



Derick Mildred

Lead Generation  
Scripts for New  
Connections.



RESULTS  
FORMULA

Linked



More Business

PLEASE NOTE.

The ONLY difference between the scripts for  
New Connections  
&  
Existing Connections  
Is Step 1.



# In this module you will find.

1. The actual Lead Generation Scripts ready for you to use.
2. Just Copy & Paste.



You will also find these scripts included  
in your workbook.



RESULTS  
FORMULA

# Before You Begin.

Important - PLEASE make sure that

- 1.) You have already watched the Lead Generation module video.
- 2.) You have also printed out the Lead generation module pdf, read it and understand the overall strategy.

These 2 steps described above are important towards your ability to use LinkedIn to generate real leads for your business.



Remember.


You will get more business when you

Interact, Establish, Build & Nurture the Relationship

Then take the conversation to the next level.



RESULTS  
FORMULA



*Don't be the  
'pushy salesman'  
that everyone hates!*



RESULTS  
FORMULA



A hand in a dark suit jacket points towards a glowing pink gear. This gear is part of a vertical chain of several blue gears. The background is a blurred blue scene with many more faint blue gears. The overall lighting is bright and futuristic, with a blue color palette.

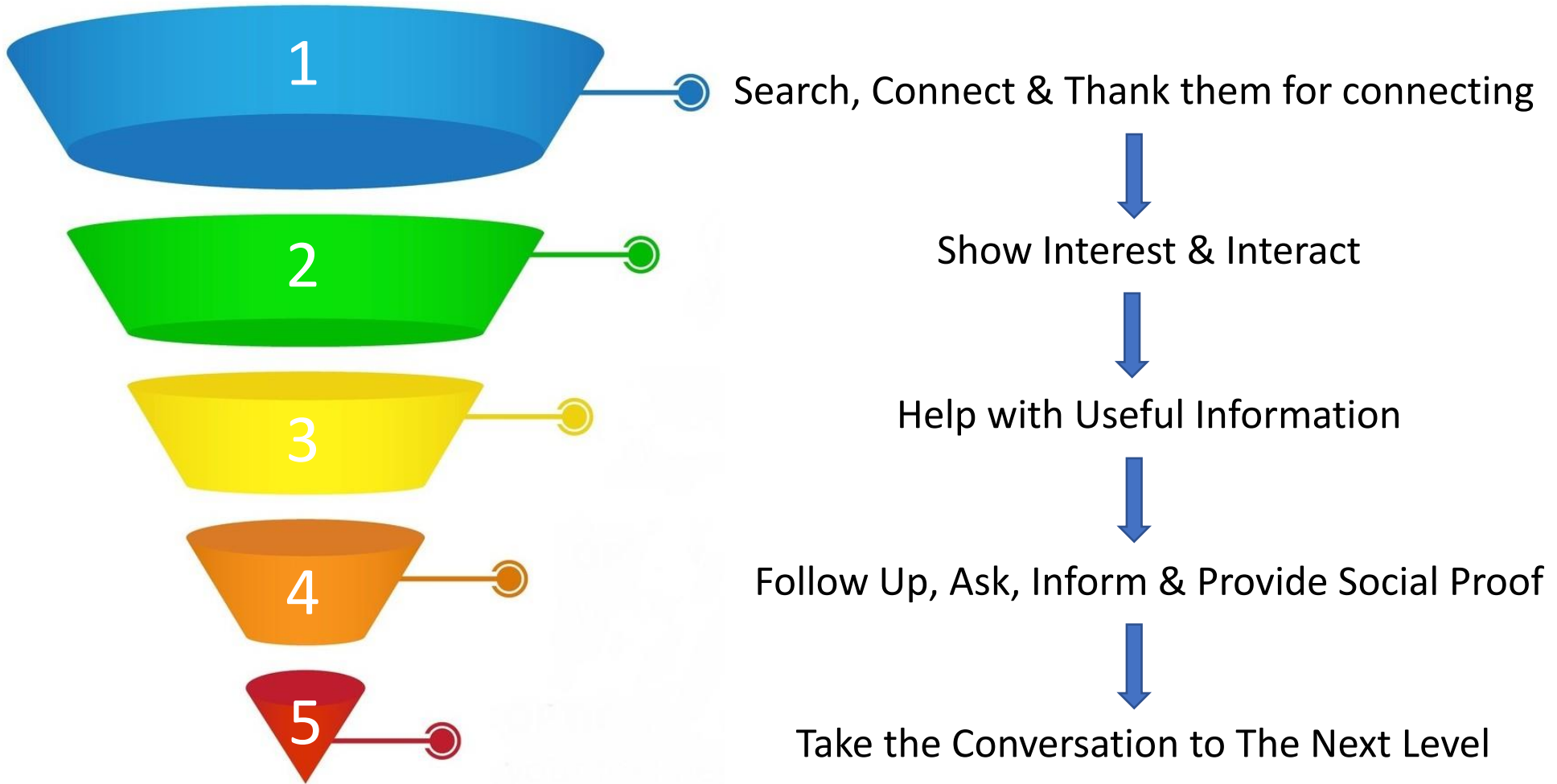
# LEAD GENERATION



RESULTS  
FORMULA



# 5 Step Lead Generation Sequence.



Step 1

SEARCH

find



# Step 1 – Search.

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'Finance Broker'. Below the search bar, there are navigation icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing 4), Me, Work, and Sales Nav (with a red badge showing 139). Below these icons, there are filter buttons: 'People' (highlighted in green), 'Connections', 'Locations', 'Current company', and 'All filters'. The search results show 'About 109,7 results'. A callout box points to the search bar with the text: 'Enter your preferred target market into the LinkedIn Search'. Another callout box points to the 'All filters' button with the text: 'Refine your Search by using the filters for 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> level connections, plus country, city, company, industry etc'. The search results list several profiles, each with a 'Connect' button. One profile is highlighted with a 'Loans' label. On the right side, there is a sponsored post for Jira Software, which is 'Free for 10 users' and described as 'the #1 dev tool for agile teams - get started today'.



# CONNECT

Step 1



# Request To Connect Message Example 1.

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

Hi Bob

I found your profile and I'm interested to know more about what you do in your role as *(Insert position and business type here)*

Would you be open to connecting here on LinkedIn? If so that would be great.

*Thank You & Regards from  
(Your Name here)*

Cancel

Send invitation



RESULTS  
FORMULA

# Request To Connect Message Example 2.

Hi Bob

Your LinkedIn profile looks impressive and I'm Interested to know more about the area of *(Insert Job type and industry type)* you specialise in.

Are you open to connecting? If so that would be great.

*Thank You & Regards from  
(Your Name here)*

Cancel

Send invitation




# *Or you can also use an InMail.*

InMail messages allow you upto 1000 characters to use

Note:  
LinkedIn InMail messages are not available with FREE LinkedIn Acc

New message ×

---

 **Stephanie Wright**  
Director of Wright Mortgages & Finance

---



Subject (required)

---

Write a message or attach a file

---

PREMIUM Using 1 of 44 InMail credits

  Send

# *Thank you for Connecting Message.*

New Connections- Thank You for Connecting – Interested in your opinion about challenges facing your industry.

Hi *(Insert First Name here)*

Thank you for recently connecting here on LinkedIn.

Just wondering about your role as *(Insert their Job Title or Position and type of Industry)*.

Thought I would ask you, what do you think is the biggest challenge people in your industry face these days?

Interested in your opinion on this.

Regards from

*(Insert your name)*



Step 2

# INTERACTION



RESULTS  
FORMULA

The idea of 'Interaction' is to get the conversation started.

When you visit their profile,  
look for mutual areas of interest.



RESULTS  
FORMULA

# Mutual Areas of Interest to Look For.

1. Recent Posts, etc,
2. You may agree with their opinion about comments they made on a post or an article,
3. Publications, articles, papers etc that they may have published,
4. Current or previous companies they have worked for, positions they have held etc,
5. Groups they're a member of,
6. The school or university they attended,
7. Content or Media they have on their profile,
8. Sports they play, are involved in or follow,
9. Good causes they support or follow,
10. Volunteer experience they may support or be part of,
11. Accomplishments.



# Popular Conversations Starters.

When any of your connections interact with you creates a good opportunity for you to get the conversation started.

You can use these 'Conversation Starters'

1. When you get a good reply to your previously sent
  - a.) 'Congratulations on Starting a New Position' message,
  - b.) 'Congratulations on a Work Anniversary' message,
  - c.) 'Happy Birthday' message,
1. When a connection endorses your skills,
2. PLEASE SEE the module called 'Over 50 Conversation Triggers To Get The Conversation Started' for even more ideas.





# *Interact Message Example 1.*

Mutual Area of Interest – I noticed on your profile.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Couldn't help notice your interest in *(Insert mutual area of interest)* when I recently viewed your profile.

I'm just wondering what your thoughts are about *(Insert something relevant to your mutual area of interest)?*

Regards from

*(Insert your name)*



# *Interact Message Example 2.*

Mutual Area of Interest – I noticed your recent post.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Really enjoyed your recent post about *(Insert post details here)*.

I'm interested in your thoughts about *(Insert a challenge to their industry here)*.

Regards from

*(Insert your name)*



# *Interact Message Example 3.*

Mutual Area of Interest – Regarding your recent comment.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Regarding your recent comment on *(Insert post or article details here)* I couldn't agree with you more.

Interested in your opinion on *(Insert a challenge to their industry here)*.

Regards from

*(Insert your name)*



Step 3

HELP



# Step 3 – Help Your Prospects with Useful Information.

Next you offer to help your prospect by providing them with information that is relevant to their industry, NOT your industry, and offers a benefit that can be implemented quickly and easily to generate a result A S A P.

Ultimately, this information should identify an industry ‘pain point’ and provide a solution.

This helpful information can be in the form of

1. An Industry article (Easily found with a search on Google, just Copy, Paste and Send to your prospect),
2. A Podcast. (Just send them the link)
3. A Blog Post, preferably available from your website or a website related to their industry,
4. An E Book, downloadable from your website or Landing Page in exchange for their name and email,
5. An Informative, Educational or Training video, accessed via a Landing Page (Allows you to build your list)
6. An invitation to a webinar (Should be Free to attend, educational and informative).



# Help with Useful Information Message Example 1.

## Send Helpful Information – Article.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Recently found this and thought it would interest to you.

It's an article about *(Insert key benefit related to their industry detailed in article)* called *(insert article title here)*.

Interested in your opinion on *(Insert a challenge to their industry here)*.

Regards from

*(Insert your name)*





Important:

## Then Repeat this Step a Second Time

Send them different but useful information again.

This is part of building stronger Trust & Rapport with your prospects.



RESULTS  
FORMULA

# *Help with Useful Information Message Example 2.*

Send Helpful Information – Can be either a Podcast, Blogpost, E-Book, Training Video or a Webinar.

Hi *(Insert First Name here)*

I hope everything is going well for you!

When I came across this and immediately thought you would enjoy it.

It's a podcast about *(Insert key benefit related to their industry detailed in podcast)* called *(insert podcast title here)*.

Interested in your thoughts!

Regards from

*(Insert your name)*



Step 4

**FOLLOW UP**  
& INFORM

# Step 4 – Follow Up, Ask, Inform & Provide Social Proof

1. Follow Up and ask if they found the information you provided to be of interest and useful,
2. Ask if they're aware of what you offer,
3. Offer Value & how or your Key Benefit Statement,
4. Ask them,

Do you mind if I ask you, is it OK to send you through some brief information about what we offer?

or

Is it OK if I send through some information, without the sales blurb, about what we offer?

or

If you would like to know more, I'd be happy to send through some further information to you. Just reply with 'OK' and I'll send it through.

5. Establish if they're ready to receive your information or not, if not then take the pressure off, but keep the 'door open' for follow up and further communication in the future.



RESULTS  
FORMULA

# *Follow Up, Ask, Inform & Provide Social Proof Message Example 1.*

## Send Helpful Information – Article Follow Up – Ask.

Hi *(Insert First Name here)*

I hope all is well!

Just wondering what you thought about the article *(insert article title here)* I sent you.

Did you enjoy it? I hope you gained some valuable insights and I'm Interested in your opinion.

One of the areas we help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(how or Insert key benefit statement)*.

Do you mind if I ask you, is it OK if I send you through some brief information about what we offer?

If not, that's fine, I'm still interested to know more about your thoughts on *(Insert a challenge to their industry here)*.

Regards from

*(Insert your name)*



RESULTS  
FORMULA

# *Follow Up, Ask, Inform & Provide Social Proof Message Example 2.*

## Send Helpful Information – Podcast Follow Up – Ask.

Hi *(Insert First Name here)*

I hope all is well!

Just wondering what your thoughts were about the Podcast I sent you.

Did you enjoy it? I hope you gained some valuable insights and I'm Interested in your opinion.

One of the areas we help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(how or Insert key benefit statement)*.

Do you mind if I ask you, is it OK if I send you through some brief information about what we offer?

If not, that's fine, I'm still interested to know more about your thoughts on *(Insert a challenge to their industry here)*.

Regards from

*(Insert your name)*



RESULTS  
FORMULA



# *Follow Up, Ask, Inform & Provide Social Proof Message Example 3.*

Send Helpful Information – Podcast Follow Up – Ask – Reply with ‘OK’ and I’ll send it through.

Hi *(Insert First Name here)*

I hope all is well!

Just wondering what your thoughts were about the Podcast I sent you.

Did you enjoy it? I hope you gained some valuable insights and I’m Interested in your opinion.

One of the areas we help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(how or Insert key benefit statement)*.

If you would like to know more, I’d be happy to send through some further information to you. Just reply with ‘OK’ and I’ll send it through.

If not, that’s fine, I’m still interested to know more about your thoughts on *(Insert a challenge to their industry here)*.

Regards from

*(Insert your name)*





Step 4



# Social Proof.

The information you send through to your prospects should also include

1. Case Studies (Best results achieved by existing clients or customers of yours),
2. Testimonials or Recommendations.
3. A Guarantee if you have one.
4. An offer of Your FREE Time, your expertise in the form of
  - a. A free Consultation, a FREE analysis, review of their current methods, position, practices etc or even just a chat about their objectives and some ideas you may have).



# Social Proof.

Remember:

You're not trying to 'sell them anything' at this stage,  
so keep the conversation casual.

Do NOT Include Pricing of any kind

in the information you send through to your prospect.

Because you do NOT want them making a price based decision until you have taken the conversation to the next level and actually spoken to or met with them.



RESULTS  
FORMULA

# Take the Conversation to The Next Level

## Step 5



# Step 5 – Take the Conversation to the Next Level.

Your objective with your prospect is to get them to agree to either



A direct Email from you,



A 1 on 1 Phone Call,



An Invitation to an event,



An Invitation to a Webinar,



An invitation to a Seminar,



Or a Face to Face meeting.



# Take the Conversation to the Next Level Message Example 1.

## Conversation to the Next Level – Phone Call.

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have some ideas that I would like to share with you, would you be open to setting up a phone call to discuss further?

Does either *(Insert 2 X Telephone appointment time options here)* suit you?

Regards from

*(Insert your name)*





# Take the Conversation to the Next Level Message

## Example 2.

Conversation to the Next Level – Face to Face Meeting (Check the location of your prospect).

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have some ideas that I would like to share with you, would you be open to setting up a meeting to discuss further?

Does either *(Insert 2 X times you're available options here)* suit you?

Regards from

*(Insert your name)*

When the prospect replies you can discuss where is convenient for you both to meet.



# Take the Conversation to the Next Level Message Example 3.

Conversation to the Next Level – Invitation to an Event, A Seminar or a Webinar.

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have a *(Insert event type and title here)* coming up that I think you would enjoy and would be very useful to you, at this *(Insert event type here)* we will be covering

*(Insert 1st X Bullet Point here),*

*(Insert 2nd X Bullet Point here).*

If you would like to join us at this event, please reply to this message with 'PLEASE SEND ME THE DETAILS' and I will forward them to you.

Regards from

*(Insert your name)*



Have fun, be personable & be patient,  
work the system and the system will work for you!



RESULTS  
FORMULA

Remember:

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



RESULTS  
FORMULA

Good service leads to multiple sales. If you take good care of your customers, they will open doors you could never open by yourself.

Jim Rohn

“ quote fancy



RESULTS  
FORMULA

As an approved member of Linked Into More Business you have permission to use the message templates provided within LinkedIn.

## Copyright Notices

Copyright © 2024 by Derick Mildred & Results Formula. All rights reserved.

This publication is copyright, no part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968 and with the express permission of Derick Mildred and Results Formula.

No part of any of the information contained within this workbook and publication may be reproduced or transmitted in any form by any means, mechanical or electronic, including printing, photocopying and or recording, or by any information storage and retrieval system, without the express permission in writing of either Derick Mildred and or Results Formula.

Published by Results Formula.

6/18 Westbury St

East St Kilda

Victoria. 3183

Australia

Email: [contact@results-formula.com](mailto:contact@results-formula.com)

## Legal Notices

While all attempts have been made to verify information provided in this module/workbook or publication, neither the author nor the publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This workbook and publication and its contents is not intended for use other than that which it is intended. The publisher wishes to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's business.

The purchaser or reader of this module/workbook or publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal, state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction, is the sole responsibility of the purchaser, reader and or user.

The author and publisher assume no responsibility or liability whatsoever on the behalf of any purchaser, reader or user of the information contained within the publication.





The unauthorized reproduction or distribution of a copyrighted work is illegal. Criminal copyright infringement, including infringement without monetary gain, is investigated by the FBI and is punishable by fines and federal imprisonment.