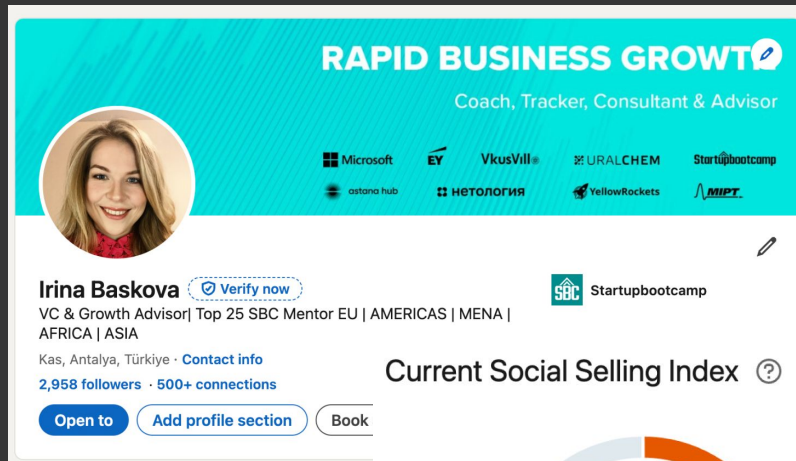

First Base – LinkedIn Setup

Steps:

1. Upgrade LinkedIn profile
 2. Identify investors' personas
 3. Write messages
 4. Get tools
 4. Start campaigns
 5. Enjoy meetings pipeline
-

Refine LinkedIn Profile



RAPID BUSINESS GROWTH
Coach, Tracker, Consultant & Advisor

Microsoft EY VkusVill URALCHEM Startupbootcamp
astana hub НЕТОЛОГИЯ YellowRockets MIPT

Irina Baskova [Verify now](#)
VC & Growth Advisor | Top 25 SBC Mentor EU | AMERICAS | MENA | AFRICA | ASIA
Kas, Antalya, Türkiye · [Contact info](#)
2,958 followers · 500+ connections

[Open to](#) [Add profile section](#) [Book](#)

Current Social Selling Index ?



61
out of 100

Profile language
English

Public profile & URL
www.linkedin.com/in/baskova



Pay attention:

- Oneliner
- SSI
- Featured

Four components of your score

16.505 | Establish your professional brand ?

16.25 | Find the right people ?

12.25 | Engage with insights ?

15.6 | Build relationships ?

Find relevant investors in Sales Navigator

The screenshot shows the LinkedIn Sales Navigator interface. The search bar at the top contains 'vc medtech'. The left sidebar shows filters for 'Company type', 'Company headquarters location', 'Role', 'Function', and 'Current job title'. The right sidebar shows filters for 'Connection', 'Connections of', and 'Recent updates'. An orange overlay box with the text 'Pay attention:' is positioned over the search results, listing the following criteria:

- 2nd connections
- Posted on LI
- Job title
- Key words!!!

The search results show a list of profiles, with the first profile being 'About: Founder & Managing Partner of Med Tech Entrepreneur...see more' and having '10 mutual connections'.

Target right investors in Sales Navigator

The screenshot displays the LinkedIn Sales Navigator interface. The top navigation bar includes 'SALES NAVIGATOR', 'Home', 'Accounts', 'Leads', and 'Messaging'. The left sidebar shows the 'Lead' tab selected, with filters for 'Founder, Co-Founder, Chief Executive Officer' (4 filters). The filter stack includes 'Batumi, Ajaria, Georgia', 'Batumi, Georgia', and 'North America (2M+)'. The industry filter is set to 'Business Consulting and Services', 'Outsourcing and Offshoring Consulting', and 'Real Estate'. The first name and last name filters are empty, and the profile language filter is set to 'English', 'German', and 'Turkish'. The right sidebar shows a search bar with 'Search keywords', a 'Saved searches' button, and a 'Personas' button. The main results area shows 410 results, with a 'Select all' button and a 'Save to list' button. The results list includes two entries, each with a profile picture and a 'Save' button. An orange overlay box is positioned over the results, containing the text 'Pay attention:' followed by a list of criteria: '-Geography', '-Industry', '-Language', and '-# of employees'.

Pay attention:

- Geography
- Industry
- Language
- # of employees

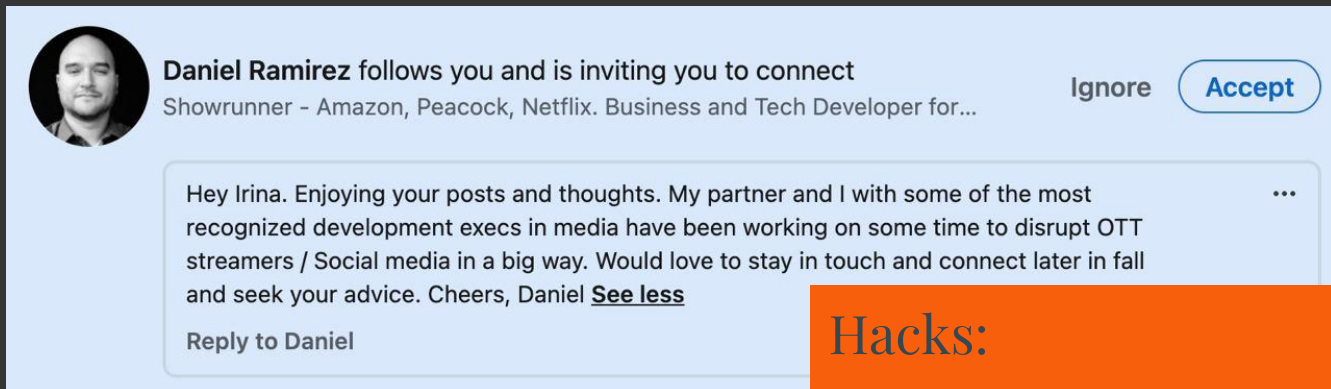
Align with common experience in Sales Navigator

Industry 📌	+
First name	
Last name	
Profile language	
Years of experience	
Groups	
Medical Devices Startups X	+
School	+

Hacks:

- Groups
- Events
- Connections of smb relevant
- School

Write messages



Hacks:

- Explain clear your value
- Simple Personalization
- 3 messages in cadence
- Not salesy
- Direct call-to-action






Choose outreach tool

- Lemlist
- Apollo
- RocketReach
- Lusha
- Crunchbase
- Snov.io
- LIHelper
- Getsales
- Expandi
- Woodpecker

and more...

Take actions based on data analytics

- Track conversions once in 2-3 days
- Pay attention to small details!
- Adjust messages and target audience fast
- Scale the most performing findings

				
105		28% 29	50% 52	20% 20
	24	34% 8		9% 2
	16	44% 7		19% 3

Automation allows to:

- Easily reach out relevant investors
 - Get noticed on a tough market
 - Reduce stress saving hours on manual work
 - Focus on a business while fundraising on a background
 - Manage feedback and act basing on data
-

How to succeed:

- High conversional LI profile
 - Adequate Messaging
 - Up to 300 investors in one segment
 - 3-7 messages in cadence
 - Detailed analytics every 2-3 days
-

Common mistakes:

- No ideal investor profile
- Send random spam
- Salesy messaging
- No data analytics
- No meetings preparation

Stop wasting
time on random
networking!



Ask us how to avoid mistakes!

For next steps download
the full guide!

Or skip the hassle



We'll handle everything for you!

→ One-time setup

\$1500 + \$200/month for tools

We set up robust customized campaigns

→ Basic intros

\$250 per meeting + 1% success fee

10-20 ad hoc investors' meets

→ Guaranteed highly-matching investors

\$400 per meeting + 1% success fee

All resources to attract the interest of smart investors

Schedule a call!

And we'll take over
