How to Utilize LinkedIn Strategically to Reach Your Ideal Clients

ata American Translators Association
The Voice of Interpreters and Translators

Webinar by

Madalena Sánchez Zampaulo

In this webinar, you will learn:

- How to revise your profile to get picked up in search results

- How to connect with more of your ideal clients

- How your ATA Directory and LinkedIn profiles can complement each other

- How to demonstrate your expertise and promote your business

- How to effectively network with potential clients

A note before we dive in...

Everything I will show you
today is available with the
free version of LinkedIn.

LinkedIn is the world's largest
Customer Relationship Management (CRM)
tool available and an extremely powerful
search engine that also gets picked up by
other search engines like Google.

It is *powerful* when used strategically.

Why is LinkedIn different from other social media platforms?

It's much more than just a place to connect
with colleagues and other professionals.

Why is LinkedIn different from other social media platforms?

LinkedIn is like a *massive* networking event. People are there to grow their networks and their businesses.

It is an expectation of using the platform.

# *A long-term strategy that works*

LinkedIn helps you:

- Build credibility
- Reach people you might normally not have the ability to reach
- Learn about other professionals and allow them to learn about you to see if there is a potential business relationship worth pursuing

A long-term strategy that works

- It is one of the first places people go to look for professionals.
- LinkedIn should also lead people to your website and complement your directory profile listings.
- Your LinkedIn profile is almost always in the top 5 results when people search for your name + profession.
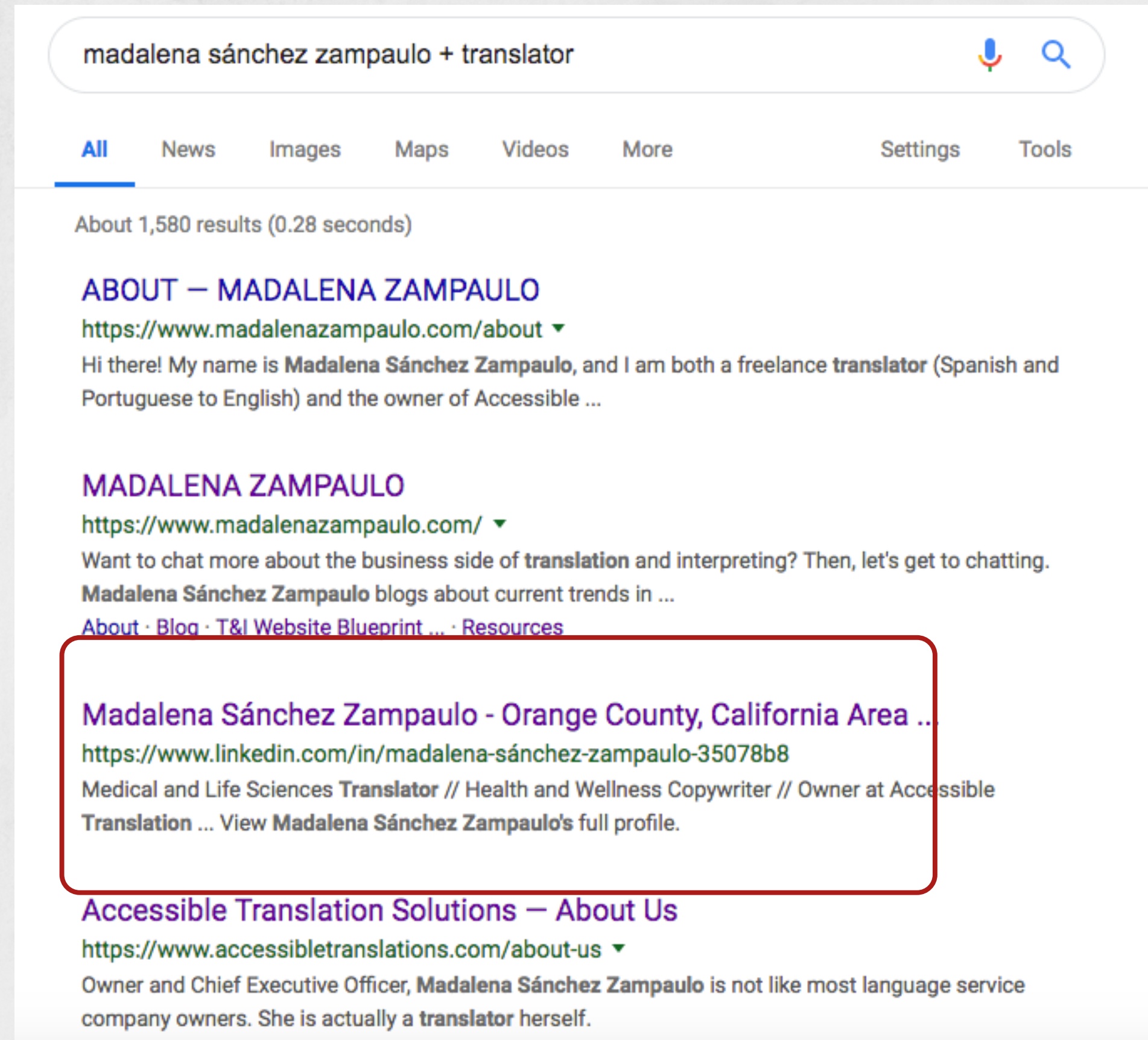
Understanding LinkedIn is key...

Building connections is important. The more quality connections, the better (aim for least 200 or more).

Once you connect with someone, you are *automatically* connected to their network.

Understanding LinkedIn

1st-level Connections:

- Full visibility of their profile
- Can see their connections
- Can see updates about them and their activity on the platform
- Can send them inMail

Message

Understanding LinkedIn

2nd-level Connections:

- Full visibility of their profile
- Cannot see their connections
- Can connect with them fairly easily
- They can also see the same parts of your profile (great for inbound marketing)
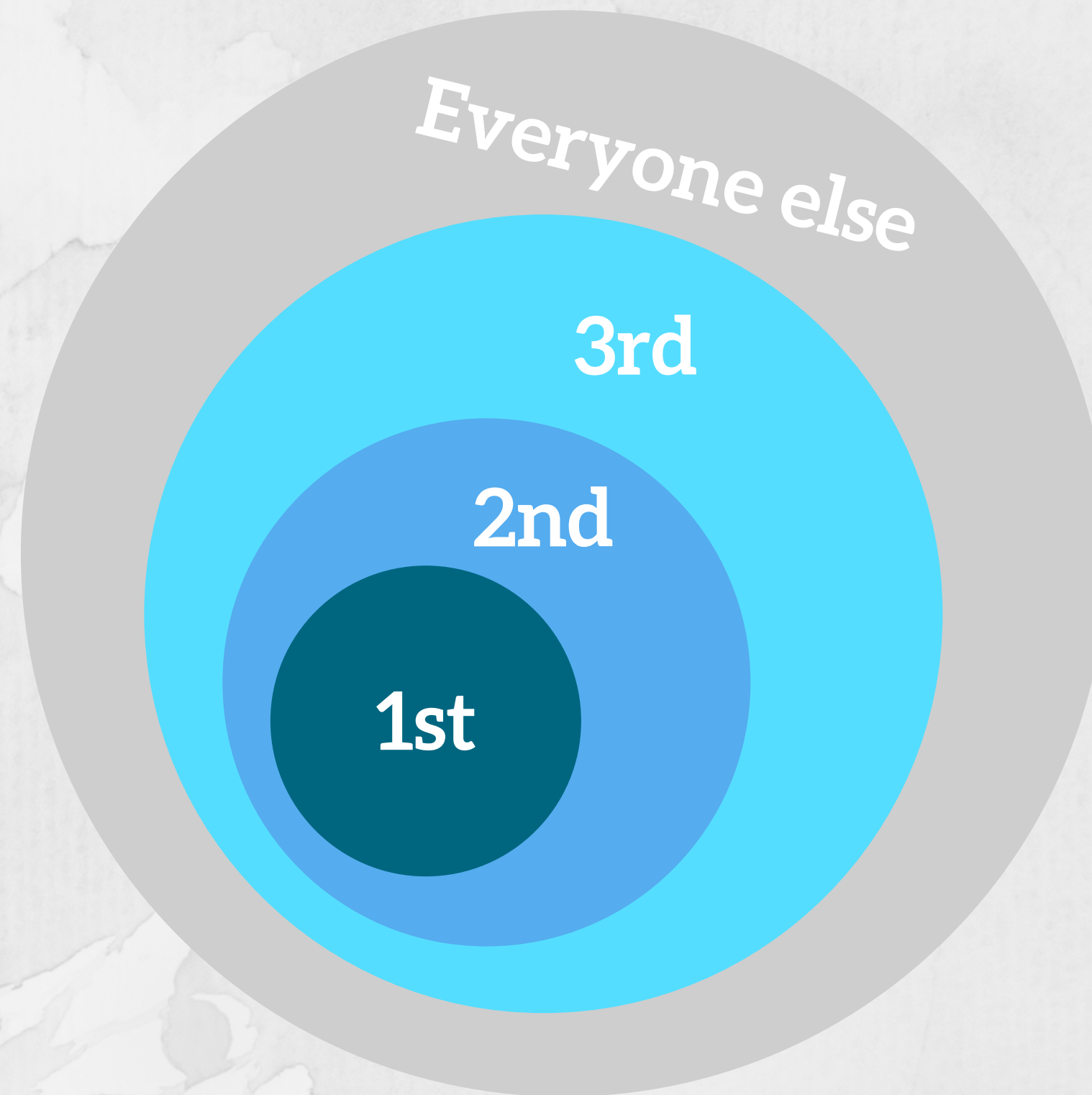
Connect

Understanding LinkedIn

3rd-level Connections:

- Limited visibility of their profile
- Harder to connect, but not impossible

LinkedIn's reach

Everyone else

3rd

2nd

1st
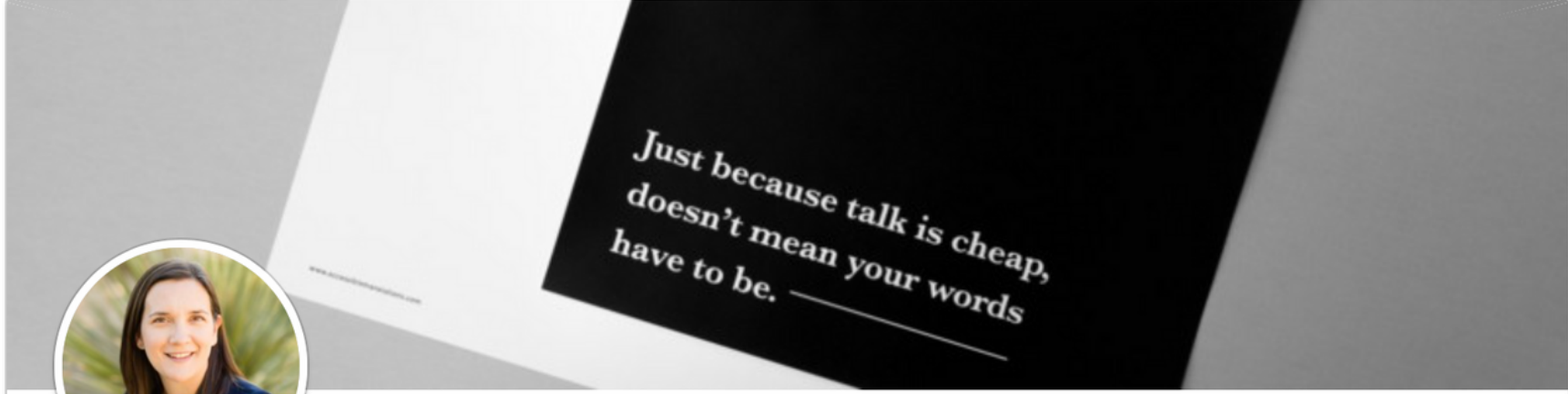
Your Connections' networks also build your network, and this creates the potential for *more* opportunities.

LinkedIn's reach (example)

Madalena Sánchez Zampaulo, MA, CT

Life Sciences Translator / Health & Wellness Copywriter / Owner, Accessible Translation Solutions / ATA President-Elect

Placentia, California · 500+ connections

Join to Connect

About

I work with medical and life sciences companies and research institutions by translating their Spanish- and Portuguese-language content to English. I also help health and wellness companies and publications write clear and persuasive marketing content.

Carla Rich • 1st

Research Coordinator at Kosair Charities Pediatric Clinical Research Unit, University of Louisville

Louisville, Kentucky Area

Message   **More...**

University of Louisville, Kosair Charities Pediatric...

University of Louisville

See contact info

See connections (40)

LinkedIn's reach (example)

Start with your profile

Start with your profile

Start with your profile

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Start with your profile

I work with medical and life sciences companies and research institutions by translating their Spanish- and Portuguese-language content to English. I also help health and wellness companies and publications write clear and persuasive marketing content. The world of medicine, health and wellne...

In the first three lines of your summary, tell readers of your profile:

- what you do
- who you help
- how you do it

Start with your profile

I work with medical and life sciences companies and research institutions by translating their Spanish- and Portuguese-language content to English. I also help health and wellness companies and publications write clear and persuasive marketing content. The world of medicine, health and wellne...

Use words you know your ideal prospects will be interested in.

in 🔍 Search

Start with your profile

I work with medical and life sciences companies and research institutions by translating their Spanish- and Portuguese-language content to English. I also help health and wellness companies and publications write clear and persuasive marketing content. The world of medicine, health and wellne...

Show more ⌄

The goal is to make your profile visitors want to click "Show more." Hook them from the start by putting the most important information above the fold and in the first three lines of your Summary.

Start with your profile

Madalena Sánchez Zampaulo, MA, CT

Life Sciences Translator / Health & Wellness Copywriter / Owner, Accessible Translation Solutions / ATA President...

Experience

ATS

Spanish- and Portuguese-to-English Freelance Translator / Health & Wellness Freelance Writer / Owner

Accessible Translation Solutions

May 2010 – Present · 10 yrs 1 mo

I help clients with sensitive medical content and pharmaceutical research by crafting professional translations that help them meet their goals. With 12 years of experience as a professional Spanish and Portuguese to English medical translator, I am well versed in researching and writing about health- and wellness-related topics and communicating the heart of your message in a way that your audience will appreciate and comprehend. I am also certified by the American Translators Association (ATA) for Portuguese to English translation.

Start with your profile

Other important parts of your profile:

- Articles
- Recommendations

Take action!

Update your LinkedIn Headline and Summary. Include keywords that your prospects might search for. Also update your Experience section. Talk *to* your prospects throughout your profile and not just about yourself.

Making connections – Identify your ideal clients

LinkedIn makes it very easy to home in on your ideal clients. This creates a great system of both inbound and outbound marketing if you nurture your connections and stay active.

Making connections – Identify your ideal clients

- What industries/fields do they work in?

- What positions do they have? Are they decision makers or not? What role do they play in the hiring process?

- What kind of services do they need from you?

Making connections – Identify your ideal clients

- What are you able to provide within these services that they might need translated or interpreted?

- Knowing what you know about your ideal clients, what are some ways they might look for you online (what words would they use)?

Making connections – Identify your ideal clients

It is important to know something about your target audience/persona.

Think about their job role/position, age range, size of their organization, interests.

Don't be too concerned if you don't know all of this at first. You will gain more insights about them the more you use LinkedIn!

Search and Boolean Search

With a free LinkedIn account, search options can be somewhat limited. But the search engine is still quite powerful!

Example:

"Executive Assistant" AND "Immigration Law"

Search and Boolean Search

Use search filters so that you can search for the people who fit your ideal client profile in the industry you wish to serve.
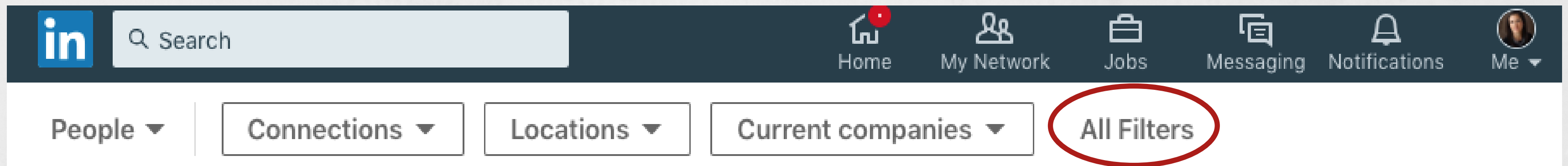
Making connections

When trying to connect with someone:

- Use the option called "Connect," not "InMail." The latter looks spammy to some people if you are not connected yet.

- Say something specific *about* your prospect so they know you have a sense of who they are/what they do.

Making connections

When trying to connect with someone:

- There are varying degrees of directness. Determine what fits best for the person you are connecting with before you hit "send."

- Remember that people are not logging in to check LinkedIn as often as they do other social networks, so make your messages and conversations count!

Making connections

Making connections

Madalena Sánchez Zampaulo, MA, CT • 8:05 AM

Good morning, Antonio. I've been following your work for Pew Research Institute related to the number of Hispanics who speak Spanish at home (being at an all-time high in late 2017). Reading one of your articles prompted me to reach out to you to you to connect. Hope you have a great week. ~Madalena

Making connections

MAR 1, 2019

Madalena Sánchez Zampaulo, MA, CT • 8:36 PM

Hi, Antonio!

Thanks for connecting here. I hope you have a wonderful weekend.

Warmly,
Madalena

FEB 28, 2019

...chez Zampaulo, MA, CT • 8:05 AM

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Making connections

Antonio Flores · 2:06 PM

Hello Madalena,

Excuse me for my late response, I have been traveling a lot lately. Thank you for the positive note. Please let me know if you ever need any data.

Best,
Tony

ampaulo, MA, CT · 8:36 PM

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· 8:05 AM

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Making connections

Madalena Sánchez Zampaulo, MA, CT • 3:19 PM

Hi, Tony!

I completely understand. My travel schedule is pretty hectic as well. I will definitely let you know. Thank you! And feel free to reach out if you all ever need any translation work, especially any related to medicine, health and wellness.

Have a great rest of the week!
Madalena

MAR 13, 2019

Flores • 2:06 PM

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Making connections

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MAR 14, 2019

Antonio Flores • 7:35 AM

Thank you

You too

…ez Zampaulo, MA, CT • 3:19 PM

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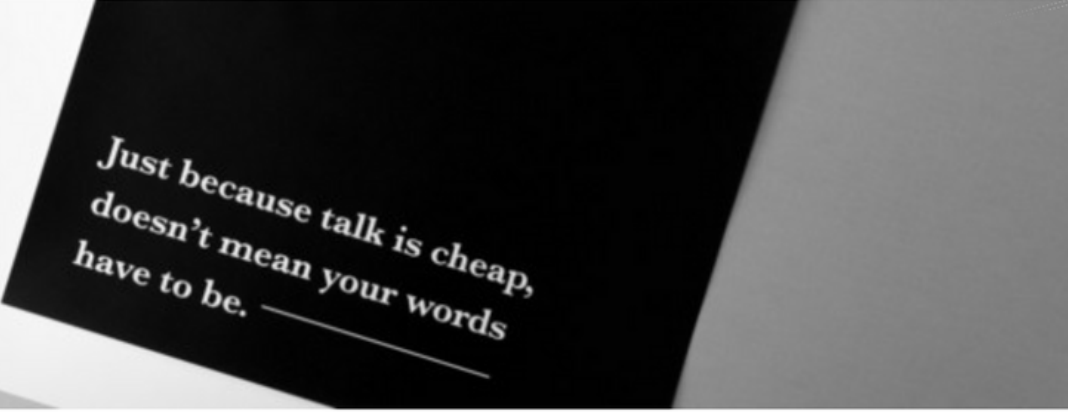
Cheers to a great week ahead!

Warmly,
Madalena

Complementary profiles

Madalena Sánchez Zampaulo, MA, CT

Life Sciences Translator / Health & Wellness Copywriter / Owner, Accessible Translation Solutions / ATA President-Elect

Placentia, California · 500+ connections

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About

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The Voice of Interpreters and Translators

Find a Translator or Interpreter

Search for:

Translator ⦿   Interpreter ⦿

Source Language
Target Language

Click here for advanced options »

Online Directories

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Online Directories Listing

Madalena Sánchez Zampaulo

Complementary profiles
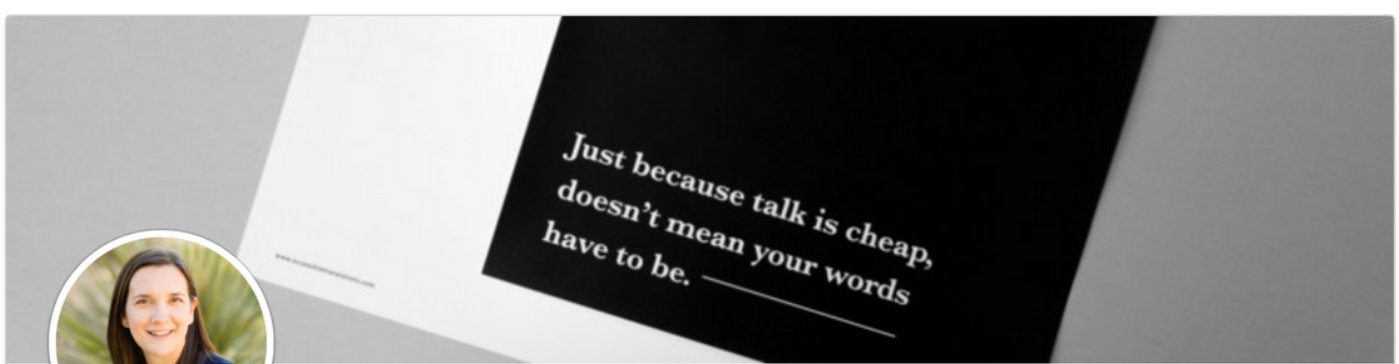
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ATA President-Elect

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and Portuguese-language content to English. I also help h
publications write clear and persuasive marketing content

Just because talk is cheap,
doesn't mean your words
have to be. ___

Madalena Sánchez Zampaulo

Online Directory Profile:

Translation Service(s):   Editing
Proofreading
Translating

Language Combinations: **Portuguese into English**
Spanish into English

Areas of Specialization:

Business
Travel & tourism
Marketing

Medicine
Pharmaceuticals
Health care
Nutrition

Social Sciences
Behavioral science
Education
Sociology

Complementary profiles

Other ways to make your profiles consistent/complementary:

- Include a link to your website
- Upload your résumé
- Make sure your language pair(s) and specialization(s) are consistent and reflect the work you *want* to attract
- Make sure your level of education and number of years of experience match
- Use the same headshot for both profiles

Complementary profiles

Other ways to make your profiles consistent/complementary:

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Proofreading
Translating

Language Combinations: **Portuguese into English**
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Education
Sociology

ata American Translators Association
The Voice of Interpreters and Translators

Online Directories

Complementary profiles

Other ways to make your profiles consistent/complementary:

American Translators Association
The Voice of Interpreters and Translators

Online Directories

What is the highest level of education you have completed? (select one)

associate
undergraduate
graduate
doctorate

Do you have a degree in translation or interpreting? ○ Yes ◉ No

Would you like to include your résumé in your directory profile?

- I would like my directory profile to link to my résumé at the following URL: (eg: http://www.atanet.org/)

- I would like to upload my résumé to my directory profile as a PDF, MS Word, or HTML file.
  Resume File: No Resume Uploaded
  Choose File | No file chosen

Would you like to include your photo in your directory profile?
Photo File: Resume File: MSZ_Headshot_2019.jpg [remove]
Replace file:

Choose File | No file chosen

Demonstrate expertise and build credibility

- Include a link to your ATA Directory profile.

- Share your Individual Member logo or CT seal.

- Share links to articles you've written.

Featured

Showcase your work by featuring your best posts, documents, media, and websites.
Add featured ✕

Posts
Show content posted to LinkedIn ⊕

Articles
Show articles published on LinkedIn ⊕

Links
Show links to web content ⊕

Media
Upload photos, documents, and presentations ⊕

☆ All Star

86
Search appearances

See how your salary compares to others in the community
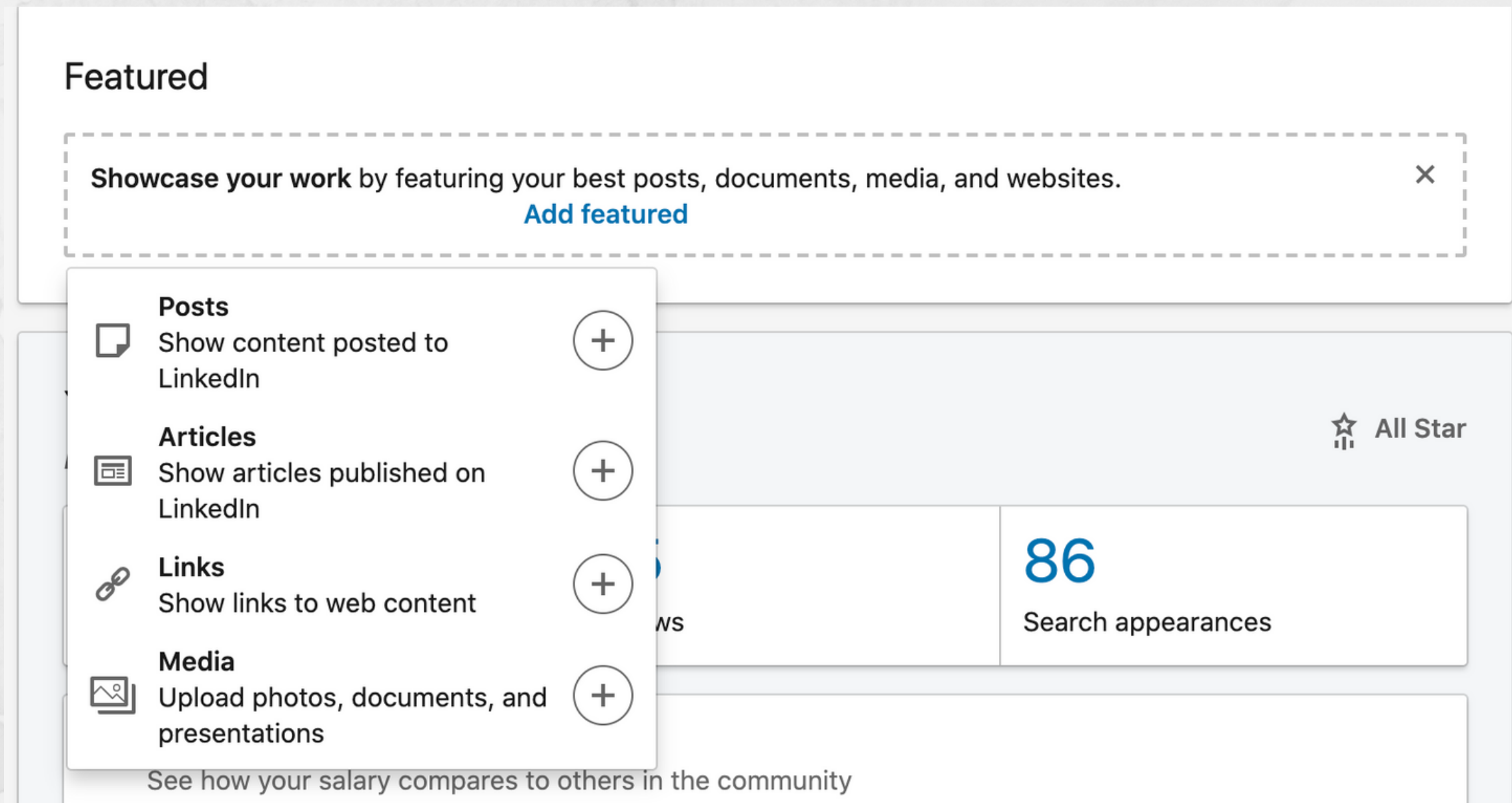
Demonstrate expertise and build credibility

- Publish "natively" on LinkedIn. This could be an article, a case study, a review or something else (original).

Build credibility and network effectively

- Share relevant content (not just as posts, but directly to your prospects' inboxes!).

Start a post

Write an article on LinkedIn
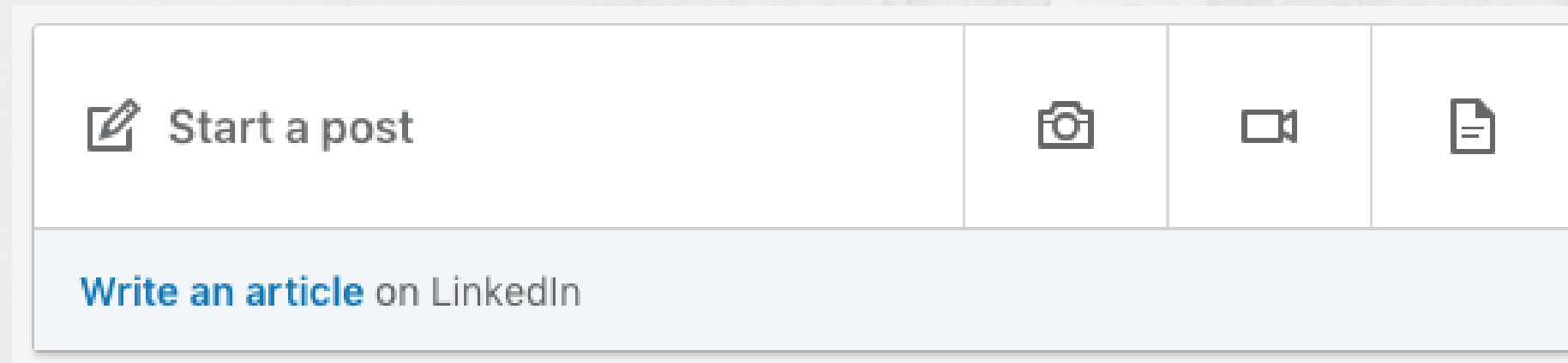
Wide net approach

Targeted approach

Madalena Sánchez Zampaulo, MA, CT · 1:16 PM

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Cheers to a great week ahead!

Warmly,
Madalena

Build credibility and network effectively

The goal is to make connections and build relationships with your connections.

Not everyone is going to be ready to work with you right away!

That's why showing up consistently is key.

Leverage your existing contacts
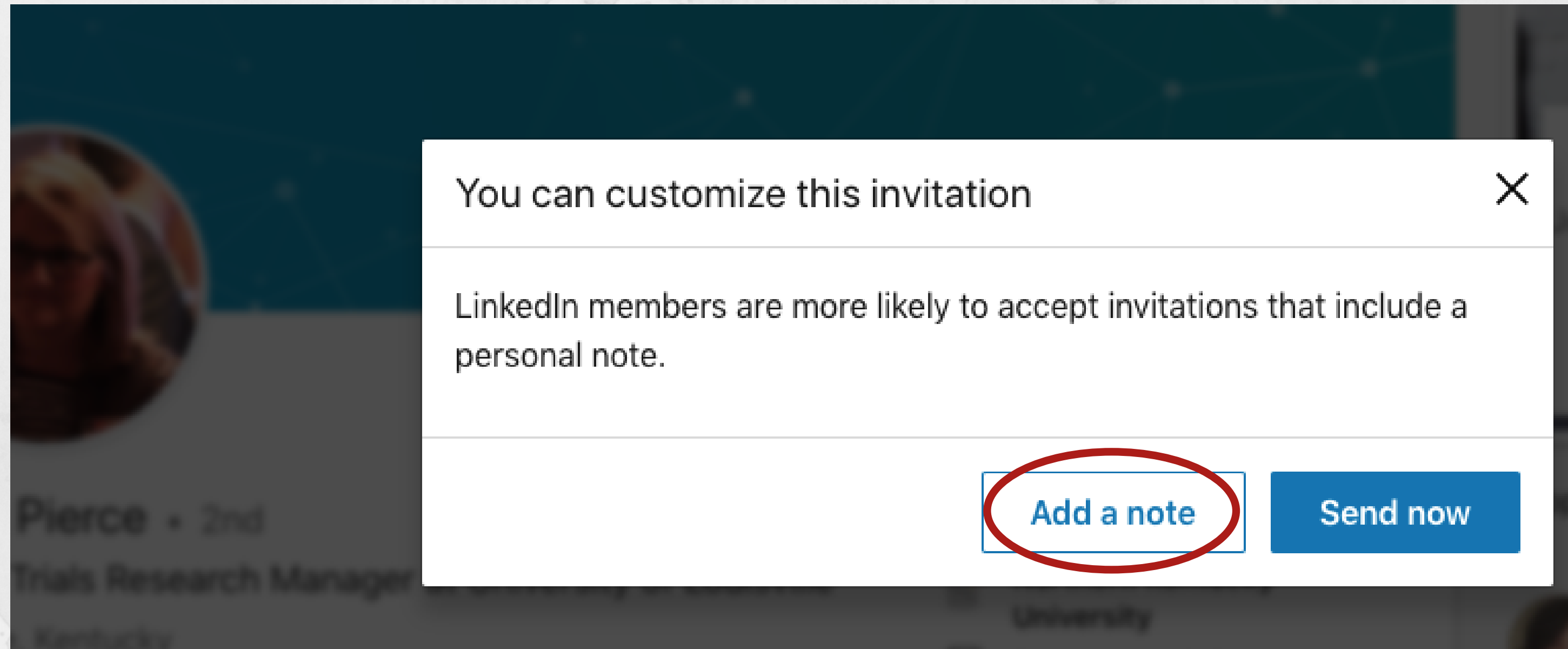
You can customize this invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note   **Send now**

Pierce • 2nd

Trials Research Manager

Kentucky

University

Leverage your existing contacts

You can customize this invitation ✕
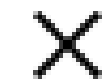
Include a personal message (optional):

Ex: We know each other from...

300

Cancel Send invitation

Leverage your existing contacts

Create templates with basic messages that include wording that feels natural you. Remember, it's a conversation!

Hi, Gwen!

I just saw your post about the exciting research you're working on at UofL. I see that we are both connected to Carla Rich. She is a wonderful client of mine. I thought I would reach out to connect with you as well. I would love to hear more about your work.

Warmly,
Madalena

Leverage your existing contacts

More templates that reflect mutually meaningful connections.

Hi, Jenny!

I came across your profile because I do a lot of work with companies leading the way in clinical research and trials related to Warfarin. I see that we have several mutual connections and thought we would benefit from being connected as well.

Have a great week!
Madalena

Leverage your existing contacts

More templates that reflect mutually meaningful connections.

Hi, Mark!

Congratulations on being named a winner in the recent Life Science Industry Awards. As a life sciences translator, I enjoy following the work of those companies that are truly making a positive difference in the health of those they serve. I'd love to connect with you here.

Have a great week!
Madalena

Take action!

Start looking at who your Connections are connected to. Search for specific positions and industries that fit your target audience.

Create message templates you can use and tweak so that you can save time and build a consistent habit of networking on LinkedIn. Remember that your messages should have the intention of nurturing relationships, not selling.

Dig deeper

- See what you can learn about your Connections.

Following ✕

Companies   Groups   Schools
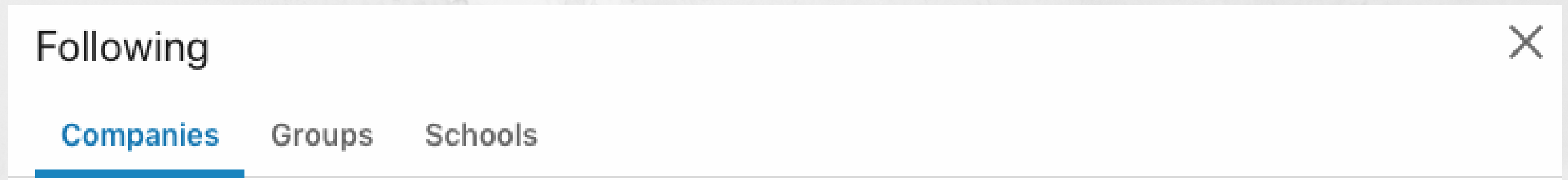
This allows you to learn about your Connections AND to see what other connections you might make, groups you might join, your Connections' interests, etc.

Dig deeper: Hang out where your potential clients hang out

- When you see a comment in a conversation or Group discussion (forum), try to say something helpful or share some knowledge on the topic from your perspective.

- Search for hashtags that are related to topics discussed by your ideal clients. See how they're used and use them as well!
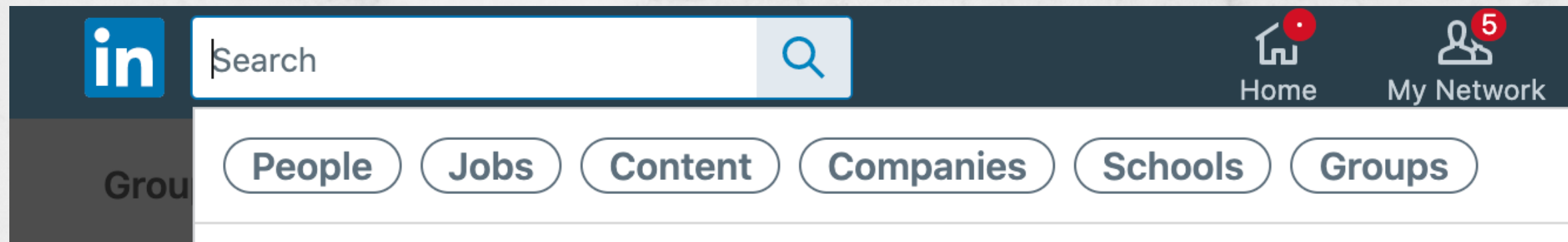
Dig deeper: Hang out where your potential clients hang out

This is a time when it's okay to fall down the "rabbit hole" of a social media platform. The more you dig, the more you learn about your clients and leads.

LinkedIn Groups

- With the free account, you can join up to 50 Groups +/-.

- Look at Groups where your potential clients would be and that have a large number of members. **This adds to your network and Group members will come up in your search results. In addition, anyone else in the Group who searches for a T&I professional will see your profile in their search results.**

LinkedIn's reach

Everyone else

3rd

2nd

Groups

1st

Group Connections fall in between 1st- and 2nd-level Connections. This means you can see their activity—a great way to learn more about them!

Bonus tips!

- Pay attention to who likes your comments and views your profile. Connect with them and build a relationship.

- Follow these folks on other social media platforms and use that info to learn more about them.

- Using LinkedIn strategically is not about selling. It's about being someone who adds value, has ideas, and puts the needs of their connections first.

- Connect with every client *and* potential client you interact with (even if they don't hire you).

Bonus tips!

- Stay updated on industry publications and what other companies are doing. Share these things!

- If you are targeting medium or large companies, try to connect to more than one person at the company. This way, if one person moves on to another job/place, you don't lose all your contacts at that organization.

- Use your connection with one person to ask for an invitation to connect with another person you might be able to work with or as a conversation starter for a new message.

"Active participation on LinkedIn is the best way to say, 'Look at me!' without saying 'Look at me!"
– Bobby Darnell

LinkedIn is a bit like dating...

It takes time to build meaningful relationships.

Allow people to get to know you so that they can like and trust you.

Be open to ALL of your connections. You never know who will recommend you to your next client.

Let's connect

madalena@accessibletranslations.com

www.madalenazampaulo.com/blog

@mszampaulo

Madalena Sánchez Zampaulo