



Derick Mildred

My Favorite
Organic Lead
Generation
Strategy.



RESULTS
FORMULA

Linked



More Business

In this chapter you will learn.

1. Derick's Results using this very strategy.
2. Preparation & Useful Tools.
3. The Strategy outlined – Step X Step.
 1. Lead Generation with Sales Navigator.
 2. Connect.
 3. Send a personalized 'Thank You for Connecting' message.
 4. Content.
 5. Add Value & Educate without Selling.
 6. Continue to Build on the Relationship.
 7. Take the Conversation to the Next Level.

Results!



“I have personally used this very strategy described in this chapter to generate over 500 appointments with people interested in the products, services and solutions that I offer!”



Preparation & Useful Tools.



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Preparation & Useful Tools.

I consider these tools essential, and they will make your lead generation use of LinkedIn much easier!

1. Social Proof – Preferably a Case Study.
2. A subscription to LinkedIn Sales Navigator.
3. Calendly.com – Makes it easy for your prospects to make appointments with you at a time that works for them.
4. Canva.com – Great for creating your images etc.
5. Snappa.com – Another useful platform for creating Hi Res images etc.
6. WeVideo.com – An easy-to-use online video editor.
7. Invideo.io – Online video editor used to create video signatures, special effects etc.



CASE STUDY



Case Studies & Other Types of Social Proof.

1. Case Studies (Highly recommended and preferred)

- Identify a common problem experienced by your target market,
- Describe the basics of the solution you provided,
- Detail the results you achieved,
- Culminating with either a video or a written recommendation or testimonial from the client you achieved the result for.
- **IMPORTANT:** (Do NOT include any pricing in your Case Study).

2. Testimonials or Recommendations from clients or customers. (Videos or in writing or both).

3. Guarantees (When structured and written correctly, are a form of risk reversal and a powerful marketing tool, yet they do not apply or may not be suitable to all businesses.)



Case Studies.

Important Point to Remember:

Do NOT Include Pricing of any kind in any case study you send through to a prospect.

Why?

Because you do NOT want them making any kind of price based decision until you have taken the conversation to the next level.



A World of Opportunity.



A World of Opportunity:

Get your messaging and relationship-building strategy right!

And a world of opportunities,
including, larger target markets,
nationally, and even internationally
can open up for you and your business!



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Important Point to Remember:

Most people don't like being sold to!

The best salespeople don't sell, they just talk to people!



Important Point to Remember:

The Golden Rule:

In most cases

You should never SELL or Pitch on LinkedIn.

Why?

Because it's too early in the conversation!

Don't be this guy!



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The Strategy Outlined Step X Step.



The Strategy Outlined – Step X Step.

1. Use LinkedIn search filters to set up Lead lists inside Sales Navigator.
2. Use the Sales Navigator newsfeed to interact with both Likes & meaningful Comments on the content of your prospects.
3. Use this interaction to let your prospects get to know you and build on that ‘Know, Like & Trust’ factor.
4. Visit the profiles of your prospects and look for mutual areas of interest.
5. Send your prospects a ‘personalized’ (upto 300 characters) Request to Connect message and be sure to mention your conversation with them via their content and any other mutual areas of interest.
6. Send a ‘Thank You for connecting’ message with either a ‘personalized’ video, audio or image.
7. Their Content - Continue to interact with Likes & meaningful Comments on their content.
8. Your Content - Add Value and Educate without Selling to your prospects with polls, articles, information, that helps or interests them.
 - Post No: 1. A Poll that asks about and industry-specific pain point.
 - Post No: 2. An article that describes the industry-specific pain points and provides easily applied solutions.
9. Send them a Case Study that highlights the results you achieve for your clients.
10. Offer to set up a call to discuss ‘mutual collaboration’ and how you can possibly help each other.
11. Make sure your message ‘P.S.’ mentions
 - ‘P.S. If it’s OK with you, I’d like to keep the call in the ‘No Sales Pitch Zone.’
12. When your prospect agrees, send them your Calendly link so they can set up a call at a time that is suitable to them.



Step 1:

Lead Generation
with
Sales Navigator.

 LEAD GENERATION

How to Set Up LinkedIn Sales Navigator Step X Step.

1. Set up your Sales Navigator with the Sales Navigator Coach found in the dropdown menu under your Face pic.
2. Search for leads and prospects using the filters provided, be sure to use 'Spotlights'.
3. Save your leads into Lead Lists, upto 1,000 per list. Do NOT Save more than 2 lists.
4. Depending on the data provided by the filters you have selected, within a few hours to a day, Sales Navigator will populate its own newsfeed with exclusive content from only your leads and prospects.
5. Get the conversation started and begin to build on the professional relationship by interacting with a Like & a Comment on the Content of your leads and prospects via the Sales Navigator newsfeed.



How to Use LinkedIn Sales Navigator.

- 1.) Define your search criteria for your top prospects.
- 2.) Label and save prospect lists.
- 3.) Search for your prospects recent activity.
- 4.) Add prospects to your saved lists.
- 5.) Within a short time Sales Navigator will populate the Sales Navigator newsfeed with posts and content of your prospects.
- 6.) Interact, Like & Comment on the content of your prospects.
- 7.) Ask them industry related questions about their favourite topics, their business, their industry, their passions, their pain points etc.
- 8.) When the interaction is 2 way, you are now building the relationship, be patient, this can take a little time.
- 9.) Reach out and 'Request to Connect'.



Use Search Filters to Find Better Leads.

Search

Lead filters +

Account filters +

Saved searches

Highlights for you

< Previous Next >



Accenture activity has been trending.

IT Services and IT Consulting · 560K+ employees on LinkedIn

Accenture is being mentioned in the news more than usual.

View decision makers

Star account

All alerts

Bookmarked alerts (0)



Search for saved account and lead alerts

Sorted by: Relevance

Filter by: Accounts Leads



Tamra Torres an unsaved lead at Self Employed viewed your profile

Self Employed · Freelance

7 hours

Save



Doug Katz - MBA, CDLP, CCRS® shared a post

Divorce Housing Pro · Owner

5 hours

View



My priority accounts



HAZELTON & ASSOCIATES, INC.

Real Estate
San Diego, California, United States



Highrises.com

Real Estate
Vancouver, Washington, United States



EMPLOYEES
19 ▼ 9%

View decision makers



Anthology Real Estate

Real Estate
Moraga, California, United States



EMPLOYEES
2 ▲ 2,147,483,647%

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1.) Click on 'Lead Filters', then use the filters to narrow down your 'Search for suitable Leads'.

Search Filters.

2.) Use the Search Filters below to narrow down your search for leads. To find more of the right people who are a match for your specific target audience.

The screenshot shows the LinkedIn Sales Navigator search filters interface. The top navigation bar includes 'SALES NAVIGATOR', 'Home', 'Account lists', 'Lead lists', 'Messaging', 'Admin', 'Referrals', and a user profile icon. Below the navigation bar, there are tabs for 'Lead' and 'Account', a search bar with 'Search keywords', and a 'Saved searches' section. The main area is divided into several filter categories: 'Company', 'Personal', 'Role', 'Spotlights', and 'Workflow'. Each category contains a list of filter options with a plus sign to expand them. Five callout boxes with blue borders and white text provide instructions on how to use the filters:

- 2.) Enter the 'Role' incl Job Title, Seniority etc you would like to search for here.
- 3.) Enter the location you would like to search for leads in.
- 4.) Use additional filters to further narrow down your search results if necessary.
- 5.) Be Sure to use Spotlights to further narrow down your search.

At the bottom right, there is a 'Chat with us' button.

Spotlights.

6.) Spotlights provides you with several options to further narrow down your search and find leads that more closely match your criteria.

7.) Open Spotlights and select your preferred option, I like 'Posted on LinkedIn in 30 days' because it indicates who is active on LinkedIn.

Spotlights

- Activities and shared experiences
- Changed jobs in last 90 days
- Mentioned in news in last 30 days
- Posted on linkedin in 30 days
- Following your company
- Have shared experiences with you

Posted Content

- Keyword in posts

Workflow

- Account lists
- Lead lists
- People in CRM
- To enable filter, upgrade contract
- People you interacted with
- Saved leads and accounts



Save Your Leads to a Lead List.

8.) Click here to 'Select all', Create your Lead List, then save your leads to your Lead List.

The screenshot displays a CRM interface with a dark blue header. The navigation bar includes 'GATOR', 'Home', 'Account lists', 'Lead lists', 'Messaging', 'Admin', 'Referrals', and a user profile icon. A search bar is present with the text 'Search keywords'. Below the header, a status bar shows '3 filters applied', 'Clear all', '25 selected', 'Save to list', and '2K+ results'. On the right side of this bar are 'Save Search' and 'Share Search' options.

The left sidebar contains several filter categories:

- Company:** Current Company, Past Company, Company headcount, Company type, Company headquarters.
- Role:** Function, Job title (with 'Realtor' selected), Seniority level (with 'Owner' selected), Years in current company, Years in current position.
- Spotlights:** Activities and shared experiences.
- Posted Content:** (empty)
- Personal:** Connection, Connections of, Geography (with 'Los Angeles Metropolitan Area' selected), Groups, Industry, First Name, Last Name, Profile language, TeamLink connections of, School, Years of experience.
- Workflow:** Account lists, Lead lists.

The main content area shows a list of lead cards. Each card includes a profile picture, a name, and a 'Save' button. The first card is selected with a checkmark. A 'Chat with us' button is located at the bottom right of the list.

Save Your Leads to a Lead List cont.

9.) Title your Lead List with a name relevant to your target audience and objectives. Add a record of your Search Criteria to your List Description, Click on Create and Save.

Create lead list

List name

25 leads will be saved in this new list and "My saved leads".

List description



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Saving your Leads in LinkedIn Sales Navigator.

- 1.) Before you save any leads, check that you have selected the option that suits you best from
 - a.) Total results.
 - b.) Changed jobs in the past 90 days.
 - c.) Mentioned in the news in the past 30 days.
 - d.) Posted on LinkedIn in the past 30 days.
 - e.) Share experiences with you.
 - f.) Leads that follow your company on LinkedIn.
- 2.) Then save your leads.
- 3.) Applying the 'Select All' option will allow you to save 25 leads for that page only, then scroll down, click the next page and save the next 25 leads and so on for each page of leads displayed.
- 4.) After you have saved your leads lists, then go through the list and remove any leads that do not meet your criteria.



SALES NAVIGATOR

To establish, build and nurture the relationship.

After you have saved prospects to your lead lists, Sales Navigator will start working for you, within a short time you will notice posts and content posted by your leads in the Sales Navigator newsfeed waiting for you to Like and Comment on.

- 1.) As regularly as possible, you should Like and Comment on the posts of your prospects and leads.
- 2.) By interacting, you are showing interest and becoming known to them, no longer are you a complete stranger!

Sales Navigator Newsfeed – Incl Content of Your Leads!

Search

Lead filters +

Account filters +

Saved searches

Highlights for you

< Previous Next >

10.) Home is where you will find the Sales Navigator Newsfeed with content posted by your saved leads waiting for you to interact with Likes & Comments.

This feature is extremely useful for building relationships before your connect.

All alerts

Be... Alerts (0)



Search for saved account and lead alerts

Sorted by: Relevance

Filter by: Accounts Leads

Tamra Torres an unsaved lead at **Self Employed** viewed your profile
Self Employed · Freelance
7 hours
[Save](#) [Bookmark](#) [Close](#) [More](#)

Doug Katz - MBA, CDLP, CCRS® shared a post
Divorce Housing Pro · Owner
5 hours
Thinking about venturing into the world of precious metals. Don't think...
[View](#) [Bookmark](#) [Close](#) [More](#)

My priority accounts



HAZELTON & ASSOCIATES, INC.

Real Estate
San Diego, California, United States



EMPLOYEES
2 0%

[View decision makers](#)



Highrises.com

Real Estate
Vancouver, Washington, United States



EMPLOYEES
19 ▼ 9%

[View decision makers](#)



Anthology Real Estate

Real Estate
Moraga, California, United States



EMPLOYEES
2 ▲ 2,147,483,647%

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Sales Navigator Newsfeed – Incl Content of Your Leads!

SALES NAVIGATOR Home Accounts Leads Messaging

Search Lead filters + Account filters

Brian Schulman shared a post
Voice Your Vibe - Founder & CEO
11 hours
Ready!?! Time for some FUN!! IT'S WHAT'S GOOD WEDNESDAY LIVE E256...

Michelle Gardner-Ince shared a post
U.S. Department of Small Business Administration - Director, Woman Veteran-Owned Small Business
11 hours
...currently HOSTING! Hear the LaunchTech CE...

Dino Pacella shared a post
Simplicity Loans & Advisory - Head of Third Party Relationships
11 hours
Its Sydney today at the International Convention Centre Sydney (ICC...

Bret Packard shared a post
The Packard Network - Founder & CEO
11 hours
"When everything around you is spinning, stand still; when it's quiet, mak..."

Tamra Simons Utah Certified Mentor Top Producer shared a post
eXp Realty - Realtor
11 hours
What Trend Did the US Deals Follow in Early-Q1? #realestate #realtor...

Peter Taliangis shared a post

11.) Click here on View and the latest post of your prospects will appear, ready for you to Like and Comment

Alert details

Brian Schulman • 1st
Founder & CEO of Voice Your Vibe™ | Forbes Featured Entrepreneur | Linked...
21h • 🌐

Ready!?! Time for some FUN!! IT'S WHAT'S GOOD WEDNESDAY LIVE E256! And YOU'RE INVITED! See you LIVE in 10 🙌 Positive Vibe Tribe!! JOIN US here! 🙌
<https://lnkd.in/gGMWwQDA>

Nancy Debra Barrows M.S. CCC-SLP

#whatsgoodwednesday #voiceworthy #radiatepositivevibes #radiatingreal #chickwiththetoolbelt

ARE YOU READY?? **JOIN US Live** **LNKD.IN**

LIVE 11:22

4) Take a picture when you're having FUN and share the moment of #FullForceFunness on social media! Don't forget to use the hashtag #WGWVibes

6PM PT FOR 100% FUN

Brian Schulman and 10 others 1 repost

Reactions

Step 2:

Connect.



Send a Personalised 'Request to Connect' message.

1. Visit their profile.
2. Look for mutual areas of interest.
3. Send your prospects a personalised 'Request to Connect' message, (upto 300 characters) mention your previous conversation via their content and any mutual areas of interest you noticed on their profile.



Personalized 'Request to Connect' message example.

Always Personalise your message
(You have 300 characters to use)

You can customize this invitation ✕

Include a personal message (optional):

Hi Stephanie
I noticed your profile here on LinkedIn and I'm Interested to know more about the area of *(Job type and industry type)* that you specialise in.
Are you open to connecting?
If so that would be great.
Kind Regards
(Your Name here)

Cancel

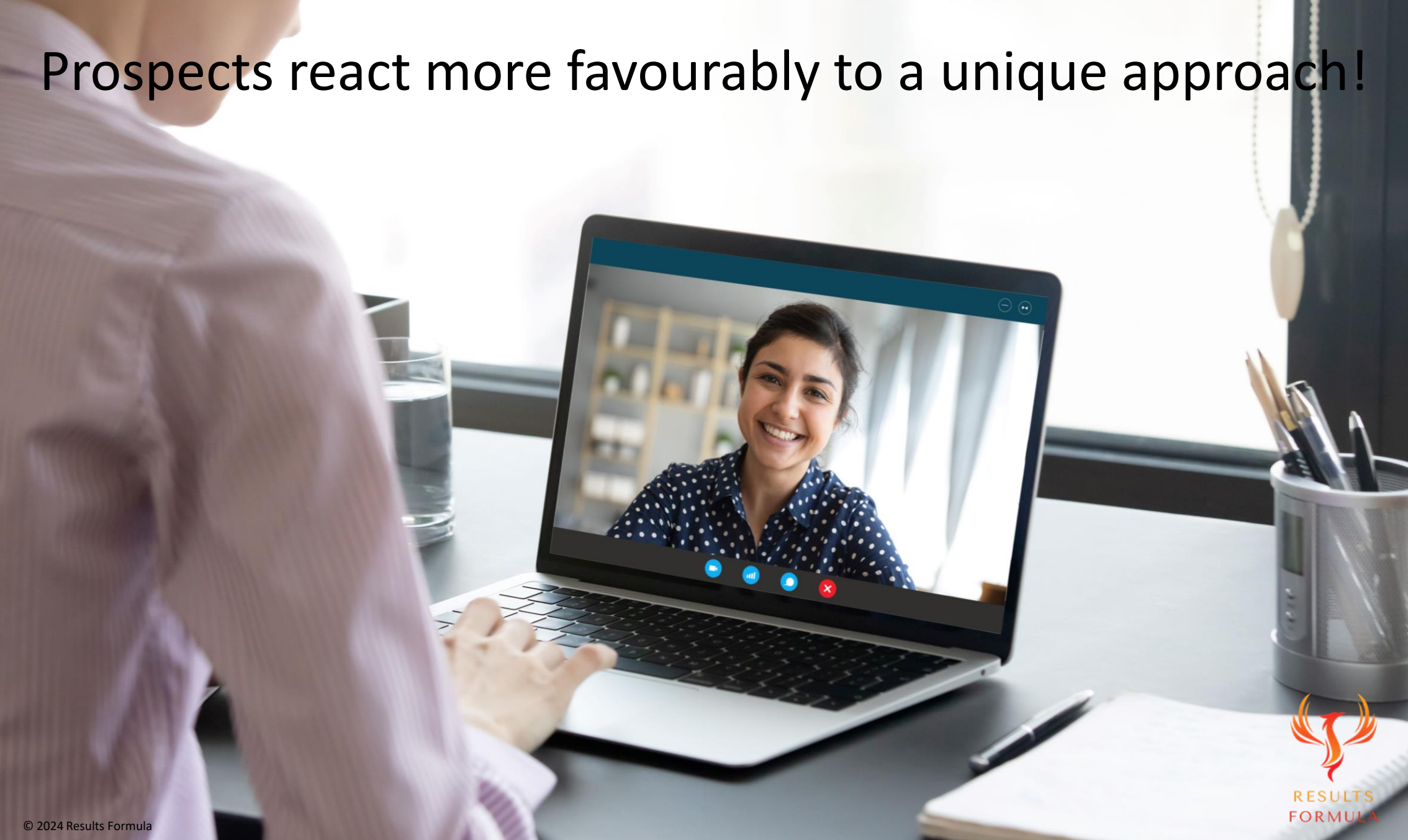
Send invitation

Step 3:

Send a Personalised,
Thank You for
Connecting message.
Video, Audio or Image.



Prospects react more favourably to a unique approach!



Send a Personalised, 'Thank You for Connecting' video.

1. In your 'Thank you for Connecting' video, mention your prospect by their first name.
2. Make sure you DON'T pitch! (It's too early in the conversation).
3. No expensive equipment is required, record your video using your phone and a tripod, laptop etc.
4. Keep your video short, less than 60 seconds.
5. Mention any mutual areas of interest and how you like to 'Add Value' to your network.




Use your phone on a tripod to record your video.



Or a Personalised, 'Thank You for Connecting' image.

1. Stand out with a simple, easy and alternative approach by sending a 'Thank you for Connecting' image.
2. Make sure that your image includes a picture of you holding up a personalized 'Note' or 'Card' aimed towards your prospect.
3. A template makes this approach quick and easy.

Personalized, 'Thank You for Connecting' example 1.

A man with glasses and a blue and white checkered shirt is smiling and holding a white sign in an office setting. The background shows a desk with a computer monitor, a chair, and a shelf with trophies and a flag.

*A pleasure to
connect with you

(Firstname)*

Personalized, 'Thank You for Connecting' example 2.



*Free LinkedIn
Strategy Session
(Firstname)*

Personalized, 'Thank You for Connecting' example 3.

*Free (Added Value)
Strategy Session
(Firstname)*

Step 4:

Content.



Your Content Strategy.

1. Interact with **their content first** to get the conversation started, let your prospects get to know you.
2. Post a Poll to identify the top pain points experienced by your target audience.
3. Share the link to your Poll with your prospects and ask them for their thoughts, opinions etc.
4. Write an article that details the results of your Poll and also provides workable solutions to the pain points experienced by your target audience.
5. Share the link to your article with your prospects and again ask them to share with their own experience, thoughts, opinions etc.
6. Continue to interact with Likes & Comments on the Content of your prospects.



Step 5:

Add Value
& Educate
without Selling.



ADD VALUE

& Educate
without Selling
Strategy part 1



Research the Pain Points of Your Target Audience

Go to [answerthepublic.com](https://www.answerthepublic.com)

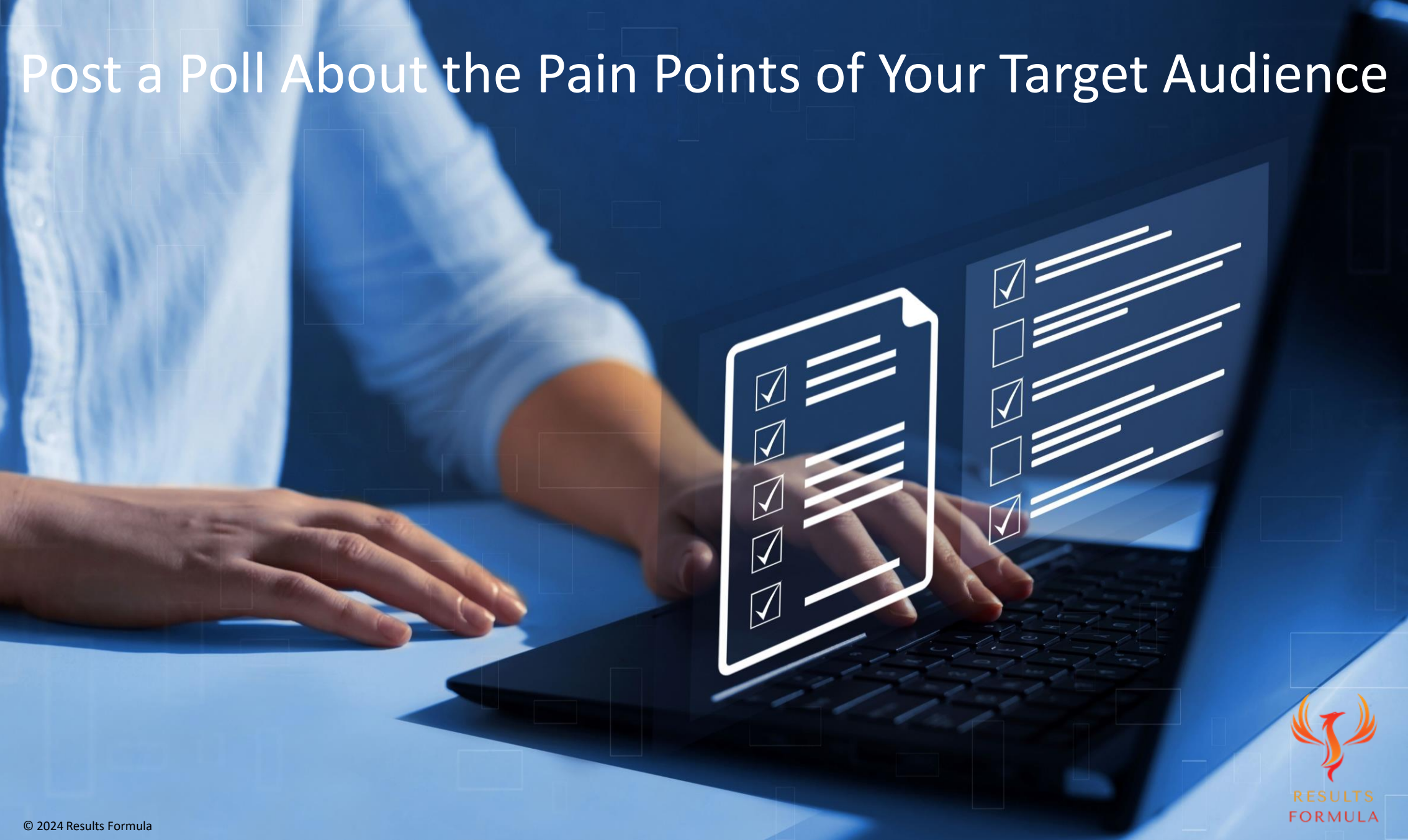
AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around a specific keyword or search term.

It's a goldmine of consumer insight you can use to create fresh, ultra-useful content, products and services, based on the questions your target audience is asking.



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Post a Poll About the Pain Points of Your Target Audience



Add Value & Educate without Selling Strategy part 1

1. Post a Poll that describes a common 'pain point' experienced by your target audience, your prospects and their industry.
2. Send your prospects the link to your poll and ask them for their opinion, thoughts, and even their experiences related to the topic of your poll.



Your Poll Should Include

- 1.) Attention-grabbing headline that highlights a pain point common to your target audience.
- 2.) Detail a few of the most common frustrations related to the pain point experienced by your target audience.
- 3.) CTA – Ask your audience to share their opinions, thoughts or their own experiences in the comments below.
- 4.) Set the duration of your Poll to run for the longest period possible, 2 weeks.
- 5.) Set up your poll and make sure your Poll Question is directly related to your post Headline.
- 6.) Give your audience 4 Answer options, upto 30 characters ea. 3 Options related to your Poll question.
- 7.) The 4th Answer option should be a CTA, such as ‘Other – In the Comments Below’.



Poll Example:

What Are Your Preferred Work Hours?

✧ What Makes a Good Job? - Part 10 ✧

What Are Your Preferred Working Hours?

Many people describe their job as working the regular 9 - 5.

However, many people also work in jobs that require working after hours. I personally worked night shift for 4 years and loved every minute of it.

Many industry workers will work longer shifts also.

Those with their own business will probably tell you they work their own hours which can be many and vary week to week, month to month.

So the length or duration of a 'shift' for different jobs etc does vary!

Tell us below, what are your preferred work hours?



Your poll should provide you with valuable insights into the pain point statistics of your target audience.



ADD VALUE

& Educate
without Selling
Strategy part 2



Post an Article About the Solutions to the Pain Points of Your Target Audience.



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Add Value & Educate without Selling Strategy part 2

1. Write an article that details the results of your poll, and importantly includes easily applied and workable solutions to the pain points you mentioned.
2. Send the link to your article to your prospects and again ask them for their thoughts, opinions, and experiences etc.



Your Article Should Include

- 1) Cover image – Use Canva or Snappa to design a Cover Image for your article.
- 2) Attention-Grabbing Headline related to the pain point problems experienced by your target audience covered in your Poll and the solutions provided in the article.

Eg: 7 Easily Applied Solutions to 'Pain Point title' that will *(Add Benefit)* _____

- 3) Keep your article paragraphs short, preferably 1 – 3 sentences per paragraph.
- 4) Briefly detail the pain points commonly experienced by your target audience.
- 5) Describe what happens when the 'pain points' are not resolved.
- 6) Detail each of your 7 solutions, try to make the actual steps to apply your solutions as simple as possible.
- 7) Describe the results and outcomes experienced by others after they have applied your solutions.
- 8) Add just 1 or 2 brief testimonials (1 – 2 sentences maximum) from others who have applied your solutions.
- 9) Add images, charts, or quotes (5 – 10) where relevant to your article.
- 10) About You (Author)
- 11) Separate Website & Calendar links.



Your article should provide quick & easy solutions to the pain points of your target audience.

1. _____ A <input type="checkbox"/> _____ B <input checked="" type="checkbox"/> _____ C <input type="checkbox"/> _____ D <input type="checkbox"/> _____	2. _____ A <input type="checkbox"/> _____ B <input type="checkbox"/> _____ C <input type="checkbox"/> _____ D <input type="checkbox"/> _____	3. _____ A <input type="checkbox"/> _____ B <input type="checkbox"/> _____ C <input checked="" type="checkbox"/> _____ D <input type="checkbox"/> _____
4. _____ A <input checked="" type="checkbox"/> _____ B <input type="checkbox"/> _____ C <input type="checkbox"/> _____ D <input type="checkbox"/> _____	5. _____ A <input type="checkbox"/> _____ B <input type="checkbox"/> _____ C <input checked="" type="checkbox"/> _____ D <input type="checkbox"/> _____	6. _____ A <input type="checkbox"/> _____ B <input type="checkbox"/> _____ C <input type="checkbox"/> _____ D <input checked="" type="checkbox"/> _____



Step 6:

TRUST

Continue to
Build on the
Relationship.



Continue to regularly interact with their content
with
both Likes and meaningful Comments.



Step 7:

Take the
Conversation to
the Next Level.



Interested to Know More About What You Do Call!

Invitation to join you for a 'Virtual Coffee'.

Hi (Add Firstname here)

I hope you're keeping well.

I value and appreciate our connection, so I'm interested to know more about you and your role 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 collaborate and help 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!



Join Me for a Virtual Coffee!



*Hi (Firstname),
Join me for a
Virtual Coffee!*

Interested to Know More About What You Do Call!

They're Happy to Join You on a Zoom Call – Send them Your Calendar link.

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!'



Interested to Know More About What You Do Call!

Offer your prospects any of the following



A 1 on 1 Zoom Call,



A 1 on 1 Phone Call,



Or a Face to Face meeting,



An Invitation to a Webinar,



An Invitation to a Seminar,



An Invitation to an Event.





 calendly

Friday, 10 September 2021

06:00am - 05:30pm

04:00pm - 04:30pm

10:00am - 10:30pm

03:00pm - 03:30pm

Monday, 6 September 2021

01:00pm - 03:00pm

Friday, 3 September 2021

05:00pm - 03:00pm

04:00pm - 04:30pm

Recommended Strategies for Your Zoom Calls

- 1) Remember, the best salespeople, never actually sell, they just talk to people, try to let the prospects do 70% of the talking, keep the conversation casual, calm and without the sales pitch, especially if you have used

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

- 2) Use a 2 Step process to identify if your prospect has an actual need for what you offer.

- 3) Step 1 - Your 1st Call could be a Discovery Call.

- 4) Step 2 - Your 2nd Call could be a Getting Started Call.

- 5) Be patient and strategic,

Focus on how you can actually help your prospects,

Identify and consider their pain points.

Your products or services are the solutions to their pain points.

Think about and highlight, 'What's in it for them!'

- 6) Make sure you have Case Studies that substantiate that you deliver on your promise and provide actual results.

- 7) Set up your overall strategy so it's as easy as possible for people to decide to do business with you!

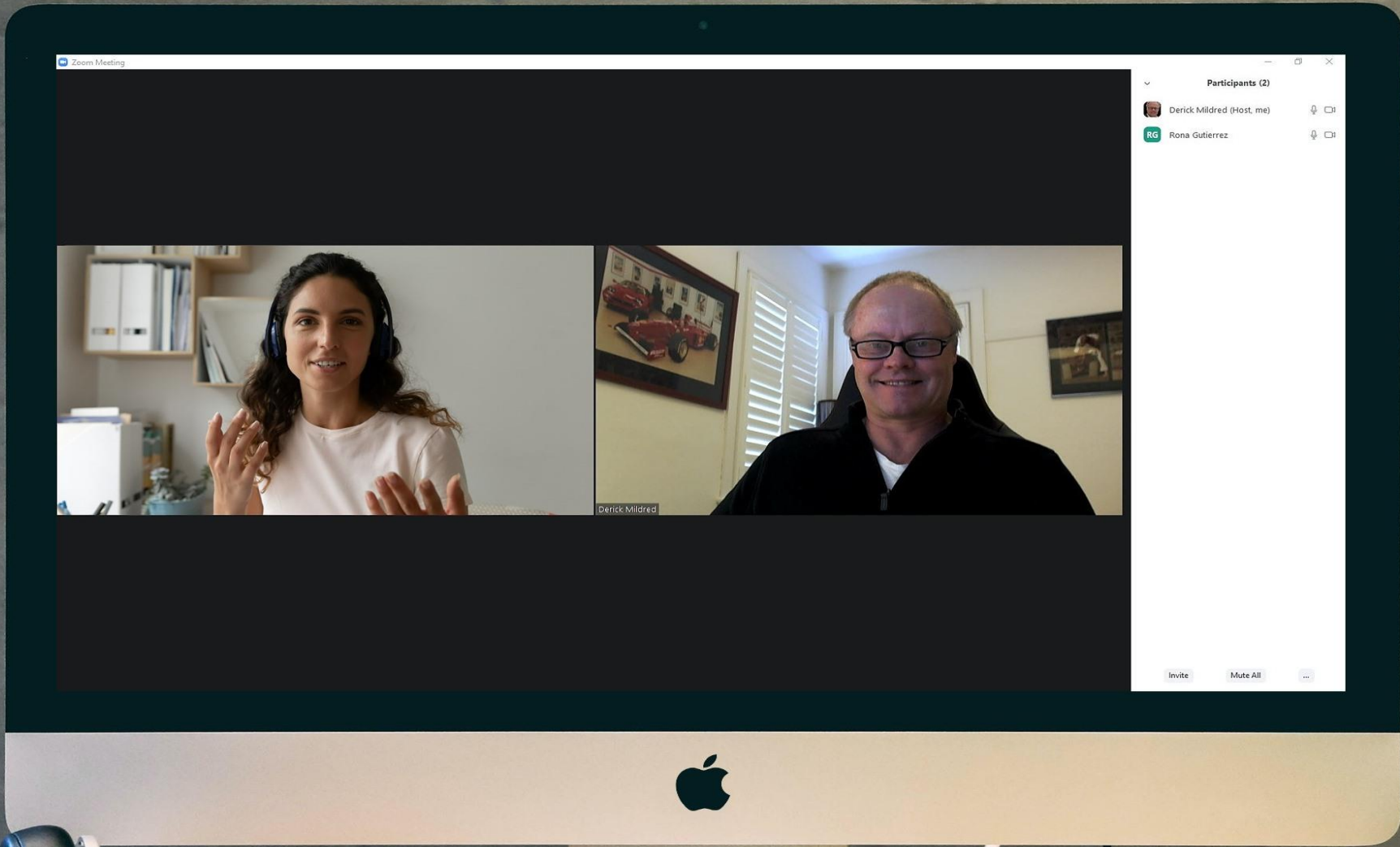


Call 1 - A Discovery Call.

1. Many people use their 1st Zoom call as a Discovery Call and apply the following steps.

- a) Research your prospects including their website, social media, especially LinkedIn, Google etc.
- b) Make sure you know the pain points of your prospects or their industry.
- c) Look for mutual areas of interest.
- d) Set a clear agenda for your call, introduce yourself and your role in your company.
- e) Highlight the objectives of your call.
- f) Ask questions that open up the conversation. EG. Don't ask questions that can be answered with just a 'Yes' or a 'No'. Instead, ask questions that lead to a more conversational response, such as
 'What issues do you have with _____?'
 'How has that affected you and your business?'
- g) Summarise the pain points of your prospects.
- h) Share your Case Studies, how you have helped other businesses and the results they achieved.
- i) Offer your prospects a Getting Started Call, and when they agree, send them your Calendly link.





Call 2 - A Getting Started Call.

- 1) Many people use their 2nd Zoom call as a Getting Started Call and discuss the following
 - a) Problems or pain points of their prospects that they can solve,
 - b) Reiterate their needs,
 - c) Highlight what you offer,
 - d) Detail the results, that are relevant to them especially those described in your Case Studies,
 - e) Outline the actual steps to move forward,
 - f) Send a link to your Payment Gateway, Stripe or similar, to process their deposit payment,
 - g) Outline your client care steps to get them started.





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Why this Strategy Works Well!

Because

1. You begin the process by letting your prospects get to know you, by interacting with their content with both Likes and meaningful Comments, before you send them a 'Request to Connect'.
2. You always visit their profile (Look for mutual areas of interest) before you send your personalized 'Request to Connect' message.
3. You send a personalized and unique 'Thank You for Connecting' message'
4. You generated interest by Adding Value & Educating without Selling to your prospects with a Poll that identifies the extent of common and specific problems experienced by your prospects or their industry.
5. You further Add Value & Educate without Selling to your prospects with an article that provides solutions to the common and specific problems experienced by them or their industry.
6. You built on the know, like and trust factor with your prospects by continuing to interact with their content with Likes and meaningful Comments.
7. You have prepared Case Studies available.
8. When the time is right, you take the conversation to the next level with a Discovery Call followed by a Getting Started Call etc.



A Quick Re-Cap.

After watching this video you should understand more about

1. Derick's favorite lead generation strategy.
2. The results that can be achieved for both you and your business.
3. How to apply the strategy step X step.
4. A 2 step method to building relationships that lead to appointments.
5. Using the strategy to have prospects book appointments with you.



Your Objective.

Once you understand how Derick's favorite lead generation strategy works, it's easy to add your own personal touch and apply it to build relationships with your prospects that convert into more appointments booked with you by people who are interested in how you help them.




Remember:

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



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If you want something
different you have to DO
something different.

 **inspire**MORE.com



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