



Derick Mildred

Derick's Own
Lead Generation
Strategy &
Messages.



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FORMULA

Linked



More Business

In this chapter you will learn.

1. How Derick's own lead generation strategy works.
2. Message strategy & preparation.
3. The actual message templates ready for you to Copy & Paste.
4. When to send the messages.

Derick's Own Easy to Follow Strategy.



About this Proven Lead Generation Strategy.

Important:

Derick's own lead generation strategy is easy to follow and understand, and has generated over 500 appointments over 2 years for Zoom calls directly with him.

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.

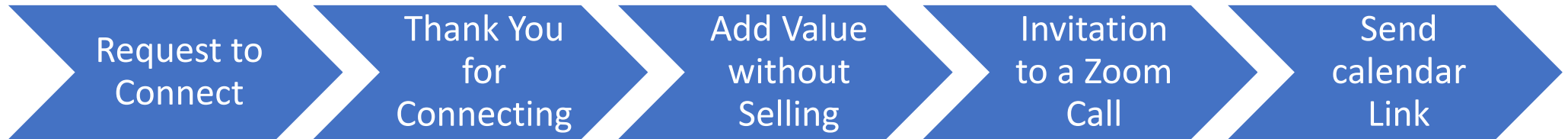


**TURN
PROSPECTS
INTO
SALES
APPOINTMENTS**



How Derick's Own Lead Generation Strategy Works!

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.





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

Aaron

My Sales Navigator inbox >

- 54 AM
- Aug 27
- Aug 21
- Jul 23
- Jul 21
- Jul 12
- Jun 9

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 you may find useful. If you're open to a chat. No Charge, No Sales 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

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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! Consistency is the key...



Message Sequence Breakdown.

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

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



Derick's preferred
'Request to Connect' message.



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Message No 1 Intro Message – Request to Connect

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)



Derick's preferred
'Thank You for Connecting' message.



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

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)*



Derick's preferred
'Add Value without Selling' messages.



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

Share an 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)



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Message No 4 – 14 Days After Connection Request Accepted – Add Value without Selling - Option 2

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!



Derick's preferred
'Invitation to Phone or Zoom Call' messages.



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Message No 5 - 28 - 35 Days After Connection Request Accepted - Invitation to a Zoom Call - Option 1

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 2

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!



Derick's preferred
'Send Your Calendar Link' message.



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Message No 6 - Appointment Message – Send Your Calendar Link

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!



Derick's preferred
'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)





 calendly

Date	Time	Event Name	Details
Friday, 10 September 2021	06:00am - 05:30pm	[Event Name]	[Event Details]
	04:00pm - 04:30pm	[Event Name]	[Event Details]
	11:00am - 11:30am	[Event Name]	[Event Details]
	03:00pm - 03:30pm	[Event Name]	[Event Details]
Monday, 6 September 2021	01:00pm - 01:30pm	[Event Name]	[Event Details]
Friday, 3 September 2021	05:00pm - 05:30pm	[Event Name]	[Event Details]
	04:00pm - 04:30pm	[Event Name]	[Event Details]

A Quick Re-Cap.

After watching this chapter you should understand more about

1. How Derick's own lead generation strategy works.
2. How to tailor his 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.

Derick's own lead generation strategy and message sequence has generated over 500 appointments over 2 years for Zooms calls with him directly.

Search for prospects within your preferred target audience,
send them a personalised 'Request to Connect',
send them a 'Thank You for Connecting' message,
then build the relationship by Adding Value without Selling,
then send your prospects an invitation to a Zoom call.



Remember:

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



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Just in case no one
told you today, you
are good enough.

inspire**MORE**



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Published by Results Formula.

6/18 Westbury St

East St Kilda

Victoria. 3183

Australia

Email: contact@results-formula.com

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