

THE NO-NONSENSE CTO

TECHNOLOGY WITHOUT THE FLUFF



GETTING STARTED

SO YOU WANT TO GO **SOLO**?

DON'T KNOW WHERE TO BEGIN?

THIS IS THE GUIDE FOR YOU

WHAT ARE YOU
WAITING FOR?

Swipe left >>>



BEING A SOLOPRENEUR

It isn't easy ... let's get that out there!

You are no longer an employee

You have to find clients

Position yourself

Learn to sell

And so much more

You are Chief Everything!

But the journey is so rewarding

SO LETS GET STARTED SHALL WE

But Before we Begin

Carousels like this, well, they take time to make. Hours and sometimes days!

I love producing them and all I ask in return is this ↓



A Like is **GREAT**



A Comment is **AWESOME**



A Repost is the BEST



Save this post for later

WHAT DO YOU DO?

It sounds obvious, but it aint!

- Who do you help
- What are their pains
- How do you help them

THIS IS YOUR IDEAL CUSTOMER PROFILE

It is the single most important thing
for you to establish in your mind

It frames everything you do

Without it, you will never stand out!

EXAMPLE ICP

I HELP

- executives of SME businesses

Who

- are struggling to achieve scale

By

- delivering technology leadership that removes barriers

1 X PERSON AND 1 X PROBLEM

KEEP IT SIMPLE

More complex = less effective

WHATS YOUR OFFER?

Now you know **WHO** your clients are, **WHAT** do you sell?

TIME

Get Paid for your time per hour

SERVICE

Create a contracted offering

PRODUCT

Build a product (not your time)



Pick one of these to start

YOUR OFFER MUST ADDRESS A PAIN
THAT YOUR ICP IS EXPERIENCING

BUILD YOUR PROFILE

As a solo' your profile is your landing page

- 📌 A Clear headshot (remove the BG)
- 📌 An Impactful Banner with a CTA
- 📌 A Keyword Optimised Headline
- 📌 A Frictionless featured items section
- 📌 An about section that is about them not you
- 📌 Experience that resonates with your ICP
- 📌 Relevant testimonials from previous clients

🔥 **Keywords** matter, Google indexes profiles and ranks them as high authority – choose your keywords wisely and appear on Google!!!

BUILD YOUR AUDIENCE

Now to get networking, start building connections with:

- ✓ Industry Leaders
- ✓ Peers in your niche
- ✓ Other big creators
- ✓ People in your ICP

There is no point in collecting masses of irrelevant connections!

You need a blend of the above and you will soon see why

WHY A BLEND?

When it comes to selling psychology rocks! People buy from People who

- ✓ They know
- ✓ They like
- ✓ They trust

You can be the best at your thing, but, if your not known, liked and trusted nada, zip, zero 💥

Having a blended network means you start to be seen in lots of different contexts, this helps all 3 goals!

FIND YOUR AUDIENCE

But where do you find these people?

 Use LinkedIn Search (titles)

 Look at who others follow

 Look at where others comment

 Look at Live events

 Look at relevant groups




Finding people is actually quite easy!

Getting them to join your tribe is a little more challenging!

Let's have a look at that shall we?

BUILDING YOUR TRIBE

Getting people to join your network is the key (connection or follower)

-  Use your free connection invites every week (with a personalised message)
-  Comment on other peoples content meaningfully (and the comments of others too)
-  Who's viewing your profile and commenting on your posts?

NOW FOR CONTENT

Writing content is an art form in its own right!

I could write an entire post about writing posts, but, here's the basics.

- Keep posts brief (people skim)
- Add an image (it takes up more of the feed)
- Make it pretty (text formatting attracts eyes)
- Be authentic (be you and write in your voice)
- Be consistent (same days same times)
- Answer your comments (always)
- Look at your analytics (what's working)
- Look at the comments (full of ideas)
- Collaborate with others on shared topics
- Learn, study, learn some more!

TYPES OF CONTENT

Content falls into 3 types



TRUST

Actionable content that teaches, gives immediate value and invites engagement



STORY

Contextual content that shares experiences and shows the real you



SALES

Posts about pain points, resolutions, case studies that build credibility and show your offer

PEOPLE ARE TALKING!

When you get it right, people talk

🔥 In the Comments

🔥 In your DM's

Well that's pretty cool right! but now what?

- ❌ Don't be a douche!
- ❌ Don't slap them with a pitch
- ❌ In fact, don't sell them anything

Yet!

👂 Lean in, Listen, Understand and Help without agenda!

WHY AM I NOT SELLING?

Nothing puts people off more than

A conversation turning into a pitch
slap!

So how do I sell anything?

- ✓ When people feel heard
- ✓ When people feel understood
- ✓ When people feel you helped

Guess what?

- ✓ They know you
- ✓ They like you
- ✓ They trust you

AND NOW YOU CAN

Lean into the conversation

Ask if it would be OK to present your offer, politely

Sometimes they will say "No"

And that's ok!

Sometimes they will want more info

That's an opportunity

But either way, they are in your funnel.

(Top, Middle or Bottom)

THERE IS MUCH MORE

But right now it would complicate
not inform

There is enough information in this
carousel for anyone with a skill to
present themselves today!

But



YOU HAVE TO TAKE ACTION

Nobody will do it for you

The longer you wait

The more regret

I AM NOT THE EXPERT

Everything I have written, I have learnt here!

So the next few pages are my shout outs to those that I found

Those that helped me

Those I admire

Those I recommend

So get out there and get learning

THE ALGORITHM

If you want to learn about how the LI Algorithm works, this is the only source of proven truth



RICHARD VAN DER BLOM

CONTENT CREATION

When I started out, this guys posts about creating "sticky" content resonated with me hugely.



JASMIN ALIC

MARKETING

This lady's newsletter and posts are always on fire, when it comes to marketing, she speaks the truth



ADRIANA TICA

AUTHENTICITY

Alana has landed on LinkedIn and quickly established her brand, her format and her voice. Definitely a top read every day



ALANA SPARROW

PROFILE OPTIMISATION

Craig turned up when I needed him the most. His direct, no-nonsense approach to getting your profile right is astounding



CRAIG DEAN

SOCIAL SELLING

Ryan has been a constant voice in my ear, nudging me along, helping me refine my own messaging and offer. Well worth following if you want to learn fast



RYAN MUSSELMAN

THERE ARE SO MANY PPL

Look, there are millions of people here that will inspire, help, nurture and cause you to grow.

and that's the point

LinkedIn is a professional networking platform

 It's all there to be taken

 As long as you are willing to give!

Check the comments for more
standout experts

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NOW ITS YOUR TURN

WHEN WILL YOU
TAKE ACTION
FOR YOU AND
YOUR FUTURE?


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PS. Before you go!

 A Like is **GREAT**

 A Comment is **AWESOME**

 **A Repost is the BEST**

And if you want to see more great content like this, ring the  on my profile to be notified and not miss a post.

Thank you for stopping by and giving me your time.