
Converting Factor?

Clarity




What
does a
great
LinkedIn
Profile
look like?




Habib Bentaleb  · 1st

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De Fonte Law PC



Golden Gate University,
School of Law

What's your curb appeal on LinkedIn?



Above the Fold Goals – Your ‘Curb Appeal’

- Create Emotional Connection
- Clearly state who you serve
- What problem do you solve?
- Be friendly & approachable
- Client Focused



Headline

Best Practices

Who do you serve?

What problem do you solve?

What results do you bring?

Differentiation

Credibility

"Either write something worth reading
or do something worth writing."

~ Benjamin Franklin



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Richards, Watson & Gershon



Tulane University Law School


Top 3 'Set it & Forget It' Strategies



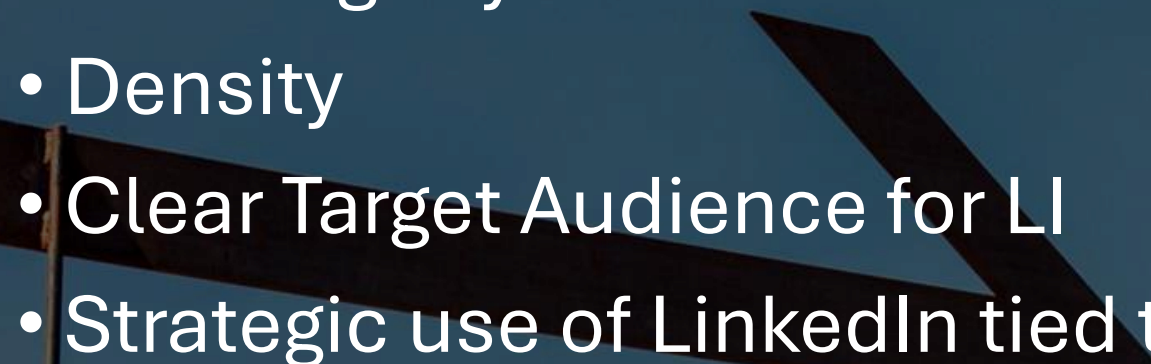
#1 – Curb Appeal



- You get 5 seconds to make an impression with your Above the Fold View
- Does it create emotional connection?
- Is it Client-Focused?
- Is it clear what you do?
- Who you serve?
- Do you appear credible and up to date?



#2 – Are you coming up in the right searches?

- Trending keywords in all the heavily weighed places
 - Density
 - Clear Target Audience for LI
 - Strategic use of LinkedIn tied to Business Objectives
- 

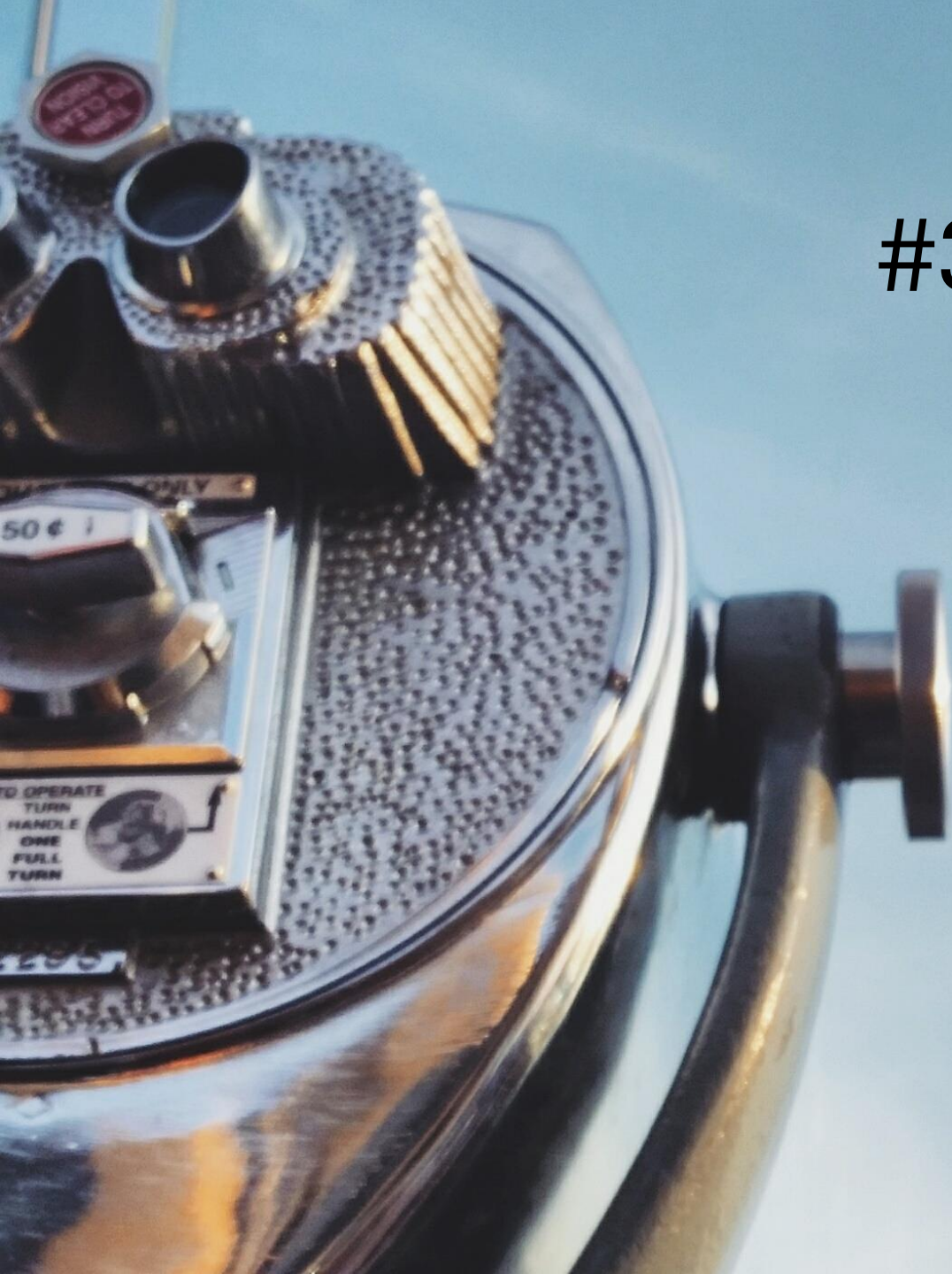


Example – IP Attorney

27,000

42

18



#3 - Visibility

How are you staying Top of Mind?

- Content Strategy
- Outreach
- Event Promotion
- Commenting on the content of others
- Articles / Newsletter
- Video & LinkedIn Lives

A shark is shown swimming underwater, viewed from a low angle looking up. The shark's body is dark and sleek, with a prominent dorsal fin. It is surrounded by a large, turbulent plume of white water and bubbles, suggesting it has just surfaced or is moving rapidly. The background is a deep, dark blue, with some light rays filtering through the water. Two lines of white text are overlaid on the image: "Deeper Dive" in the upper left and "Sharing Content" in the lower left.

Deeper Dive

Sharing Content

72





12 – 22
touches





Content Strategy is not the fast lane



Algorithms

How do they work?

- FIRST – they read your **Profile**
- Is your profile **complete?** Empty sections hurt you
- **Keywords** – frequency (About section, skills, services, posts, articles, etc)
- **“Density”** – featured section, video, podcasts...
- **Consistency**
- **Engagement**
- **Quality** of your Network





Stopping the scroll



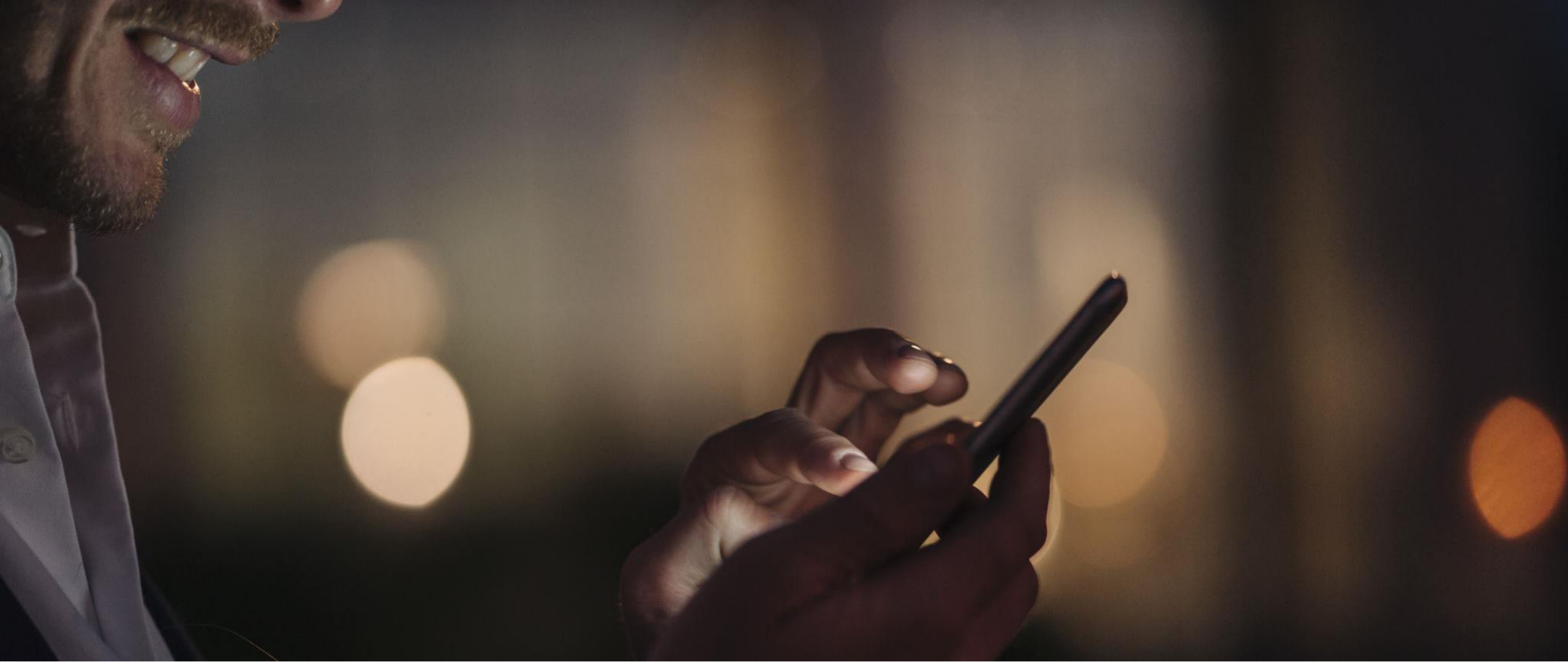
Start with a Hook

- ✓ Headline
- ✓ Statistic
- ✓ Question
- ✓ Bold Statement
- ✓ Name your Audience
- ✓ Name your Topic
- ✓ Quote

Don't forget to add the Value

- Only 1 point per post
- CTA (Call to Action)
- Keywords
- Emojis
- Data
- Show, don't tell
- Lots of white space





What to share

Easy Ideas

- How-to
- FAQs
- Client Success Stories
- Personal
- Inspiration
- Blogs
- Company Updates
- Guest podcasts






Time Factor

- Curb Appeal & Optimization – EASY
very little time invested Great ROI
- Top of Mind Strategy is the LONG
game



Minimalism

- Once a week
- Quality Content
- Engagement

A close-up photograph of a person's hands using a white card reader on a wooden table. The card reader has a small screen and a keypad. A credit card is being inserted into the slot. The background is blurred, showing a white object and a blue light source.

LinkedIn is NOT
a Direct
Conversion
Tool

A gift wrapped in light beige paper with a large red ribbon bow. The gift is positioned diagonally across the frame. The background is a solid, muted red color.

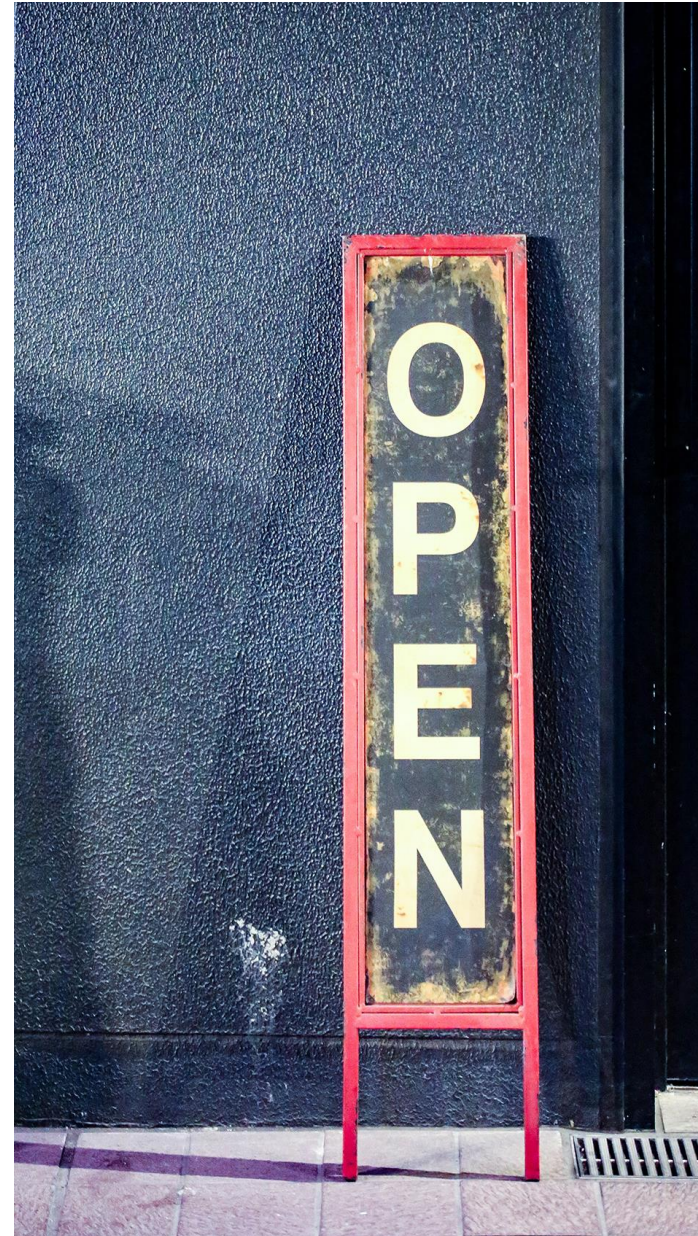
LinkedIn Works

A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a dark blue suit jacket, and the person on the right is wearing a white shirt. The background is blurred, showing an office environment with a plant on the left and a person in a white shirt in the background.

How?

1. Relationship Building
2. Staying Top of Mind
3. Educating
4. Credibility
5. Value add
6. Being a Giver

I've built my
entire
business
without a
website



Thank you!
Connect
with me
on LinkedIn!





Would you like to learn more?

- Follow me on LinkedIn
- Sign up for my Newsletter
- Schedule a 30-minute session from my LinkedIn Profile
- Subscribe to my YouTube Channel
- Ask me about the LinkedIn Biz Dev Masterclass