



Derick Mildred

Proven Lead
Generation
Strategy &
Messages.



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Linked



More Business

In this chapter you will learn.

1. About this lead generation strategy.
2. How this message sequence works.
3. Relationship building appointment generation strategy.
4. Message strategy & preparation.
5. The actual message templates ready for you to Copy & Paste.
6. When to send the messages.

Easy to Follow Strategy.



About this Proven Lead Generation Strategy.

You'll should find this lead generation strategy easy to follow and understand,
it works well in generating appointments.

The key to is to understand that not everybody logs into LinkedIn everyday,
therefore to be patient and to spread your messages out over several weeks,
to use the messages to actually build on that 'Know, Like and Trust Factor' with your target audience
as you add value and build on your relationship with them.



**TURN
PROSPECTS
INTO
SALES
APPOINTMENTS**



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How this Message Sequence Works!

Connect with prospects in your target audience / target market.

Establish, build and nurture the beginning of your relationship with them.

Add Value without Selling to your new connections.

Position you as an authority within your industry.

Build on the 'relationship' so you can take the conversation to the next level.



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Search

Home My Network Jobs Messaging Notifications Me Work Sales Nav

Unlock (not provided) - See all your organic keywords in Google Analytics w/ Keyword Hero Ad ...

Messaging

Active now

Aaron

My Sales Navigator inbox >

Hi Aaron

Thank you for accepting my request to connect, it's nice to meet you and I hope you're keeping safe and well in your part of the world.

Thought I would quickly message you and I Hope you don't mind that I endorsed some of your skills!

Noticed on your profile that you're a Realtor in Seattle.

You may have seen on my profile that I help realtors achieve a better results online, including how to use Social Media to talk to more people and generate listings.

I'd be happy to share with you some quick and simple tips that may find useful, if you're open to a chat. No Charge Pitch & No Strings Attached!

If you're open to a chat via a Zoom call just let me know and I'll send you a Calendly link to set up a time that works for. If not, then No problem!

Have a great day. 😊😊

Regards from

Derick

P.S. If it's Ok with you, I prefer to keep the call in the Free of a

Send

Relationship Building Appointment Generation Strategy.

Important:



Best results are achieved and more appointments will be made when you build the relationship over 30 days by adding value without selling and interacting with their content.

After 30 days building the relationship and their know, like & trust factor in you, now you are ready to send an invite to a Zoom Call.



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Preparation & Message Strategy.

- 1) Prepare your profile to create a good impression towards your audience.
- 2) Search for your prospects.
- 3) Connect to your prospects with a personalised 'Request to Connect' message.
- 4) Start to build on the professional relationship with your prospects by Adding Value without Selling.
- 5) Interact with their content with a Like and a Comment.
- 6) Establish, build and nurture the relationship with them.
- 7) Add Value without Selling to your prospects.
- 8) Ask for an appointment with your prospect. (Face to face, Phone, Zoom etc).
- 9) Didn't get an appointment, then stay top of mind and continue to Add Value without Selling.
- 10) Finally – take your time, the more patient you are, the better the 'connection' with your prospects and the more opportunities you will convert into sales!



How to Prepare Your Message Sequence.

- 1) Copy & Paste each message into a suitable 'Folder' on your Mac or PC.
- 2) Tailor each message to you and your business. Add your own details to each individual message.
- 3) Add your P.S. (A stand out thought, a CTA, a final point etc).
- 4) Add blank lines for spacing between the sentences of the messages. Check & Test.
- 5) Label each message file relative to the message and the days after connecting.
(E.g. File Name = 'Thank You for Connecting, Send within 24 hours of Connecting')

Message Sequence Breakdown.

Message Description	No of Options	When to Send
1) Request to Connect messages.	5 Options	Anytime you would like to connect.
2) Thank You for Connecting messages.	3 Options	1 Day After Connecting.
3) Add Value without Selling messages.	3 Options	7 - 14 Days After Connecting.
4) Invitation to a Phone / Zoom Call messages.	4 Options	5 & 28 Days After Connecting.
5) Send Your Calendar link messages.	2 Options	Immediately after they reply to invitation.
6) Invitation to Join your group message	1 Option	Use to further add value & build relationship.
7) Other Continue the Conversation messages.	2 Options & reply	Anytime after 'Thank You for Connecting'.

Remember to regularly interact with the content of your prospects with a Like & a Comment.



Request to Connect Messages

5 X Options

Select & Use 1.



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Message No 1 Intro Message – Request to Connect - Option 1

Based on Mutual Connections.

Hi *(Add Firstname here)*

I hope you're safe and well!

Noticed on your profile we have mutual connections such as *(Add Name of Mutual Connection)* and I thought it may be worthwhile to invite you to connect if you're open to that, if not, then No problem!

Have a great day. 😎😎

Regards from

(Add Your Name here)



Message No 1 Intro Message – Request to Connect - Option 2

Interesting Profile & Mutual Connections.

Hi *(Add Firstname here)*

I came across your LinkedIn profile, found it interesting and I thought it may be worthwhile to connect, if you're open to that, if not then No problem!

Noticed that we have several mutual connections including *(Add Name of Mutual Connection)*

Have a great day. 😎😎

Regards from

(Add Your Name here)

Message No 1 Intro Message – Request to Connect - Option 3

They Commented on Your Post & Mutual Connections.

Hi *(Add Firstname here)*

Thank you for your recent comment on my post about *(Add brief details about your post)* and I thought it would be worthwhile to connect, if you're open to that, if not then No problem!

Also noticed that we have several mutual connections including *(Add Name of Mutual Connection)*

Have a great day. 😎😎

Regards from

(Add your name here)

Message No 1 Intro Message – Request to Connect - Option 4

You Commented on Their Post & Mutual Connections.

Hi *(Add Firstname here)*

Really enjoyed your recent post about *(Add brief details about your post)* and I thought I'd invite you to connect, if you're open to that, if not then No problem!

Also noticed that we have mutual connections including *(Add Name of Mutual Connection)*

Have a great day. 😎😎

Regards from

(Add Your Name here)

Message No 1 Intro Message – Request to Connect - Option 5

You're Interested to Know More About What They Do & Mutual Connections.

Hi *(Add Firstname here)*

I came across your LinkedIn profile and I'm interested to know more about what you do, so I thought I would invite you to connect if you're open to that, if not then No problem!

Also noticed that we have mutual connections including *(Add Name of Mutual Connection)*

Have a great day. 😎😎

Regards from

(Add Your Name here)

Thank You for Connecting Messages

2 X Options

Select & Use 1.



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Message No 2 – 24 Hours After Connection Request Accepted – Thank You for Connecting - Option 1

Endorsed some of your skills & looking forward to staying in touch.

Hi *(Add Firstname here)*

Jus thought I'd quickly message you and thank you for connecting, it's nice to meet you and I hope you're keeping safe and well in your part of the world.

Hope you don't mind that I endorsed some of your skills!

Looking forward to staying in touch.

Have a great day. 😎😎

Regards from

(Add Your Name here)



Or Message No 2 – 24 Hours After Connection Request Accepted – Thank You for Connecting - Option 2

Endorsed your skills & Interested to know more about what you do as a *(their industry type)*

Hi *(Add Firstname here)*

Thank you for accepting my request to connect, it's nice to meet you and I hope you're keeping safe and well in your part of the world.

I hope you don't mind that I endorsed some of your skills!

Read through your profile, nice profile BTW, and I'm interested to know more about what you do as a *(Job Role and Area)*

Let's stay in touch.

Have a great day. 😎😎

Regards from

(Add Your Name here)

P.S. You may have seen on my profile that I help *(Add the type of people you work with here)* achieve *(Add the number 1 benefit your prospect is looking for here)*



Add Value without Selling Messages

3 X Options

Select & Use 2.



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Message No 3 – 7 Days After Connection Request Accepted – Add Value without Selling - Option 1

Share Industry Specific Checklist – PDF Attached.

Hi *(Add Firstname here)*

I hope business is going well for you.

Thought you may be interested in this!

It's a *(Add details of your Industry specific checklist etc)*

You'll find it as the pdf attached.

Let me know your thoughts!

Have a great day. 😎😎

Regards from

(Add Your Name here)



Or Message No 3 – 7 Days After Connection Request Accepted – Add Value without Selling - Option 2

Download Industry Specific Checklist from your Landing Page.

Hi *(Add Firstname here)*

I hope business is going well for you.

Thought you may be interested in this!

It's a *(Add details of your Industry specific checklist etc)*

You can download it here *(Add a shortened bitly link to your landing page)*

Interested to hear your thoughts!

Have a great day. 😎😎

Regards from

(Add Your Name here)



Message No 4 – 14 Days After Connection Request Accepted – Add Value without Selling - Option 3

Share an Article *(related to their specific industry).*

Hi *(Add Firstname here)*

I hope business is going well for you.

Came across this article that I thought you may be interested in.

It's goes into *(Add a brief description of the article & benefits to your prospect, give them a good reason to want to read it!)*

Have a great day. 😎😎

Regards from

(Add Your Name here)

P.S. I'm interested to hear your opinion on this!



Invitation to Phone or Zoom Call Messages

4 X Options

Select & Use 1.



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Message No 3 – 5 Days After Connection Request Accepted - Invitation to a Zoom Call - Option 1

Invitation to Join You for a Virtual Coffee

Hi *(Add Firstname here)*

Read through your profile, nice profile BTW, noticed that you're a specialist in *(Add what they do here)* and I'm interested to know more about what you do and if we can help and support each other.

You may have seen on my profile that I help *(Add the type of people you work with here)* achieve *(Add the number 1 benefit your prospect is looking for here)*

Just wondering, would you be open to joining me for a 'virtual coffee' and setting up a Zoom Call to chat further?

Have a great day. 😎😎

Regards from

(Add Your Name here)

P.S. If it's Ok with you, I'd like to keep the call in the No Sales Pitch Zone!



Message No 3 – 5 Days After Connection Request Accepted - Invitation to a Zoom Call - Option 2

I'd be happy to help you with some simple tips.

Hi *(Add Firstname here)*

Read through your profile, nice profile BTW, noticed that you're a specialist in *(Add what they do here)* and I'm interested to know more about what you do and if we can help and support each other.

You may have seen on my profile that I help *(Add the type of people you work with here)* achieve *(Add the number 1 benefit your prospect is looking for here)*

I'd be happy to share with you some quick and simple tips you may find useful, and answer any questions you may have if you're open to a chat via a Zoom Call.

Just let me know and I'll send you a Calendly link to set up a time that works for you.

Have a great day. 😎🕶️

Regards from

(Add Your Name here)

P.S. If it's Ok with you, I prefer to keep the call in the No Sales Pitch Zone!



Message No 5 - 28 - 35 Days After Connection Request Accepted - Invitation to a Zoom Call - Option 3

Would you be open to joining me for a virtual coffee?

Hi *(Add Firstname here)*

I noticed that you're a specialist in *(Add what they do here)* and I'm interested to learn more about what you do and if I can help you in any way.

Myself, I specialise in *(add your specialty here)* *(The most important benefit you provide to your clients/customers here)* .

Just wondering, would you be open to joining me for a 'virtual coffee' and setting up a Zoom Call to chat further?

Have a great day. 😎😎

Regards from

(Add Your Name here)

P.S. If it's Ok with you, I prefer to keep the call in the No Sales Pitch Zone!



Message No 5 – 28 - 35 Days After Connection Request Accepted- Invitation to a Zoom Call - Option 4

Been a while since we connected - Join me for a virtual coffee.

Hi *(Add Firstname here)*

I hope you're keeping safe and well in your part of the world.

It's been a while since we originally connected and I'm interested to know more about you and what you do as a *(Add their Job Role and Area)*

If you're up for it, would you like to join me for a virtual coffee on a Zoom call, you can tell me more about how things are going for you and maybe we can help and support each other.

Let me know and I'll send you a Calendar link to set up a time that works for you.

Have a great day. 😎😎

Regards from

(Add Your Name here)

P.S. If it's Ok with you, I prefer to keep the call in the No Sales Pitch Zone!



Send Your Calendar Link Messages

2 X Options

Select & Use 1.



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Message No 6 - Appointment Message – Send Your Calendar Link - Option 1

They're Happy to Join You on a Zoom Call.

Hi *(Add Firstname here)*,

Looking forward to hearing more about what you do and enjoying a virtual coffee on a Zoom Call with you.

Here's my Calendar link to set up a suitable time that works for you.

(Add Calendar link here)

If you cannot find a suitable time, just let me know and I'll see what other times I can make available.

Just prior to the call, I will send you a Zoom link here via your LinkedIn Inbox.

Stay Safe, Stay Well & Have a Great Day. 🤗🤗🤗

Regards from

(Add Your Name here)

P.S. As I mentioned earlier, if it's OK with you, let's keep the call in the No Sales Pitch Zone!



Or Message No 6 - Appointment Message – Send Your Calendar Link - Option 2

They're Interested in What You Offer and Would like to Join You on a Zoom Call.

Hi *(Add Firstname here)*,

Sure, happy to talk further, help you with some ideas and answer any *(Add Your Industry and or area of specialty)* related questions you may have.

Here's my Calendar link to set up a suitable time that works for you.

(Add Calendar link here)

If you cannot find a suitable time, just let me know and I'll see what other times I can make available.

Just prior to the call, I will send you a Zoom link here via your LinkedIn Inbox.

Stay Safe, Stay Well & Have a Great Day. 🤗🤗🤗

Regards from

(Add Your Name here)

P.S. As I mentioned earlier, if it's OK with you, let's keep the call in the No Sales Pitch Zone!



Invitation to Join Your Private Group Message.



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Further Add Value and Build Relationship Message – Join Your Private Facebook or LinkedIn Group

Invitation to Join Your Facebook or LinkedIn Group.

Hi *(Add Firstname here)*,

BTW, this may or may not be of interest to you, I have a private *(Add either facebook or LinkedIn)* Facebook group specifically for *(Add their Industry type)* Each week in this group you'll find some useful online marketing strategies, content tips and live training.

If you would like to join, here's the link.

(Add link to join your facebook or LinkedIn Group)

Have a Great Day. 😊😊😊

Regards from

(Add Your Name here)



Other Continued Conversation Messages

2 X Options & a Reply

Select & Use 1 + Reply.



Message No 7 - If No Response to earlier messages. Market Research message - Option 1.

Ask an Industry Specific Question.

Hi *(Add Firstname here)*

Thought I'd reach out as I mentioned in my previous message, not sure if you missed them!

I'm wondering, could you help me with some market research please?

In your experience, what do you think are biggest challenge facing people in your industry right now?

Interested in your thoughts on this!

Have a great day. 😎😎

Regards from

(Add Your Name here)



Or Message No 7 - If No Response to earlier messages. Market Research message - Option 2.

Ask a Market Research Question.

Hi *(Add Firstname here)*

Just doing some market research into the *(Add their type of industry)* in *(Add their state)*.

So I thought I would reach out to you and ask your opinion and thoughts if that's OK!

a) What do you think are biggest challenge facing people in your industry right now?

b) How do you feel about your industry for the longer term?

Really interested in your thoughts on this!

Thank you and enjoy the rest of your day. 😎😎

Regards from

(Add Your Name here)



Message No 8 - They reply to your earlier Market Research message. Market Research message - Reply.

Show further interest, ask them a follow up question.

Hi *(Add Firstname here)*,

Thank you for getting back to me.

Do you have any ideas about what people in your industry should be doing to overcome these challenges?

I really appreciate you for sharing your thoughts.

Regards from

(Add Your Name here)



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Important Point to Remember.

Choose the messages you like the most.

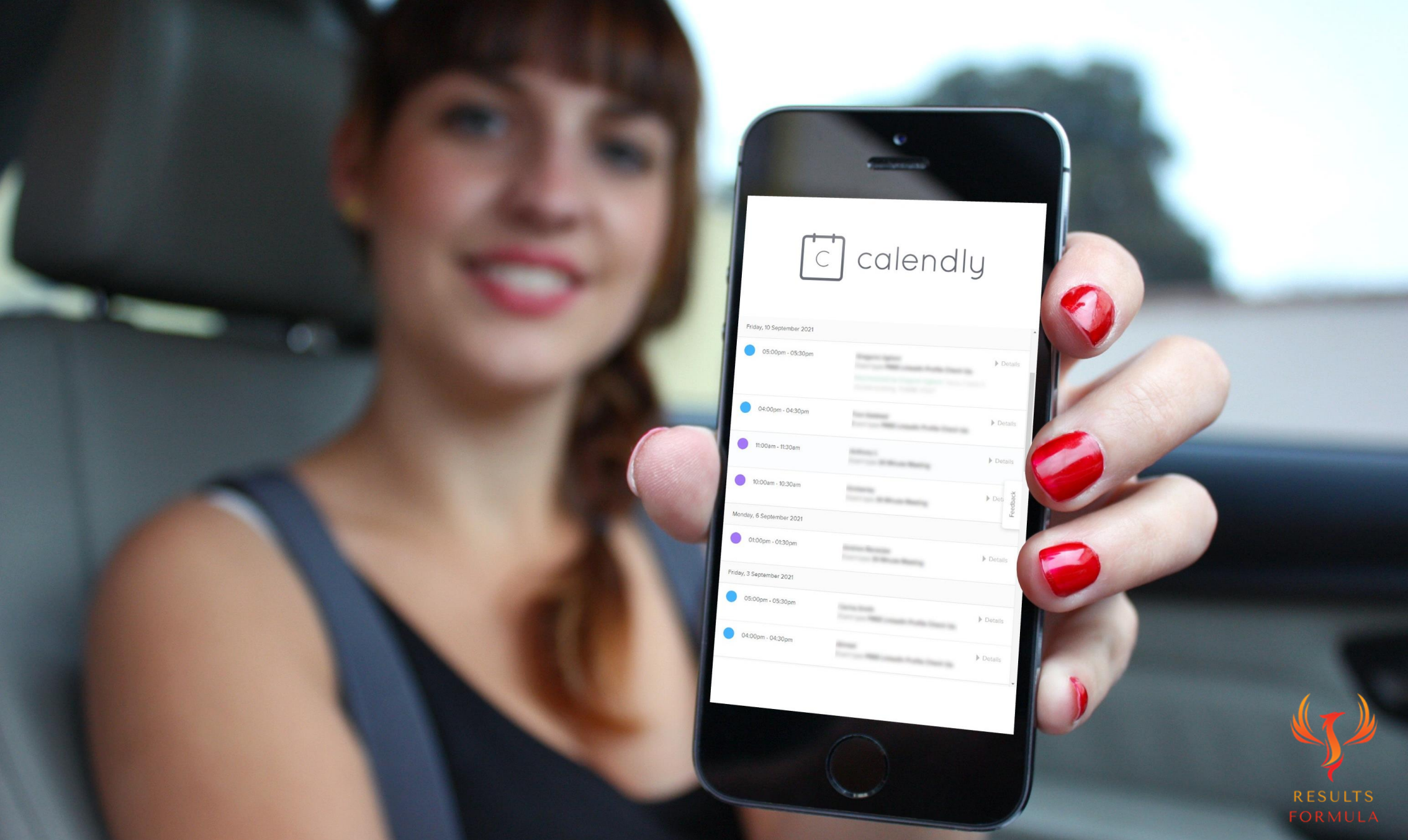
When you customise your messages, try to keep them as short as possible!

Make it easy for people to quickly read your messages, to understand exactly what you're saying and be able to make a quick decision and act on the point you're offering...

Keep your messages short and to the point and you'll achieve a better response!

Remember to interact with a Like and a Comment on the content of your prospects while you add value without selling and build the relationship with them.





 calendly

Friday, 10 September 2021

05:00pm - 05:30pm	Meeting with [Name]	Details
04:00pm - 04:30pm	Meeting with [Name]	Details
11:00am - 11:30am	Meeting with [Name]	Details
10:00am - 10:30am	Meeting with [Name]	Details

Monday, 6 September 2021

01:00pm - 01:30pm	Meeting with [Name]	Details
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Friday, 3 September 2021

05:00pm - 05:30pm	Meeting with [Name]	Details
04:00pm - 04:30pm	Meeting with [Name]	Details

Remember to



Follow Up Strategies

Here are some strategies you can use to 'Follow Up' more effectively.

Remember the general rule of 'Follow Up' is to keep the communication ongoing.

- 1.) During your initial discussion, set an appointment at an agreed time for another conversation.
- 2.) Pick up the phone, call them and have a friendly conversation.
- 3.) Send them an InMail or Email or even a printed letter in the post.
- 4.) Send them further 'Social Proof' (Recommendations / Testimonials, Reviews, Case Studies, How to's etc)
- 5.) Educate them with articles that are specific to their industry that can assist them, then follow up and ask if they found the information useful.
- 6.) Provide them with the contact details of some of your satisfied clients.
(Pay your clients the courtesy of asking them if it is OK for your prospect to call them)



The more people you speak to

=

More people that become aware of the benefits to
them from what you offer

=



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The More Sales You Close

Seller 3

Annual sales

Regional diversification



A Quick Re-Cap.

After watching this chapter you should understand more about

1. How this lead generation strategy works.
2. How to tailor this message sequence to you, your business and your audience.
3. How to add value without selling to your audience to build the relationship with them.
4. When to send each individual message.
5. Remember to Like & Comment on the posts of your prospects during your relationship building with them.



Your Objective.

Once you have searched for specific prospects within your preferred target audience, send them a personalised request to connect and then use these messages to build the relationship, to add value without selling and convert your prospects into appointments for your business!

Remember:

The Fastest Way to Achieving
Results is to Apply.
Just Get Started and Implement.



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The only person you
should try to be better
than, is the person you
were yesterday.



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