

# Small Business Company Profile

CEO - Fran Dean-Bishop  
Aerobodies, Inc.

## LinkedIn Url

<https://www.linkedin.com/in/frandeanbishop/>  
<https://www.linkedin.com/company/aerobodies/>

## Why the company exists:

Aerobodies Inc. is an 8(a) certified, woman-owned small business certified by the SBA. Founded in 1997, Aerobodies provides dedicated program management, health facilities support and communications services. Most notably, Aerobodies has provided full contract management and health facilities management services for federal, state and local governments as well as the private sector.



## LinkedIn Success Story:

### Fran Dean-Bishop Explains How LinkedIn Helps Her Make the Right Connections and Win More Business

As CEO of Aerobodies, Fran Dean-Bishop has a real passion for health and wellness. Having launched Aerobodies in 1997, Fran has taken full advantage of her status as a certified woman-owned small business.

She helps her clients implement worksite health and wellness programs designed to improve employee well-being and maintain strong revenues. Aerobodies customers includes many municipalities and federal government agencies across the U.S.

Fran says, "There is a lot of knowledge and information out there about how to help employees stay productive and engaged, but organizations often find it difficult to put that knowledge to use to create useful and measurable results.

I'm passionate about health and wellness and what it can do because I still see the disconnect between people who have access to knowledge but aren't putting that knowledge to use and the people who take action on what they learn.

This knowledge and action gap includes individuals trying to make a difference in their health and corporations trying to make a difference in the health of their employees. Both groups need to develop systems, processes and structures, to achieve success."

As is the case with many small business owners, one of Fran's biggest challenges is making the right connections with stakeholders and decision-makers in the organizations she wants to serve. To connect employees with the tools they need to improve their health and wellness,



she must deploy an effective marketing strategy to capture the attention of municipalities and government agencies. Over the past few years, **LinkedIn has been a vital asset in supercharging her networking efforts to grow her business.**

"I do what I call my 'LinkedIn espionage,'" Fran explains. "I'll find an organization I'm interested in working with, and if I can't find valuable insights on their public domain, I go over to LinkedIn to explore who works there and what jobs they do." For her, winning new business starts with identifying the right contacts within the complex organizations she serves.

Fran shares a story: "Recently, I spoke to a new connection at a municipality—a stakeholder who 'gets it.' By using LinkedIn to create that connection and asking the right questions, I got to the right person, which blew me away. Because I used LinkedIn to do my research, the person quickly learned about the solutions we offer and expressed a desire to work with us. The woman immediately introduced me to a decision maker." Fran adds, "**LinkedIn is a game-changer!** I see a complete shift in the landscape for getting to the sale versus what I was doing 20 years ago." As powerful as LinkedIn can be for providing networking opportunities and connections, Fran is quick to admit that it's the first step in a more extensive sales process. LinkedIn is not designed to close sales for you but, instead, to help you get your foot in the door. Fran adds, "It's up to me to close the deal, and LinkedIn has helped me to do that in different ways time and time again."



Fran points out that back in the early years of LinkedIn, many entrepreneurs, including her, weren't yet aware of the right way to use it as a resourceful networking tool. "But, now," she says, "I find that if I'm really strategic, really thoughtful, and really purposeful, not only do people try to connect with me there for business, but also, when I reach out to people as a CEO, they respond; they connect, and they answer my phone call or my email."

To Fran, the focus is not about how many connections she has, but the quality of the relationships and how she cultivates them to find new business. These days, more and more people realize the credibility LinkedIn can bring when they use it in the right way. Fran explains: "There is still a correct way to connect. You have to do so ethically, and you can't just 'hit people up.' I get 'hit up' all the time in ways that are less than compelling." Instead, with strategic and thoughtful use of LinkedIn, connections can start from a base of legitimacy and trust before building toward a profitable business relationship.

"When you are strategic in your approach, people won't get spooked when you reach out to them on LinkedIn," she says.

How often does Fran use LinkedIn? "Daily, because I love to see who's watching my profile. That's a great benefit to me," she says. She enjoys being able to cross-reference who's visited her website with who's viewed her LinkedIn profile to gauge their level of interest in her and her business.

LinkedIn has become so crucial to Fran's marketing process; she estimates it impacts more than half of her bottom line. "My tracking system tells me that **55% of our business revenue would be adversely affected if we were not on LinkedIn.**"

To other small business owners, Fran's advice on using LinkedIn is: "Be persistent. Learn how to use it. It's a powerful tool. Optimize your profile and get your systems and communications in place. You have to be willing to set aside the time consistently to make it work."

Fran says, "I think it would be foolish to be in business and not be on LinkedIn. If you're serious about competing for business and generating revenue, it's a no-brainer."

Fran's experience confirms that with the right time investment and thoughtful networking, **LinkedIn can be an indispensable tool for any small business seeking to make trusted connections with key executives at organizations of all sizes.**

