

Tried and True on LinkedIn – With Simon Davies

This article centers on an insightful interview with market strategy expert Simon Davies, focusing on targeted marketing, identifying an ideal client, LinkedIn success, and the significance of an influential network.

The insights shared therein are essential to anyone in the business sector looking to improve their strategic output and market reach.

Implementing these exercises extends the benefit of learning strategic techniques for business growth and accelerating personal career development.

Quote to remember from the Interview

"If you don't target market, you will never command a market."

What You'll Learn From the Activity

This activity section is designed to help readers internalize and apply the key takeaways from the interview. Through these exercises, participants will delve into practical aspects of targeted marketing, client identification, LinkedIn strategies, and networking.

Activity

Reflect on this statement: "If you don't target market, you will never command a market." How does this align with your current market strategy?

List three defining traits of your ideal client.

Identify three pain points of your ideal client.

What strategies do you currently use to uncover these pain points?

True or False: Every person with a problem is an ideal client.

What questions do you ask to ensure you're serving the right client?

Reflect on a time when you served the wrong client, what were the repercussions?

Fill in the blank: Problems are _____, not just demographics.

In what ways does Echoing Simon's view, agree or disagree with this statement: "The only way that we can ever come up with good answers is asking really good questions."

List the “The Tipping Point” and “The Lean Startup” principles you can apply in your context.

Describe how you currently use LinkedIn in boosting your market reach.

Reflect on this statement: “Getting success on LinkedIn is really, really easy. Just be a nice person.”

List three ways you could show more kindness or interest in other professionals on LinkedIn.

What is your current methodology for building a professional network?

Name three influential people you would like to have in your network.

What steps can you take to begin networking effectively with influential people?

Create a LinkedIn invitation message for one of your identified influential connections.

Reflect on a time when your network offered you a significant advantage in your career or business.

Pinpoint a moment you wish you had a strong network to rely upon.

Based on your past experiences, how can you improve your ongoing network building efforts?

Write down three action steps you can take right away to improve your market strategy.

Reflect on the statement: "One thing that I would go back and do more thoroughly, more conscientiously, is building a support network." How would having a more conscientious approach affect your network building?

Review your current list of LinkedIn connections. Are they aligned with your target market or ideal client?

What are some practical ways you can serve your existing LinkedIn connections?

Share three of your favourite takeaways from the interview with Simon Davies that you intend to apply in your business endeavor.

Participate in at least one LinkedIn Learning course recommended by Simon and share your reflections on its personal relevance.

Discuss your biggest challenge in targeted marketing and how you plan on overcoming it.

Reflect on your current network of influential people. How can you engage them more effectively?

Analyze your overall LinkedIn success. What changes can you make to enhance your LinkedIn presence?

Finally, as Simon sharply observed, why is understanding beyond your client's surface problems crucial to your business success?