Linked into More Business

Use Video to Generate Leads within 24 Hours.

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In this chapter you will learn.

1. How this strategy to generate leads within 24 hours works.
2. First impressions count.
3. Your LinkedIn profile preparation checklist.
4. Scripts to use.

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calendly
Upcoming
Pending
Past
Date Range
Filter
Export
Tuesday, 14 September 2021
10:00am - 10:30am
Details
12:00pm - 12:30pm
Details
01:00pm - 01:30pm
Feedback
Thursday, 16 September 2021
10:00am - 10:30am
Details
04:00pm - 04:30pm
Details
You've reached the end of the list
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How this Strategy to Generate Leads in 24 Hours Works!

You send your connections a personalised self made video

directly from your phone.

The video invites your ‘connection’ to join you on a

‘Get to Know You Call’

to see how you can help and support each other!

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How the Strategy to Generate Leads in 24 Hours Works!

Your connection then books a call with you via your Calendar,

at a time that suits them, from the times that you have available…

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How the Strategy to Generate Leads in 24 Hours Works!

This strategy applies to and can be used with

New or recent connections,

& connections who recently commented on your posts!

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Useful Tools…

Useful, but not essential…

You can still create good videos without these tools!

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Your LinkedIn Profile

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First Impressions Count!

When you raise the interest of your connections

and they want to know more about you,

obviously they will visit your Linkedin profile.

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First Impressions Count!

So the question is

What are they going to see?

That will create the right impression of you!

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Important!

Prepare your LinkedIn Profile

to create a good impression of you

towards your prospects.

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Your LinkedIn Profile Preparation - Checklist.

- [ ] 1. Is your profile completed to the level of All Star?
- [ ] 2. Does your profile have a banner image that includes a 'Key benefit statement' aimed at your target audience?
- [ ] 3. Do you have a good face picture? Preferably tested with www.photofeeler.com
- [ ] 4. Do you have a strong headline that outlines what you do and offer?
- [ ] 5. Is your profile written using the W,I,I,F,T. formula (What's In it For Them?)?
- [ ] 6. Have you checked how well the 1st line of your 'About' section displays on a Mobile or Cell device?
- [ ] 7. Have you included your contact details at the end of both your 'About' and 'Experience' sections?
- [ ] 8. Have you added a Featured Section that includes Social Proof, ideally video testimonials?
- [ ] 9. Have you added media that adds value to your audience under your Experience sections?
- [ ] 10. Do you have a reasonable number (20 +) of written Recommendations on your profile?
- [ ] 11. Are you posting content that 'Adds Value without Selling' to your audience?
- [ ] 12. Do you have an account with Calendly or similar for people to schedule appointments with you?

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You can never have too much!

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A Question I’m Often Asked!

Can I still use this strategy if I don’t have enough

Social Proof, Recommendations etc?

Answer:

Yes you can!

It still works,

although the more social proof you have the better!

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Video Script for those Who Commented on Your Post

Send this Video Message within 24 hours of your connection commenting on your post.

Hi *(Add there first name here)*

It's *(Add your name)*

I just wanted to say 'thank you' for your recent comment on my post about *(Add reference to your post, your post title, headline etc)*

I had a quick look at your LinkedIn profile and I'm interested to know more about you and what you do, so I'm wondering, are you open to getting on a Zoom call, to get to know each other a little better and see if we can help support each other?

I promise we'll keep the call in the 'No Sales Zone' and I'll make it easy and send you my Calendar link so you can set up a time that works for you.

Thanks *(Add their first name)* have a great day & bye for now!

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Video Script for Your LinkedIn Connections

Send this Video Message a few days after you have sent your 'Thank You for Connecting' message.

Hi *(Add there first name here)*

It's *(Add your name)*

I just wanted to say it's good to be connected to you,

I had a quick look at your Linkedin profile and I'm interested to know more about you and what you do,

so I'm wondering, are you open to getting on a Zoom call, to get to know each other a little better

and see if we can help support each other?

I promise we'll keep the call in the 'No Sales Zone' and I'll make it easy and send you my Calendar link so you can set up a time that works for you.

Thanks *(Add their first name)* have a great day & bye for now!

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Here are 2 Examples.

1.) Send this type of video message to a connection who recently commented on your post.

2.) Send a video message like this to a new connection, just a few days after you've already sent your 'Thank You for Connecting' message.

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Video 1 – To a connection who recently commented on your post.

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Video 2 – To a new connection a few days after your Thank You for Connecting message.

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The Secrets to Creating a Good Video!

Start with your 1st video, then do another, and then another!

Everybody Improves with Practice!

The more videos you do, the better you will become,

the better your videos will be…

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Keep Your Video in the Sales Pitch FREE Zone
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Tools to Use.

1) Your iPhone, Android or similar phone.

2) A Calendar appointment setting App or similar.

    a. Calendly at https://calendly.com/

    b. Sprintful at https://sprintful.com/

    c. Vocus at https://vocus.io/product/calendar

    d. Hubspot at https://www.hubspot.com/products/sales/schedule-meeting

3) Zoom at https://zoom.us/

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A Quick Re-Cap.

After this chapter you should understand more about

1) Preparation of your profile before you send a personalised video to your prospects.
2) What to say in your video.

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Your Objective.

Everybody Improves with Practice!

Every time you record a video and send it to your prospects, each time you do a call, you will become better and more confident with this approach and the strategy in general.

Change the approach whenever need to and the results will come!

The more videos you send, the more appointments people will make with you, the more calls you will do = the more sales you will generate.

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Remember:

The Fastest Way to Achieving

Results is to Apply.

Just Get Started and Implement.

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