

# Guide to Using LinkedIn So You Can...

**10X Your Leads and Generate More Income In Your Property Business!**



**With Paul Rose**

If you would like Paul to mentor, you 1-2-1 on your property journey click the link below

<https://bit.ly/3O48CUF>

Most people see LinkedIn as a 'work' social platform - type thing.

A place where you look for a job and have a 'work profile' to maybe make some connections. It's a place to advertise your C.V. and potentially get head-hunted.

What I'm trying to say is...

**Most people don't know how to use LinkedIn or understand it's huge capabilities.**

I'd probably bet my life that you have a LinkedIn profile, BUT you don't really use it or when you do post... it's generic stuff and not really planned out in advance. Am I right?

But here's the thing... If you don't know how to **REALLY** use LinkedIn properly.

You're 100% leaving money and business opportunities on the table and you're missing out massively.

**I'm guessing you would like leads hitting your inbox every-day organically with zero ad spend!**

**It's possible with a little bit of hard work and using the right framework.**

# So How Do You Use LinkedIn?

OK a couple of things here... LinkedIn is not like **Facebook, Instagram, TikTok** etc –

Its main aim is not to keep you scrolling on the platform for hours on end. You won't find those pimple popping videos here (that's on TikTok!)

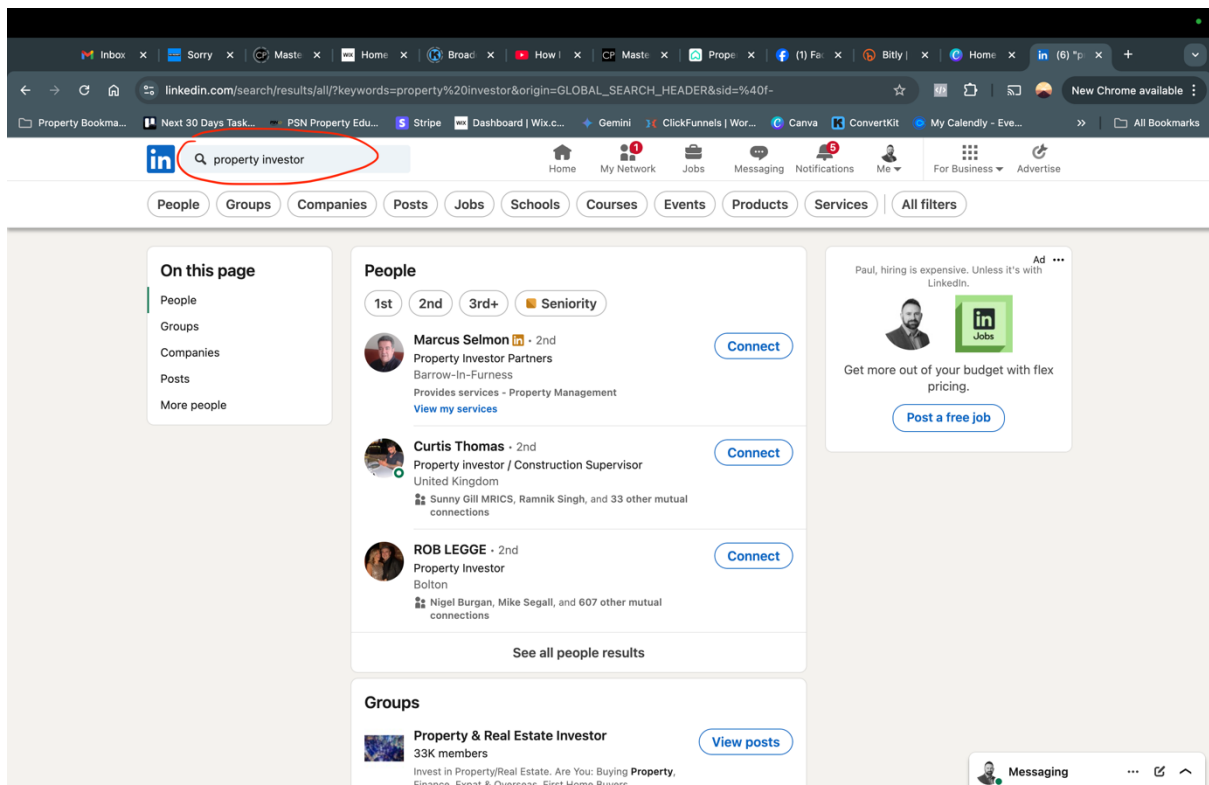
LinkedIn is for people who are mostly looking for genuine opportunities!

So, if you're looking for property investors – guess what? They live on LinkedIn! (mostly.)

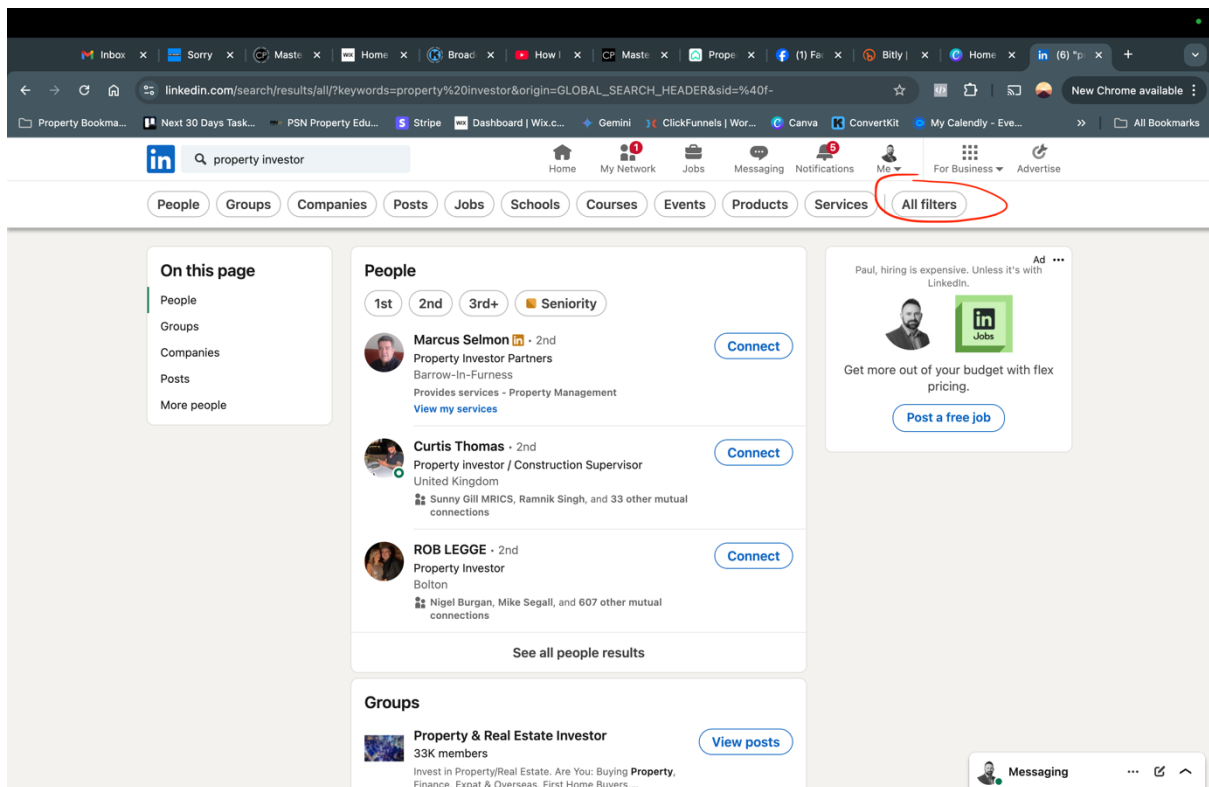
## Step One:

Use the **search bar** to type in 'property investor' or 'landlord' and hit enter.

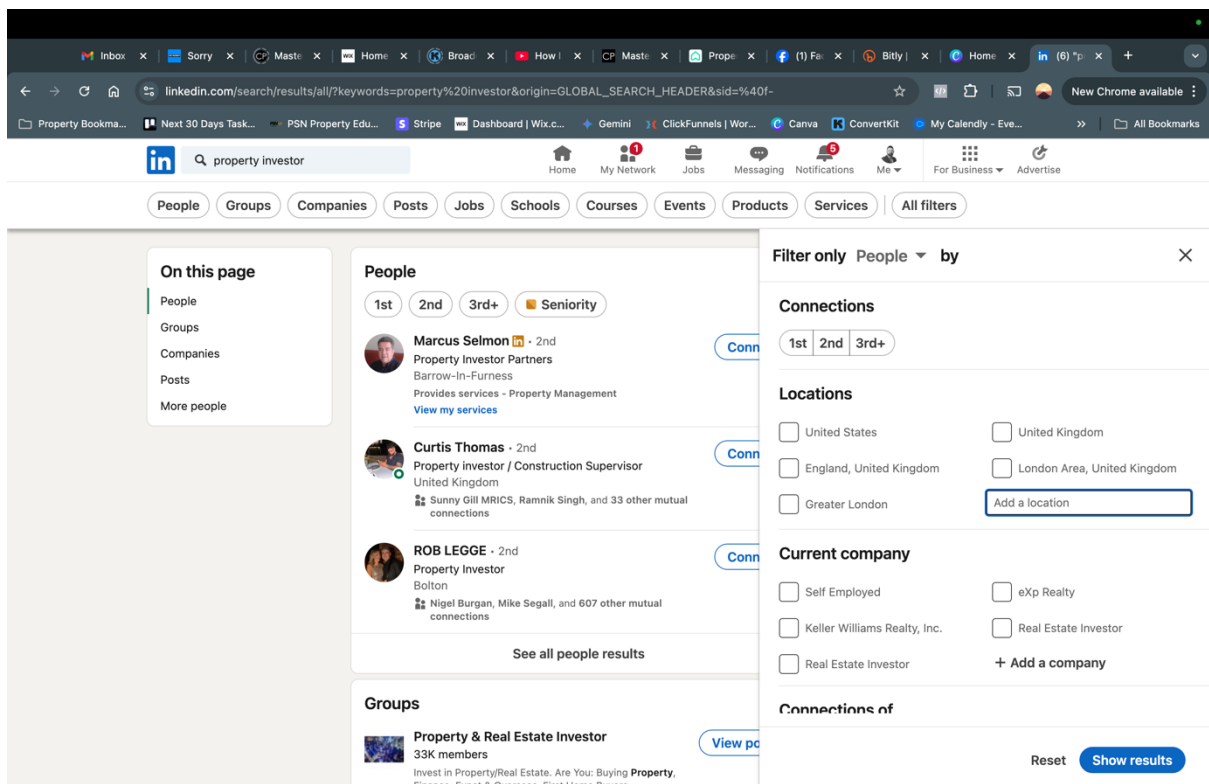
Search specific locations – this allows you to search for 'property investors' in any location in the world. How easy is that? I mean it's literally that simple!



Then click on 'All Filters' and you can edit the location that you wish to search.



You can select a location from the list or add a new location. For example, you could search an overseas area: Hong Kong, Dubai, Malaysia, Singapore, United States etc



## Step Two:

OK so now you'll want to start connecting with those people in your search results.

*\*Target 100 or less connections per day as any more might get your LinkedIn account shut down.*

## Step Three:

OK this is where MOST people go wrong with LinkedIn....

People introduce themselves and go into full 100% sales pitch mode –

*Hey, my names blah blah and I help investors to invest in the property market. I find opportunities specific to your needs and can get you a great deal! If you want to know more then message back and let's jump on a call.*

This type of message is just spam. People don't want a connection request followed by a sales pitch.

### **How about a hello – first?**

How about you let them check you out and have a look at your content/articles and posts?

When people accept you, most people will check out your profile and see who you are and what you're about.

So, make sure your profile is optimised with content, articles etc.

**Next up...** we really need to think about content and most importantly who you want to engage with.... Your ideal client avatar.

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# You need to seriously think about your I.C.A.

I.C.A stands for: **Ideal Client Avatar**

- Who are they?
- What do they want?
- What are their common pain points?
- Why they should listen to you and...
- How you're the 'no brainer' option, so they just have to contact you, or they'd be mad!

**Ok so, let's start with a simple one as an example:** Ideal client avatar = **property investor who is cash rich and time poor.**

**OK, but who are they on a deeper level?**

**What are their desires?**

**What are their pain points and the very specific issues that they face with investing in property? What do they struggle with?**

**What are their goals and how would achieving those goals make them feel?**

## When you are posting content onto LinkedIn follow the below framework to create your content

1. Ask them: Do they feel this way....
2. Let them know you understand their pain points.
3. Ask would they like X result?
4. Share the outcomes of working with you or using your services without being salesy! (don't start listing bullet-points of your services.)
5. Make everything about them and **NOT YOU!**
6. Ask them to reach out to you in a direct message.

**Example:** To target an investor **I.C.A.** Who lives overseas but wants to invest in the UK.

*Do you feel confused on where to invest in the UK? Not sure which area to focus on OR Which area will get you the best returns? Are you worried you could invest in the wrong area by mistake AND LOSE YOUR MONEY?*

**(THIS PART ABOVE GETS THEM SAYING YES TO THEMSELVES)**

*You need somebody like me who lives in the UK to help you take your next steps. So, you can invest without making these mistakes.*

*Would you like to invest with 100% confidence?*

**(THIS PART ABOVE EXPLAINS HOW YOU HELP WITHOUT BEING SALESY)**

*Let us help you and you won't have to worry about a thing, (and you can ask us all the questions you have along the way too.) We don't just offer a service, you learn about property when you choose us.*

**(THIS PART ABOVE IS THE OUTCOME OF CHOOSING TO WORK WITH YOU)**

*So, if you're ready to invest in the UK...*

*Let's chat and we'll help you as much as we can.*

*Drop me a message today and ask me anything you like...*

**(THIS PART ABOVE IS TO INVITE QUESTIONS WITH NO PRESSURE)**

This **EXAMPLE** post follows the framework I mentioned a moment ago.

The first part is to get them saying – **YES that's me!**

The second part offers a **solution and describes the outcome for them - VERY IMPORTANT!**

The third part is sharing **what their next step is** (literally saying – if you want to fix these issues you have, then you need to DM me!)

# Your LinkedIn Content

If your content is based around these guidelines then it's going to speak only to your ideal client avatar (the specific person or types of people you want to work with or find)

The content is 100% **not generic** – it's **ONLY** for that specific person with those unique and specific problems.

It's not for any old property investor – it's only for your ideal client type!

If you post 'generic content' then it's not going to speak to the people you hope will read the post in the first place!

Please, **NEVER** post something just so you feel like you've posted and done your thing and ticked it off your 'to do' list! 99% of people do this and think they're winning at life!

And another thing....

You don't want your content to be bland and boring. Come on, inject some personality into it. You're not writing an essay for a school project – It's ok to inject your own thoughts and humour occasionally! People will come to know that's your style, that's your thing. It's you!

Don't talk in 'business language' or acronyms or riddles - Speak to your ideal client using the language **they understand**, and they would use day to day. It's surprisingly refreshing! People will relate to you more if you are your true self! Hiding behind big words and language is a very common mistake. Cut the jargon and the crap and talk like you would to a friend you've known all your life. (it depends on who the friend is!)

The best content worries less about the language you use and more about the message and how the reader or viewer will feel, after seeing it.

## **Use LinkedIn - But do so with purpose!**

Connect with the right people and get them to reach out to you via your content. **DON'T** be sending DMs to every single connection being salesy – nobody cares, and I guarantee your results will be beyond poor and leave you scratching your head.

All content you produce should be about your **ideal client avatar** and not you.

If you post about you, your business and what you offer too much then it becomes very boring to anybody else but you. It doesn't speak to anybody. Who cares what your services are? Nobody!

You **MUST** understand who you want to work with. If it's investors OK fine... but what type of investor are they, **simply saying you want investors is not enough.**

Where do they live (country)?

What do they do for a living?

What stops them making progress?

What issues do they face?

What news articles would appeal to your ICA audience?

Is there a way to get yourself in-front of these people? (NHS Staff example.)

Do the following exercise and answer the questions with as much detail as you can and then add more details. (the more the better, one-word answers are banned!)



**Imagine a room with 200 of your ideal clients inside... what are they all talking about?**

- What are they frustrated by?
- What annoys them?
- What are their biggest problems, hurdles, most common talking points?
- What goals do they all have?
- What dreams do they share (as a group?)
- What does that dream scenario look like and feel like to them?
- What is stopping them reaching that place?

**Do you see what I'm doing?**

I'm building a picture of what my **ideal client avatar** is and... here is the big thing!

If I know how they think and what their issues are... that helps me create better, and more engaging content for my ideal clients.

Which will 100% lead to a better return on investment on my posts, lead generation, and far better-quality leads.

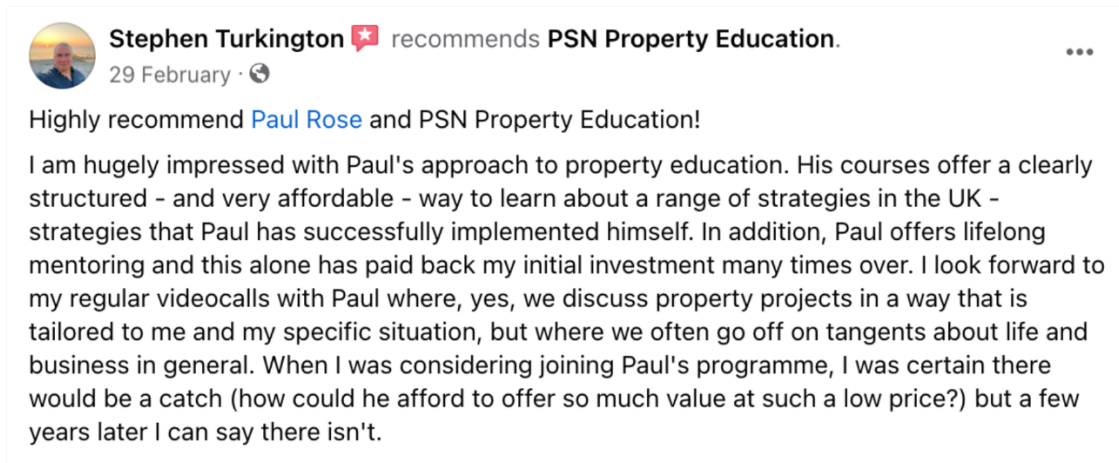
[DOWNLOAD THIS TO GET THE WORKSHEET ON I.C.A.](#)



I'm the only property trainer in the UK to offer people 1-2-1 mentorship for one cost. No hidden fees, No nonsense, No B.S. claims. I simply advise you, share my 20 years of knowledge and mentor you in your property business or your investing journey.

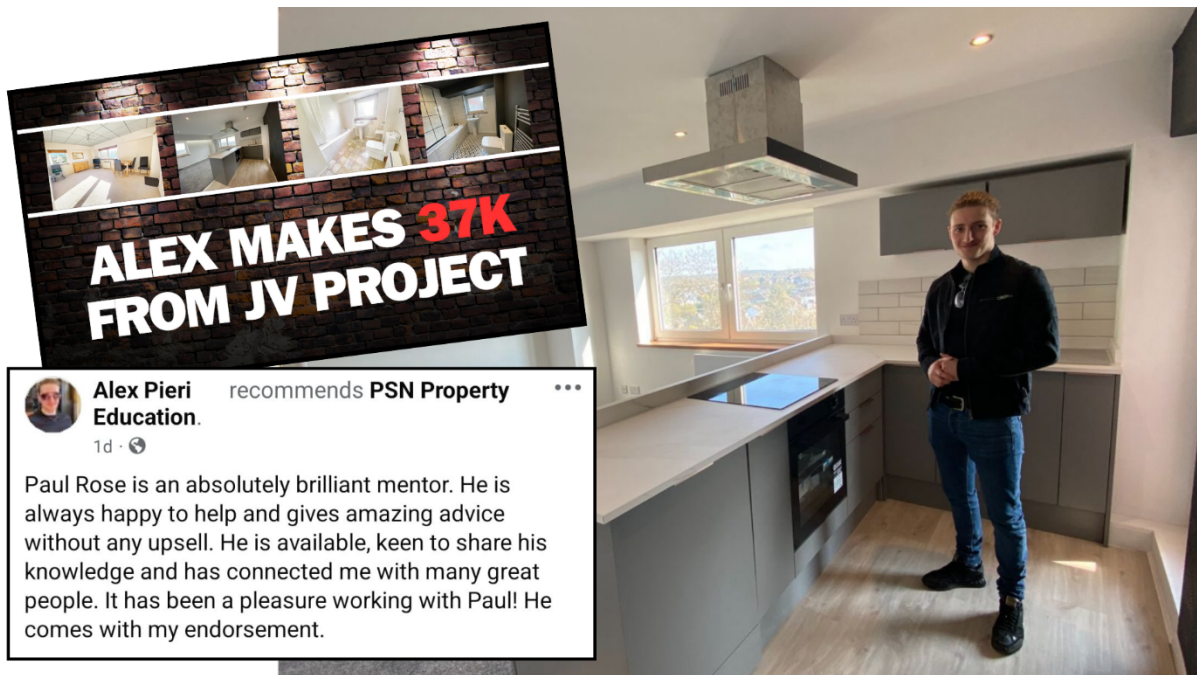
I have lots of mentees who are **experienced property investors**, and they use me as a sounding board to discuss their next steps and talk property.

Like Stephen who has been a mentee for a few years now...



I also have **newbies to property** who want to build their income, so they can quit their day jobs and invest in property themselves.

Like Alex who generated £37k on his first JV project and quit his day job...



**I am not just another property trainer – I don't do the expensive training, hyped up B.S. courses, I don't do those 2-day happy clappy cult like seminars the gurus do – I just share my knowledge and provide 1-2-1 support ongoing for my mentees.**

So that means that you pay once and get my support ongoing for as long as you need it. I have mentees that I've been supporting for almost 5 years.

I offer monthly 1-hour long video calls ongoing forever to my mentees (nobody else in the UK offers this level of support.)

This means I have huge demand from people looking for property education and needing that 1-2-1 support as even the big property training companies and the gurus just don't offer anything like lifetime mentoring with support forever.

**Progressive Property** have charged **£20,000+** for 12 months of group support

**Samuel Leeds** has charged **£10,000** for 12 months of group support

**Touchstone** have charged **£14,000** for similar training with support

**Paul (PSN Property Education)** charges **£999** for lifetime 1-2-1 support + Access to 4 online courses covering all the major property strategies

I am closing access to my mentor program (Property Basecamp) in late 2024.

But...

**As a thank you for watching this free training – I'm offering you a one-off opportunity to join me and be mentored forever.**

(This is **NOT** available anywhere else for any price)

**\*Once you click the link below you will have 24 hours to secure your place.**

**\*Once your 24 hours ends the link will not work and the offer is removed.**

### **Please Note:**

\*(Even if you use a different device, your link will still expire in 24 hours.)

Click to get YOUR exclusive 24-hour access to the offer to join:

**<https://bit.ly/3O48CUF>**

# **IDEAL CLIENT AVATAR WORKSHOP QUIZ**

## **Demographics**

- Age: What is their age range?
- Gender: What is their gender?
- Location: Where do they live?
- Education: What is their highest level of education?
- Occupation: What is their current job or industry?
- Income: What is their annual household income?
- Marital Status: Are they single, married, divorced, or widowed?
- Family: Do they have children? If so, how many?

## **Psychological**

- Lifestyle: What is their lifestyle like? (e.g., active, family-oriented, etc.)
- Interests: What are their hobbies and interests?
- Values: What are their core values and beliefs?
- Goals: What are their short-term and long-term goals?
- Challenges: What are their biggest pain points or problems?
- Motivations: What motivates them to make decisions?
- Frustrations: What frustrates them in their current situation?
- Desires: What do they desire most in life?

## **Behaviours**

- Media Consumption: What media do they consume (e.g., social media, TV, magazines)?
- Online Behaviour: How do they use the internet? (e.g., social media, search engines, email)
- Purchasing Habits: How do they make purchasing decisions?
- Brand Preferences: What brands do they prefer?
- Shopping Habits: Where do they shop? (e.g., online, in-store)

### **Additional Questions**

- What are their biggest fears and insecurities?
- What are their biggest hopes and dreams?
- What language do they speak?
- What is their cultural background?
- What is their personality type?

### **Property Specific Questions**

- What is stopping them from investing?
- What do they worry about?
- What are their main issues with investing?
- How would they likely fund a property purchase?
- Do they have knowledge of funding options besides cash and mortgages?
- Would they like a specific outcome from investing?
- What is their main motivation for investing? (cashflow/ asset building/ legacy)

### **Emotional Results Questions:**

- What would success feel like to them? (Give as many examples as possible)
- How would that impact their life?
- Would that change the way they live?
- Would your investor feel differently about you if they succeed?

By answering these questions, you will be able to create a detailed profile of your ideal client avatar.

This will help you to tailor your marketing and sales messages to their specific needs and interests using the framework in the training.

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