

CASE STUDY #1

Converting not-a-prospect into a client

JANUARY 2020

Jack: Hi Shreya. I am Jack. I run a small e-learning website and want to launch my course next month. I am looking for some help on content writing, both for course introduction and social media marketing. Let me know if you are interested to discuss further.

[The Next Day]

Me: Hi Jack, thanks for messaging me! How may I help you?

Jack: I was looking for some help on content writing to start immediately. For now, I have found someone else. I will reach out to you if I need anything in future.

Me: Okay Jack, thanks!

[A few minutes later]

Me: I noticed you actively engage with other people's posts, but you haven't really posted on LinkedIn... have you thought about putting out content?

Jack: I don't want to post content myself. As I told before, I recently launched an e-learning website for which I haven't done any bit of marketing. I want to focus on building an audience for that.

Me: What's the target audience for your website/course?

Jack: The website is focused on tech courses for anyone willing to start a career in data science or add data-related skills to their arsenal that can complement many job roles.

The audience could be current engineering students, recent graduates, employees in the IT industry looking for a transition to data science, junior to mid-level associates working in functions mentioned earlier.

Me: That's a wide yet niche audience. Is LinkedIn one of the social media platforms you are considering for promotion?

Jack: LinkedIn is most preferred, followed by Facebook.

Me: Perfect. Are you considering a LinkedIn company page or your personal profile for promotion?

Jack: Company page. I would keep myself out of this for now for avoiding conflict with my present company.

Me: I understand. Have you considered building a personal brand on LinkedIn? It relates to your expertise and experiences rather than the company, and it can also get you leads for your website without publicly posting about it.

Jack: I am taking up a new role 2 months from now, so I'm not sure how to position myself. My goal is to build my company from scratch and position the platform as a go-to place for learning data science.

Check out the reference <link>
I want something like this for my company. Create and post quality content regularly to drive traffic, generate leads and boost sales.

Do you have experience managing a company page? Or is your focus purely on writing only?

Me: Yes I manage company pages (writing posts, strategising, giving a posting plan, consulting on-page growth, etc). The link you shared has a really good company profile!

Regarding your personal page: if you are taking up a new role in 2 months, this is a good time to take your page in the direction of the new role. Gives you credibility in that field even though it's new to you.

Jack: That's a good suggestion. I am curious to know why are you emphasising on building my personal brand while I intend to focus on my company's brand and the company's page. If you were to run my website's page, what type of content would you post? How often?

Me: Everyone builds their company page. But at the end of the day, people trust people, not companies. So YOUR personal brand would make people interested in your company.

For eg, I have established trust on LinkedIn. So when I made an Instagram profile and posted about it on LinkedIn, I got 250+ followers on Instagram in a day. Now I'm launching my website soon. Imagine the traction there.

So focus on them all: company + personal brand.

On the website, I recommend weekly blogs about data science and hosting webinars. Eventually, could make an ebook out of those.

Jack: You are right about the value-add for a firm from a personal brand. I like your suggestions.

But I would focus on the content more on just the two courses that are currently offered than data science as a whole since we are at least a year away from offering more courses. What would be your charges for writing blogs as well as page management?

Me: For a blog of 800-1000 words, I charge \$XX. I can write 4 blogs a month for an introductory price of \$XXX.

For LinkedIn profiles, my monthly fee starts from \$XXX for 12 posts. This includes content strategy, content creation, and consultation for boosting LinkedIn.

The important thing with LinkedIn is patience. It takes a minimum of 6-8 weeks to start gaining consistent traction and engagement, and this usually picks up exponentially from the 12th week onwards.

Jack: Let's start with blogs.

The prospect had already found a writer, so I said thanks and closed the conversation.

The prospect mentioned multiple requirements in his initial message to me. I considered the possibility of helping him out with *something*, and quickly reviewed the prospect's LinkedIn profile. I found that he was actively engaging with others, but was not posting anything on his profile.

The prospect responded instantly and showed interest in the conversation. He also mentioned his goal of building an audience, which became our point of discussion..

I asked a relevant, short follow-up question

The prospect's continued detailed responses indicated that he has clarity on his requirements, and is also interested in conversing with me further. I now knew his target audience. And I knew LinkedIn could help him, which led me to my next question.

All these follow-up questions allowed me to understand the prospect better, and gauge *if* and *how* I could help him out.

I offered a suggestion, without revealing much detail

The prospect is clearly involved in the conversation, and has shared what he is looking for.

The prospect is now curious about my services and is enquiring about my expertise. Note how I have simply been understanding the prospect's goals & requirements so far, and not selling anything. I'm building rapport.

This recommendation stands out since it gives the prospect a new angle to think from.

The prospect is definitely interested in my services, and is now asking me more questions about my expertise. This is because of the personalised recommendations I have been sharing with him.

I clearly gave a logical reasoning for my recommendation. I also shared a personal example as a case study, which helped me relate to my prospect's goals.

The prospect is now asking for my prices. Again, note that I did not need to "sell" my services. I didn't share any samples of my work; I didn't pitch my offer directly.

I shared a clear-cut proposal, including pricing details and scope of work. I also set realistic expectations about the nature of results.

The deal is now confirmed. I emailed the invoice to the prospect, and we started work instantly.

Although this conversation took place over LinkedIn DM (text message) rather than a call, the fundamental strategy of conducting a prospect conversation remains the same:

- Understand your prospect & build rapport
- Offer personalised recommendations,
- Answer their questions,
- Pitch your offer,
- Answer follow-up questions,
- Close the deal.

Use this case study to understand how to what points are worth following up on, and also how to frame these follow-up questions. Good luck!