



**How to Use LinkedIn
to Land Your
Next Paying Client**

with Sarah Turner

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And one of the best things about using LinkedIn is that **it doesn't have to take hours per day to make progress**. Consistently setting aside just 15-20 minutes per day can make a huge difference.

So if you've tried your hand at cold emailing or networking on Facebook groups or in person and you're looking for a fun, effective alternative for client acquisition, LinkedIn could be the perfect option for you.

If you commit to consistently showing up for your connections, you'll be well on your way to building a strong reputation and representing yourself as an expert in your niche.

Plus, it's easy to get started. With a few simple updates to your existing LinkedIn profile, you can be ready to go. Don't have a LinkedIn profile yet? No problem. You'll get to start from scratch and build your profile and connections exactly the way you want.

I can't wait to see the results LinkedIn brings for you!

To help you get going, **this workbook will walk you through each step of the process so you're prepared to land perfect-for-you, high-paying clients on LinkedIn.**

You'll even get to participate in a 90-day LinkedIn challenge that will outline your exact to-do list for your first 3 months as an official copywriting business owner on the platform.

Ready to dive in? Let's get started!

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LinkedIn Checklist

First, let's break down the simple steps you'll need to take to go from an outdated or nonexistent profile to impressing and landing your dream clients.

Step 1: Maximize Your Profile

Your first step is to set up your profile so you have a solid place for people to check out who you are and what you offer.

IMPORTANT: Don't approach this as a resume. You should be showing up as the badass business owner you are, not an employee.

- ✓ Establish a "landing page/sales page" vibe with your profile page. This means illustrating the value you provide clients in a compelling way.
- ✓ Add a casual, friendly profile photo.
- ✓ Brand yourself with your banner image and add your call-to-action (CTA)/contact info. You can use Canva to make this look clear and professional.
- ✓ Craft an attention-getting headline. Here are a couple formulas to help:

1. I help (x) do (y) through (z).

Example: I help online course creators grow their sales through content marketing.

2. (x/z) specialist— OR— (z) specialist for (x)

Examples:

Online Course Creators Content Marketing Specialist

Content Marketing Specialist for Online Course Creators

Tip: Consider leaving out the words "Freelancer" and "Copywriter."

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- ✓ Write your About section. Be confident and assertive.
- ✓ Add previous related experience, education, and skills— but don't stress too much about these.

Step 2: Make Connections

Now that your profile is optimized, let's start making connections!

- ✓ Use the search bar to search for "People" in your niche.
- ✓ Connect with networking opportunities too—people in your niche who aren't necessarily a potential client. Think web designers, photographers, fractional CMOs, and consultants.
- ✓ Tip: Use the LinkedIn App on your phone to connect more quickly.
- ✓ Connect with as many people as you can until you reach your daily limit. LinkedIn will let you know when this happens.
- ✓ Your goal is to establish 500+ connections in your niche.
- ✓ Connect with other copywriters, too, for content inspiration and networking.

Step 3: Share Content

This is where you start providing value for your ideal clients. Sharing content helps establish you as an authority in your niche. Plus, it allows you to show off your writing skills.

- ✓ Share original content 3 times per week to start.
- ✓ Batch your content so it's ready to go.

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✓ TIP: The four types of content that get the most results:

1. Share a blog post from your website.
2. Write an article for publication on LinkedIn. (Medium articles can be re-published here.)
3. “Post a post.” Write a short and sweet informative post with no links or images attached.
4. Share fun content. Remember that LinkedIn is a giant networking mixer. So have a little fun!

Step 4: Like and Comment

Just sharing content isn't enough to get noticed. It's important to actually use LinkedIn as a networking tool and start having conversations with your ideal clients!

- ✓ Show up daily and like or comment on your ideal clients' posts.
- ✓ Like and comment on 5-10 posts every day, Monday-Friday. This will only take 10 minutes once you get the hang of it.
- ✓ Be friendly, supportive, and helpful.
- ✓ Comment on “rock star” posts (like Neil Patel) for maximum visibility.

Step 5: Send Private Messages

Commenting on posts is a great start. But booking discovery calls and landing clients is more likely to happen in those DMs.

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If you see someone you really want to work with, send a friendly private message. Your goal here is to start a conversation with your ideal client.

Example:

Hi there! I took a peek at your website. I love how you're doing [A and B]. In my line of work, I look at [your niche] websites all day. I must say, I'm impressed with yours! Keep up the great work. It's lovely to connect with you here. [Your name]

That's really all there is to it! Don't feel discouraged if this feels a bit foreign to you in the beginning—especially if you're new to LinkedIn. The more time you spend on the platform, the more familiar and comfortable you'll get with connecting and chatting with potential clients. You got this!

Interested in getting a clear to-do list to make this process even easier for you to tackle? You're in luck!

The remainder of this workbook lays out your 90-day LinkedIn challenge to help you every step of the way.

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90-Day Challenge

You've reviewed the steps it takes to land clients using LinkedIn. But actually getting started and getting into a rhythm can feel a bit daunting.

That's why we've included this 90-day challenge to help get you going. In fact, by the end of these 90 days, you may find your calendar booked with discovery calls!

So join us as we provide your to-do list for every single day of the challenge. That way you'll never have to question what to do or when to make this LinkedIn client acquisition technique work.

Review your values...

Before we get started, it's important to reflect on what you truly want out of this challenge. Reminding yourself regularly why you're doing this is such an important part of the process because it will help keep you going on days you're feeling discouraged or unmotivated.

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Review your goals...

Now, what do you want to achieve? Get specific here. It's easier to stay motivated when you understand what you're working towards each day. Getting clear on your goals will also help you measure your progress so you can see just how far you've come.

Review your ideal client...

And finally, who are you really trying to work with? This should be crystal clear so that you go into this challenge with intention. In order for this to work effectively and efficiently, it's best to focus on your true ideal clients rather than a ton of random people.

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Now let's get these 90 days started!

Week 1

This week's goals...

Your goal this week is to set your account up for success and get a head start in building your pool of connections.

Day 1

Set up an account if you don't have one. Make your headline, current position, banner, about, and contact info. Review the LinkedIn Checklist provided earlier in this workbook for more details.

Day 2

Send 50 connection requests. This week, going for a quantity of connections is ok, even if they're not exactly your ideal client. Reach out to friends, family, and people you know. Send a brief message to jog their memory on how you know them if they're an acquaintance.

Day 3

Send 50 more connection requests.

Write a post introducing yourself. You can briefly explain the problems you solve and the people you solve them for.

Day 4

Send 50 connection requests.

Post again with a tip or trick that will help people in your industry.

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Day 5

Request at least 50 connections.

Post the link to a good article you'd like to share. It can be in your niche or about something general, like productivity.

Day 6

Send 50 connection requests. Remember: connecting is super easy on the phone app! It's just one click to send a request. You can look up connections, or go through the ones LinkedIn suggests for you. Go to "my network" and scroll down. You'll see a section called "people you may know with similar roles."

Day 7 - Reflection

Nicely done! Think of the beginning of this week. Did you optimize your LinkedIn and send out at least 250 requests this week? How many new connections did you make? These little wins pave the way to the big wins!

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Week 2

This week's goals...

This week, you'll be sending more requests and getting into a rhythm of creating posts.

Day 8

We're ramping up the connections by sending 75 connection requests.

Also, plan your 3 posts for this week in a doc. Post one of them to LinkedIn. You can do this in "home." Check out the LinkedIn Checklist provided earlier in this workbook for prompts and examples. This week, you'll be sending more requests and getting into a rhythm of creating posts.

Day 9

Send 75 connection requests.

If you've gotten comments to your post, respond to them! This is an easy way to boost your post.

Day 10

You've probably noticed that even in a few days of connecting, your suggested connections are looking a little bit more like your ideal clients than they did before.

Send 75 connection requests.

Post one of your ready-made posts. Start liking and commenting on 5 other people's posts.

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Day 11

Send 75 connection requests.

Respond to your post's comments. If you're getting any messages, respond to them, even if it's just a "thank you!"

Like and comment on at least 5 of your connection's posts. If you have any, respond to your direct messages (DMs).

Day 12

Send 75 connection requests. Don't forget to look up positions relating to your ideal clients' job, and request connections from the suggestions.

Post one of your ready-made posts. Like and comment on at least 5 of your connections' posts.

Day 13

Send 75 connection requests.

Day 14 - Reflection

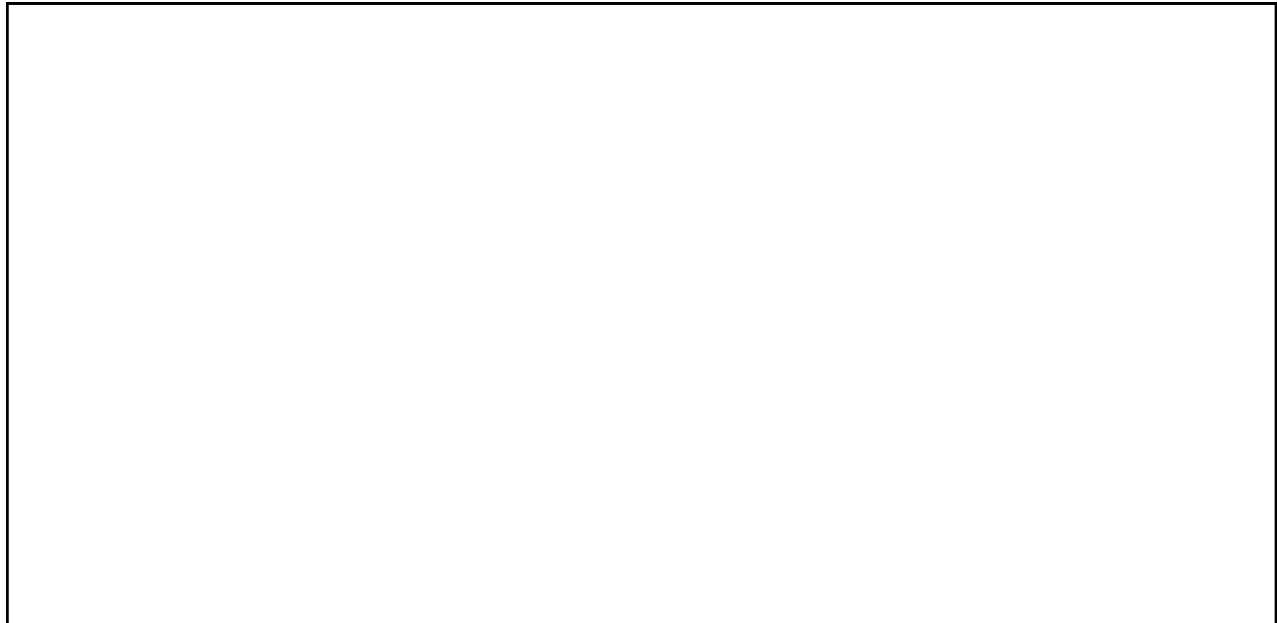
Time to reflect. As you connect and post, budget your time and energy by giving yourself a daily time limit. When you create posts, consider giving yourself a 30 to 60-minute time limit to help improve your efficiency.

How many connections did you make this week? Was it more than last week? (I bet it was!) Did you send 450 requests and make 3 posts? What worked well?

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Week 3

This week's goals...

This week, your goals are to make your connection requests more like your ideal client and to interact with others.

Day 15

Send 75 connection requests. Now that you have more connections, you can hone your efforts even more. Focus your requests on your ideal clients and near-ideal clients. From now on, when you send your connection request to that ideal client, include a brief personalized message (see the LinkedIn Checklist for more details).

Plan your 3 posts for this week. Post one of them.

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Day 16

Send 75 connection requests.

You'll likely be getting people sending you connection requests! Scroll through them by going to the "my network" section at the top of the page.

Now like and comment on 5 other posts.

Day 17

Send 75 connection requests.

Post one of your ready-made posts.

Like and comment on at least 5 of your connections' posts.

Now that you've connected with more people in your niche circle, it's time to start conversations with these potential clients you've just connected with. Send 1-5 of your connections a brief, friendly message. Including a question will encourage them to engage.

Day 18

Send 75 connection requests.

Like and comment on at least 5 of your connection's posts.

Message 1-5 connections that liked or commented on one of your posts. Send them a brief, friendly message with a question.

Respond to your DMs.

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Day 19

Send 75 connection requests.

Post one of your ready-made posts.

Like and comment on at least 5 of your connection's posts.

Day 20

Send 75 connection requests.

Day 21 - Reflection

Did the requests you made this week go out to people that look more like your ideal client? They most likely did, which means your posts can get to the right people more often.

Now think about the content you're seeing other people post. What kinds of posts get the most likes and comments? What are they about? How could you better tailor your content to cater to your audience like these posts do?

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Week 4

This week's goals...

Your goal is to continue interacting with your connections and to break through 500+ connections.

Day 22

Send 75 connection requests.

Review and accept invitations, and feel free to decline ones that have yellow flags, or don't seem valuable.

Plan your 3 posts for this week. Post one of them.

Your goal is to continue interacting with your connections and to break through 500+ connections. I think you'll be surprised at how fast you can get there. And how many responses you'll get.

Day 23

Send 75 connection requests.

Message 1-5 connections that liked or commented on one of your posts. Send them a brief, friendly message with a niche-related question.

Day 24

Send 75 connection requests.

Post one of your ready-made posts.

Like and comment on at least 5 of your connection's posts.

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Day 25

Send 75 connection requests.

Message 1-5 connections that liked or commented on one of your posts. Send them a brief, friendly message with a niche-related question.

Day 26

Send 75 connection requests.

Post one of your ready-made posts.

Answer your DMs. If you're getting spam or realize a connection that DM'd you isn't a valuable connection, respond politely and remove the connection.

Day 27

Send 75 connection requests.

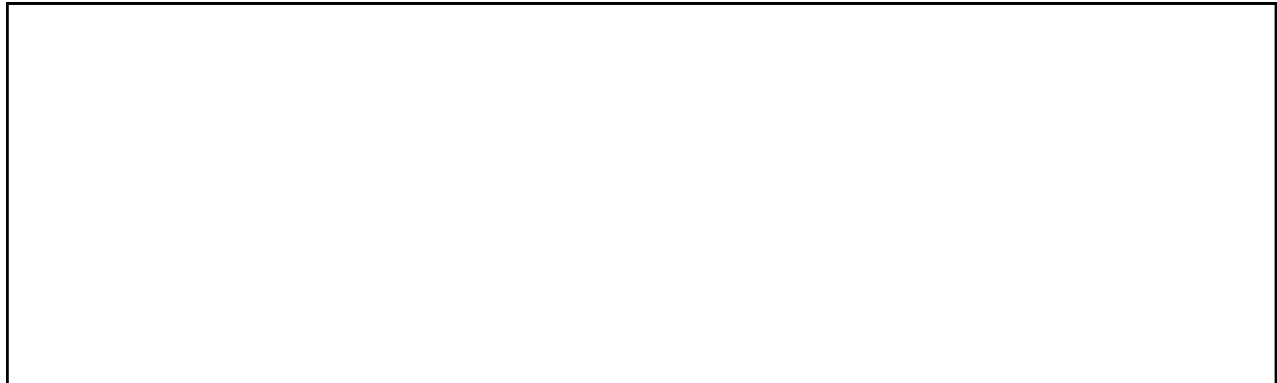
Day 28 - Reflection

Give yourself a pat on the back. You've crushed 4 weeks! You've probably gotten into the swing of LinkedIn. Have you broken 500+ yet? Also, has anyone reached out to you yet to ask about your services? If so, take up those opportunities to briefly answer their questions and direct them to your call-to-action (i.e. book a consult, send an email in the next week, etc.).

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Week 5

This week's goals...

This week's goal is to curate your connections even more and have potential ideal clients reach out to YOU.

Day 29

You've already built an impressive group of connections. So this week's goal is to curate it even more. You'll do this by being pickier about who you send requests to, who you accept requests from, by disconnecting from spammy connections, and by starting/keeping up conversations to keep warming up leads.

Send 75 connection requests.

Review and accept invitations.

Plan your 3 posts for this week. Post one of them.

Day 30

Send 75 connection requests.

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Like and comment on at least 5 of your connection's posts.

Respond to your post's comments.

Day 31

Send 75 connection requests.

Post one of your ready-made posts.

Message 1-5 connections that liked or commented on one of your posts. Send them a brief, friendly message with a niche-related question.

Day 32

Send 75 connection requests.

Respond to your DMs. You may realize that some of your DMs are from connections that aren't valuable. Let this guide you as to who you shouldn't send a connection request to.

Day 33

Send 75 connection requests.

Post one of your ready-made posts.

Respond to your DMs.

Day 34

Send 75 connection requests.

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Day 35 - Reflection

You're doing great! You've probably broken through 500+ connections at this point. Have you gotten any DMs? How many are questions related to potentially hiring you? If you don't have any, consider tweaking your profile's keywords to less competitive keywords. An easy way to do this is to get more specific (i.e. switch from "medical writer" to "autoimmune diseases medical writer").

Week 6

This week's goals...

This week, do your LinkedIn tasks with a focus on asking someone to share one of your pieces.

Day 36

Send 75 connection requests – it's your last week of sending them!

Review and accept invitations.

Plan your 3 posts for this week. Post one of them.

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Day 37

Accept connection invitations that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Now that you're farther into the challenge, try this pro tip. Repost an industry thought leader, influencer, or ideal client's content with a thoughtful comment. It's even better if you backlink to them in a blog on your website. Later, if you feel one of your pieces of content would be well received by their audience, ask them to share it. Having helpful content ready for their audience takes some planning off their plate.

Day 38

Send 75 connection requests.

Post one of your ready-made posts.

Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

Day 39

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Respond to your DMs.

Day 40

Send 75 connection requests.

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Post one of your ready-made posts.

Answer your DMs.

Day 41

Take a well-earned break!

Day 42 - Reflection

Woohoo! You've done the heavy lifting for LinkedIn! Did anyone share your piece? Even if they didn't, there's still a win to celebrate. Reaching out like that builds your bravery in taking your shots. You should be seeing the cascade of results – that is, people should be reaching out to YOU more than ever. You may have gotten some clients within these 40 days. If you're satisfied, feel free to step back and focus on the work you love! If not...let's lean in some more.

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Week 7

This week's goals...

It's time to find opportunities. In this next phase, you're going to focus on opportunities and potential clients, rather than your presence.

Day 43

You've built yourself a solid presence. Keep your eyes open for the people who are most interested in what you offer.

Plan your 3 posts for the week, but for each, include an explicit call to action to contact or hire you at the end of each post. But don't make the entire post a call to action. Focus the post on specific problems your ideal client is having...and highlight how you fix them. Post one of these posts.

Day 44

Accept connections that you like.

Like and comment on at least 5 of your connections' posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be great for their audience. Don't forget to highlight how helpful you find their content to be.

Day 45

Post one of your ready-made posts.

Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

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Day 46

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Day 47

Post one of your ready-made posts.

Respond to your DMs.

Day 48

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 49 - Reflection

Consider the interactions you're having with connections in your messages. Who seems most interested in hiring you...or has hired/bought from you already? What kinds of people like to chat but don't tend to become a client or end up ghosting you? If you can find a pattern, lean into chatting and connecting with the people that are more likely to become a client.

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Week 8

This week's goals...

Your goal is to get at least 1 DM or comment that reflects a hot lead (someone who's super interested in your product or service).

Day 50

Plan your 3 posts for the week, and include an explicit call to action to contact or hire you at the end of each post. Don't be afraid to briefly share exactly how you fix a problem so someone could do it on their own. Many people could do it themselves but don't have the time. It's a win-win situation. If your post helped someone do something themselves, you provided value and built your reputation. If someone does not want to do it themselves...their alternative is hiring/buying from YOU. Post one of these posts today.

Day 51

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be useful to their audience. This can be a blog post from your website, a freebie you created, a LinkedIn post you've already posted, or something else.

Day 52

Post one of your ready-made posts.

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Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

Day 53

Respond to your DMs.

When it comes to finding your ideal client, which connections are the most promising? This can clue you into the professional positions and needs of your ideal client. You can use this info to better hone your outreach, even in cold emails.

Day 54

Post one of your ready-made posts.

Day 55

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 56 - Reflection

You're killing it! Your pool of connections is a powerful tool. Even though you're not exclusively pitching yourself on this platform, people are now able to reach out to you as a resource. You've interacted with a good amount of people at this point. Did you get at least 1 message or comment from a hot lead?

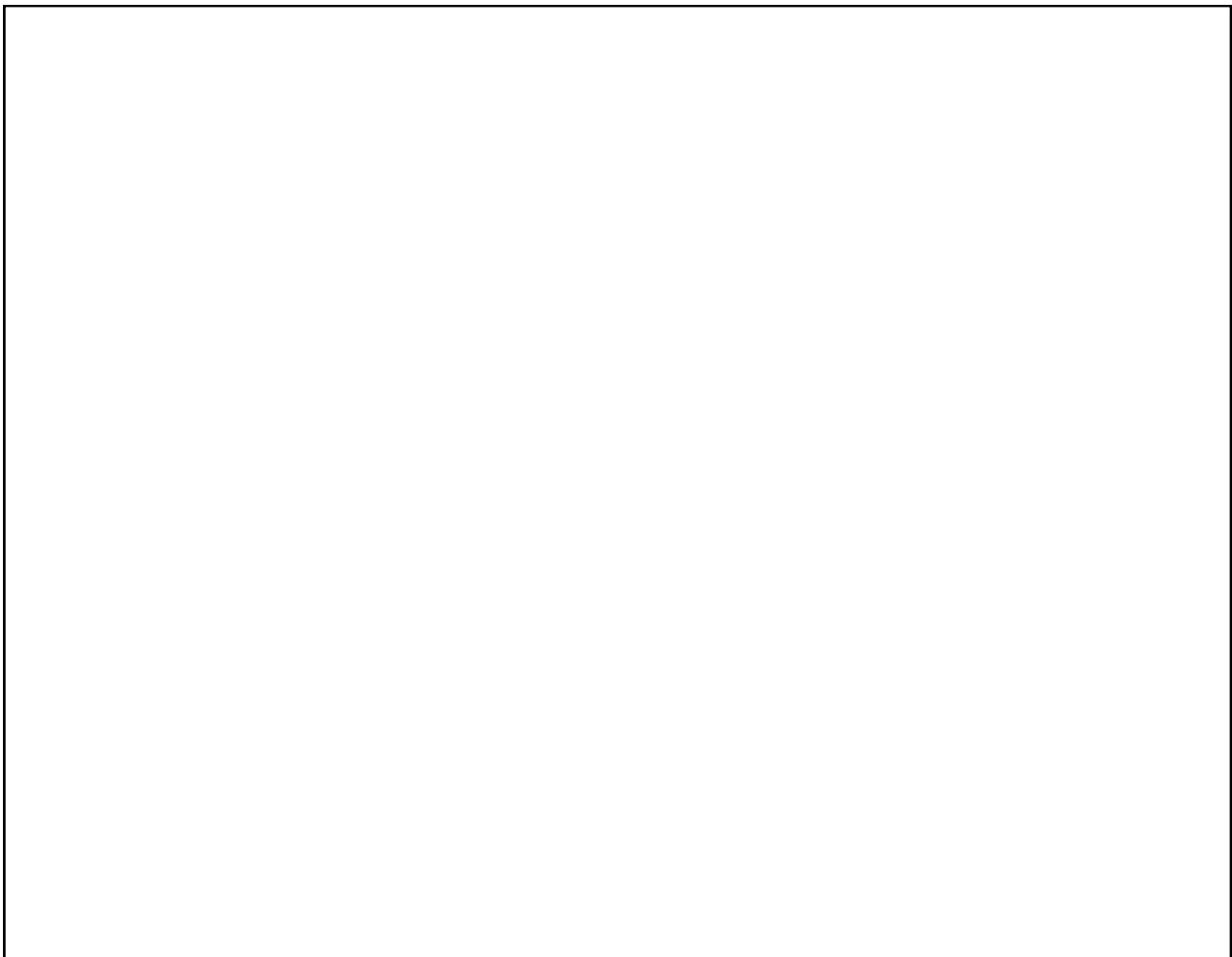
Now ask yourself – do the people reaching out to you in general look like your ideal client? And more importantly...do you want to work with them? Give yourself room to evolve the concept of your ideal client. Maybe

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they're not who you actually want to be working with in the end. Or maybe they have aspects you didn't expect, but are a pleasant surprise.



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Week 9

This week's goals...

Your goal this week is to reflect on what posts and comments get the most engagement.

Day 57

Plan your 3 posts for the week, but for each, include an explicit call to action to contact or hire you at the end of each post. Post one of them. Remember, make posts about your client. Focus on the problem that's giving them pain and the benefits of your solution.

Day 58

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be useful for their audience. What would help their audience?

Day 59

Post one of your ready-made posts. Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

Day 60

Respond to your DMs.

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Day 61

Post one of your ready-made posts.

Day 62

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 63 - Reflection

Look back on your engagement. What messages and posts get positive responses (lots of comments, interest in working together, etc.)? If they're people you'd like to work with, do more of those kinds of messages and posts. It may seem obvious, but many people keep grinding at a process without reflecting on the parts that aren't working. If you don't take time to step back and reflect, there's no way to streamline your process.

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Week 10

This week's goals...

Your goal this week is to keep your eyes peeled for what your ideal client values and finds important.

Day 64

Plan your 3 posts for the week, but for each, include an explicit call to action to contact or hire you at the end of each post. An easy way to do this is to pose a question your ideal client is asking. "Are you looking to hire a (your profession) to get (solution, benefit, or result)? That's what I do." Post one of the posts today.

Your goal this week is to keep your eyes peeled for what your ideal client values and finds important. Let their comments, DMs, and most popular posts guide you.

Day 65

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be useful for their audience.

If anyone has ghosted you or declined the offer, briefly but graciously ask why it doesn't meet their needs. You can gain invaluable insight into what they're actually looking for, content-wise, or professionally.

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Day 66

Post one of your ready-made posts.

Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

Day 67

Respond to your DMs.

Day 68

Post one of your ready-made posts.

Day 69

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 70 - Reflection

You've really sharpened your outreach skills. Think about the people that comment or reach out and say something positive. Think also about what people say when they say they don't need you. Are there any themes? Let this hone your intuition about exactly what your ideal client values as a benefit.

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Week 11

This week's goals...

Switch up the lead-ins to your call to actions.

Day 71

Plan your 3 posts for the week, but for each, include an explicit call to action to contact or hire you at the end of each post. Post one of them. Remember, while your call to action may stay the same in each, your ideal clients' motivations may be different. Switch up the lead-ins to your call to actions. For example, one post could essentially say "Having X problem? I can solve it for you." Another could say "Wishing you had Y benefit? I get my clients that benefit all the time."

Day 72

Accept connections that you like.

Like and comment on at least 5 of your connection's posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be useful for their audience. Remember, original content is king, and on social media, posts with infographics and lists are especially engaging.

Day 73

Post one of your ready-made posts.

Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

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Day 74

Respond to your DMs.

Day 75

Post one of your ready-made posts.

Day 76

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 77 - Reflection

You're almost there! Did you complete your tasks, and continue your conversations?

You've interacted with lots of interesting people at this point and hopefully worked with some. Don't be afraid of paid test projects that don't work out. It puts experience under your belt, and if the interaction is positive, you may get referred by that person to someone else, or hired again later on.

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Week 12

This week's goals...

Call out people you respect for their amazing work in one or more of your posts.

Day 78

Plan your 3 posts for the week, but for each, include an explicit call to action to contact or hire you at the end of each post. Post one of them.

Call out people you respect for their amazing work in one or more of your posts. Don't forget to tag them!

Day 79

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be useful for their audience. If they're not interested, learn why. This will help you course-correct as you learn to offer better and better value to your ideal client.

Day 80

Post one of your ready-made posts.

Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

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Day 81

Respond to your DMs.

Day 82

Post one of your ready-made posts.

Day 83

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 84 - Reflection

Were there some twists you didn't expect? Maybe growth started slow, but then picked up steam. Take some time to reflect on where you are in relation to your goal.

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Week 13

This week's goals...

Complete the challenge with energy! You've built some awesome relationships.

Day 85

Plan your 3 posts for the week, but for each, include an explicit call to action to contact or hire you at the end of each post. Post one of them.

If you have results, statistics, or a glowing review or case study, use them!

Day 86

Accept connections that are in line with your ideal clients.

Like and comment on at least 5 of your connection's posts.

Ask an industry leader you follow to repost and share a specific piece of content of yours that would be useful for their audience.

If you've been reposted, comment, and interact with the post's comment section.

Day 87

Post one of your ready-made posts.

Message 1-5 connections (especially ones you're interested in working with) a brief, friendly message with a niche-related question.

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Day 88

Respond to your DMs.

Day 89

Enjoy a day off LinkedIn. You can use this time to catch up if you missed a day's plan.

Day 90 - Let's celebrate!

Look at how far you've come!

If you've stuck with the plan, you've created 35 original pieces of content, interacted with hundreds of people, and exploded your network! The interpersonal skills you've developed during this challenge are going to serve you long after this client-building journey. You also have a head start if you want to beef up your client base!

Reflect on how you've grown during this challenge, what goals you've achieved, and how you plan on continuing this momentum from here.

How to Use LinkedIn to Land Your Next Paying Client

with Sarah Turner

What's Next?

After pushing through 90 challenging days, you've met lots of potential clients. You've done the heavy lifting of client acquisition, and you've been in client-gaining mode for a long time.

Now, what do you do with the leads that are interested in what you offer? You're going to accomplish what you set out to do: **Work with your dream clients.**

I'm so proud of you and how far you've come!

Imagine what you can accomplish from here...

How to Use LinkedIn to Land Your Next Paying Client

with Sarah Turner

Want More Support?

Interested in getting more support with a tried-and-true, step-by-step system that will help you reach your goals more quickly? **My comprehensive program, Write Your Way to Freedom may be exactly what you need.**

I've helped over 6,000 students break into copywriting and build businesses that support the lifestyles they've always wanted.

They get to...

- Work from home or anywhere in the world
- Spend more time with their friends and family
- Work with people they truly respect whose values match their own

Does this sound like what you're looking for? Apply for a Strategy Session so you can find out more details and decide if this program is the right fit for you.

I can't wait to see you reach your goals!

[Apply for a Strategy Session!](#)