



Derick Mildred

Target the Top 20  
Dream Clients for  
Your Industry.



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# Linked



## More Business

# In this chapter you will learn.

1. Setting up your LinkedIn Profile for stronger brand positioning.
2. Preparing your Social Proof.
3. Strategy.
4. How to 'Profile' Your Top 20 Dream Client Prospects.
5. Market Research.
6. Sales Navigator.
7. Interact, Establish, Build & Nurture.
8. Connect.
9. Add Value & Educate without Selling.
10. NEVER Pitch on LinkedIn.
11. Take the Conversation to the Next Level.
12. Consistent & Ongoing Marketing.
13. Follow Up & X Your Business.



**B2B**

Your Top 20 Dream Clients.



What would it mean to you and your business  
if you landed just a few of your  
Top 20 Dream Clients?



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# Top 20 Dream Clients.

The fastest way to build your business is to go after the best clients.



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Every niche includes a small number  
of best clients/buyers  
Vs  
the remaining clients/buyers.

# Top 20 Dream Clients.

Are the best prospects for building your business and taking it to the next level.

They could be business partners, JV partners, sources of leads and even people in the same industry (not everybody is a competitor!)



# Why You Should Target the Top 20 Dream Clients.

Your Top 20 Dream Clients will  
require more of your services,  
& can refer more people to you,  
  
= Increased revenues.





Other Dream Clients become interested  
when Dream Clients are interested.



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# About Your Top 20 Dream Clients.

This proven strategy,  
when correctly & consistently applied,  
has the real potential  
to X revenue and profits of your business.



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# About Your Top 20 Dream Clients.

Let's be realistic, this won't happen overnight!

This is a long term strategy.



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# LinkedIn



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LinkedIn is the world's largest database  
of  
businesses & their employees.



# Step 1



# Your LinkedIn Profile.

Ask yourself

When your Top 20 Dream Client prospects visit your profile.

‘What are they going to see?’

How well does your profile present you and your business?



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# Your LinkedIn Profile.

Should include

- 1.) An attractive face picture of you. (Use photofeeler.com to test your face pic.)
- 2.) A header image that defines your business, your branding, what you have to offer, your USP or a key benefit statement. (Use Canva.com or Snappa.com to build your banner image – 1584 X 396 Pixels)
- 4.) A completed 'About' section with your contact details at the end.
- 5.) A completed 'Experience' section, again with your contact details at the end.
- 6.) A 'Featured' section that includes media, such as Papers, Certificates, Case Studies, Pdf's, Videos etc.
- 7.) Add media that adds value and educates your target audience to the lower section of your Experience section.
- 7.) Endorsements of your Skills, as many as possible.
- 8.) Recommendations from satisfied clients or customers, again as many as possible.





Step 2



Prepare Your Social Proof.

This is VITAL to your success!



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# Your Social Proof.

Can consist of any of the following

1. Case Studies (These are best)

(Identify a problem experienced by your target audience or preferably the target market of your Dream Clients, the solution you provided, the results achieved, culminating with a written recommendation or testimonial from the client you achieved the result for).

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 to all businesses.)

4. You can also offer your expertise with an informal chat about their objectives and some ideas you may have.

Remember:

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



# Social Proof – Case Studies.

Important Point to Remember:

Do NOT Include Pricing of any kind in the information you send through to your 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, spoken to them and established that both your business and their company share mutual objectives, synergies and are a match!



Social Proof is all about establishing.

# TRUST



# Step 3

# Strategy.



# Strategy to Connect with Your Top 20 Dream Clients.

- 1.) Compile a list of your Dream Clients.
- 2.) Research your target market.
- 3.) Position yourself as an authority within your industry.
- 4.) Identify the biggest challenges, 'threats' or pain points currently facing the industry of your Dream Clients.
- 5.) Make sure you have solutions to those challenges, problems, 'threats' or pain points currently faced by your Dream Clients.



# Strategy to Connect with Your Top 20 Dream Clients.

- 6.) Prepare your Case Studies based on
  - a.) Identification of a problem, pain point etc experienced by an industry or a client,
  - b.) The solution you provided,
  - c.) The results achieved,
  - d.) Culminating with a Testimonial or Recommendation from the client.
- 7.) Your marketing towards your Dream Clients should be based on 'Results', therefore you want to be 'top of mind' in the minds of your Dream Clients with regular and consistent marketing, without being overpowering.
- 8.) Connect – establish, build and nurture the relationship.
- 9.) Take the conversation to the next level, a Skype, Zoom or phone call, even a face to face meeting.





# Step 4

## How to Profile Your Top 20 Dream Clients.



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# Dream Client Profile

Some quick research.

1.) Who are they?

2.) What kind of business are they in?

3.) Do they specialise in any particular areas?

If so then what are they?

4.) Company size – Number of Employees?

Number of branches?

Market share (If available)

5.) What are the biggest challenges, problems or pain points facing them right now?



# 1.) Who are Your Top 20 Dream Clients?

1.) \_\_\_\_\_

2.) \_\_\_\_\_

3.) \_\_\_\_\_

4.) \_\_\_\_\_

5.) \_\_\_\_\_

6.) \_\_\_\_\_

7.) \_\_\_\_\_

8.) \_\_\_\_\_

9.) \_\_\_\_\_

10.) \_\_\_\_\_

11.) \_\_\_\_\_

12.) \_\_\_\_\_

13.) \_\_\_\_\_

14.) \_\_\_\_\_

15.) \_\_\_\_\_

16.) \_\_\_\_\_

17.) \_\_\_\_\_

18.) \_\_\_\_\_

19.) \_\_\_\_\_

20.) \_\_\_\_\_



## 2.) What kind of business are they in?

Type of business? \_\_\_\_\_



### 3.) Do they specialise in any particular area?

Areas they specialise in

---

---

---



4.)

# Company Size?

No of Employees

---

No of branches

---

Market share (if available)

---



Step 5

Market Research.



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# Market Research.

This can be done as part of a 'market research' questionnaire.

Whereby you can actually contact your prospective Top 20 Dream Client's,  
bypass the 'gatekeepers'  
and find out valuable information  
that will help you prepare viable solutions to their challenges  
that you can offer later when the time is right.





# Identify the Best Solution You Offer.

Identify the challenges your Top 20 Dream Clients are currently experiencing that you can provide a viable solution to.



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# Research their Company & Industry.

Establish the challenges they're facing right now.

If necessary, you can actually ask them

‘What are the biggest challenges, problems or threats that you, your company or your industry are facing right now?’



# What are the biggest challenges they or their clients/customers are facing right now?

Biggest challenges, problems or threats the company is facing right now

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Biggest challenges, problems or threats their clients or customers are facing right now

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---

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# Your Solution.

Your solution to the challenges, problems or threats their company is facing could be

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---

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Your solution to the challenges, problems or threats their clients or customers are facing could be

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# Step 6

Sales Navigator.



Subscribe to

LinkedIn

SALES NAVIGATOR



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# LinkedIn Sales Navigator.

Find & target more of the right prospects, easier and faster than ever before.



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# LinkedIn Sales Navigator.

Remember: LinkedIn is the world's largest database of businesses and their employees.

Sales Navigator will allow you to

- 1.) Find more of the right people and companies easier and faster.
- 2.) Monitor prospects who are currently or recently active on LinkedIn.
- 3.) See who's recently viewed your profile and when. (Also available with premium).
- 4.) Interact, establish, build and nurture relationships with your prospects.
- 5.) Set up saved prospect lists.
- 6.) Keep notes about leads.
- 7.) Save Leads.
- 8.) Recommend other leads to you.
- 9.) Integrate with Gmail, Outlook & CRM's.





# SALES NAVIGATOR

- 1.) Define your search criteria for your Top 20 Dream Clients.
- 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 Top 20 Dream Clients.
- 6.) Interact, Like & Comment on the content of your Top 20 Dream Clients.
- 7.) Ask them industry related questions about their favourite topic, their business, their industry, their passions, interests 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'.



# To Search for Leads in LinkedIn Sales Navigator.

The screenshot shows the LinkedIn Sales Navigator interface. At the top, there is a navigation bar with 'SALES NAVIGATOR' and tabs for 'Home', 'Accounts', 'Leads', and 'Messaging'. Below this is a search bar and filter buttons for 'Lead filters +', 'Account filters +', 'Saved searches', and 'Personas'. The main content area is divided into several sections: 'All alerts' (with 'Bookmarked alerts (0)' and a search bar), 'Personas' (with a description and a 'Show all 2 personas' button), 'My priority accounts' (listing 'Blu Bambu' and 'BSI: Begert Stainless Inc | ASME Stainless Tank & vessel Fabricator | ASME Process Pipe Installation'), and 'USEO - United Search Engine Optimization'. A callout box with a blue border and white background points to the 'Lead filters +' button and contains the text: '1.) Click on 'Lead Filters', then use the filters provided to narrow down and refine your search results.'

SALES NAVIGATOR Home Accounts Leads Messaging

Search Lead filters + Account filters + Saved searches Personas

All alerts Bookmarked alerts (0)

Search for saved account and lead alerts Sorted by: Relevance

New Filter by: Accounts Account list Leads Lead list

17 hours  
According to the most prevalent career advice shared on LinkedIn, here is...

17 hours  
Embrace the full spectrum of emotions ... Don't deny and suppress them...

17 hours  
Today's LinkedIn Live saw an amazing turnout, and I'm so grateful. What...

23 hours  
She approached me after my talk. She was concerned about her spec...

Personas  
Identify leads that match your ideal buyer by defining your personas.

Director+ Updated: 5/5/2023 Edit  
Seniority level: CXO, Vice President, Director;  
121K persona leads  
In your saved accounts

Show all 2 personas

My priority accounts

Blu Bambu  
Advertising Services · \$500,000 - \$1M in revenue  
Denver, Colorado, United States  
EMPLOYEES  
4 0%

View decision makers

BSI: Begert Stainless Inc | ASME Stainless Tank & vessel Fabricator | ASME Process Pipe Installation  
Automation Machinery Manufacturing · \$2.5M - \$5M in revenue  
Marshfield, Wisconsin, United States  
EMPLOYEES  
21 ▲ 5%

View decision makers

USEO - United Search Engine Optimization  
Advertising Services · \$20M - \$50M in revenue  
Dubai, Dubai, United Arab Emirates

1.) Click on 'Lead Filters', then use the filters provided to narrow down and refine your search results.

Chat with us

# To Search for Leads in LinkedIn Sales Navigator.

The screenshot displays the LinkedIn Sales Navigator search filters interface. The top navigation bar includes 'Home', 'Accounts', 'Leads', and 'Messaging'. The main search area features a search bar, 'Saved searches', and 'Personas' options. The filter sidebar is divided into several sections: 'Company' (Current company, Company headcount, Past company, Company type, Company headquarters location), 'Role' (Function, Current job title, Seniority level, Past job title, Years in current company, Years in current position), 'Personal', 'Buyer intent' (Following your company, Viewed your profile recently), 'Best path in' (Connection, Connections of, Past colleague, Shared experiences), 'Recent updates' (Changed jobs, Posted on LinkedIn, Mentioned in news), and 'Workflow' (Persona). A callout box points to the 'Role' section with the text: '2.) Your Search Filters are what you use to narrow down your search results, to find prospects who match your specific criteria.' Below the callout, an illustration shows a woman at a desk with the text: 'Apply filters to find leads' and 'Leads matching your search criteria will be displayed here'.

# To Save Your Leads in LinkedIn Sales Navigator.

The screenshot displays the LinkedIn Sales Navigator interface. The top navigation bar includes 'Home', 'Accounts', 'Leads', and 'Messaging'. The main content area is divided into a left sidebar with filters and a main results pane. The sidebar filters include 'Role' (Function: Human Resources, Current job title: Loan Officer, Mortgage Loan Officer, Senior Loan Officer, Senior Mortgage Loan Officer), 'Seniority level' (Senior), 'Past job title', 'Years in current company', 'Years in current position', and 'Personal' (Geography: North America, United States, Canada). The main results pane shows a list of leads with their profiles, including roles like 'Owner - Perfection Dent', 'Partner - Redleg Innovations', 'Financial Literacy Coach - Self-employed', 'Mortgage Loan Officer - American Financial Network', and 'Mortgage Loan Officer - Revolution Mortgage'. Each lead entry includes a 'Save' button and a 'Select all' checkbox. Two callout boxes provide instructions: '5.) Click on Select all, then click on Save to List & + to Create Your List to save your leads to' and '4.) Important: Use Spotlights I like 'Posted on LinkedIn in the last 30 days' because it indicates who is active.'

SALES NAVIGATOR Home Accounts Leads Messaging

Lead Account Collapse Search keywords Saved searches Personas

Loan Officer, Mortgage Loan Offic... (4 filters) Save search to get notified of new results

Role

Function Human Resources

Current job title

Loan Officer X

Mortgage Loan Officer X

Senior Loan Officer X

Senior Mortgage Loan Officer X +

Seniority level

Senior X +

Past job title +

Years in current company +

Years in current position +

Personal

Geography

North America X United States X

Canada X +

Shared experiences (2K+) Recent updates Changed jobs (701) Posted on LinkedIn Mentioned in news (0)

Workflow

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

Select all Save to list Unsave 7K+ results

Owner - Perfection Dent Ken Leander, Texas, United States 20 years 9 months in role | 20 years 9 months in company About: I really enjoy helping clients get what they want, even if they are not... that is during the initial call. I leverage my direct sales skills to delive...see more 3 mutual connections 2 recent posts on LinkedIn Save

Partner - Redleg Innovations City, United States 6 months in role | 6 months in company About: INVENTOR - Doug came in his 50's as a third act. His invention philosophy centers on basic problems and simple solutions that are often over...see more 15 mutual connections Shared groups 2 recent posts on LinkedIn Save

Financial Literacy Coach - Self-employed Corpus Christi, Texas, United States 1 year 6 months in role | 1 year 6 months in company About: Financial Literacy Mortgage Loan Originator Credit Repair Credit building 2 mutual connections Shared groups 2 recent posts on LinkedIn Save

Mortgage Loan Officer - American Financial Network Dallas-Fort Worth Metroplex 1 year 11 months in role | 1 year 11 months in company About: As a mortgage loan officer and financial advisor with over 25 years of experience, I am passionate about helping my clients achieve their financial goals an...see more 6 mutual connections Shared groups 2 recent posts on LinkedIn Save

Mortgage Loan Officer - Revolution Mortgage Hilliard, Ohio, United States Save

5.) Click on Select all, then click on Save to List & + to Create Your List to save your leads to

4.) Important: Use Spotlights I like 'Posted on LinkedIn in the last 30 days' because it indicates who is active.

Share search Pin filters Clear all

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# To Save Your Leads in LinkedIn Sales Navigator.

6.) Give your Lead List a name that is relevant to your niche and add your search criteria to the List Description area. Click on Create and Save

Create lead list

List name  
E.g. Q4 Leads

List description  
E.g. leads to follow up with by the end of Q4

Cancel Create

The screenshot shows the LinkedIn Sales Navigator interface. At the top, there are navigation elements like 'Messaging', 'Filters +', 'Account filters +', 'Saved searches', and 'Personas'. On the right, there are icons for a gift, help, and profile. Below the navigation, there's a header for 'Lead lists' with a search bar and a '+ Create lead list' button. The main area displays a table of lead lists with columns for 'Name', 'Leads', and 'Last updated'. The table contains several rows, including 'New Executives at Saved Accounts', 'Recently Accepted Connections and InMails', 'Recommended Leads', 'Brain Expansion Group List 1', 'Healthcare List', 'Top Influencers to Support', 'Saved on LinkedIn.com', 'Test List 3', 'Test List 1', 'Copy of Recommended Leads May 2022', and 'Copy of Recommended Leads 2'. A 'Create lead list' dialog box is open in the center, with a white background and a blue border. It has a title bar with a close button (X). The dialog contains two text input fields: 'List name' with the placeholder 'E.g. Q4 Leads' and 'List description' with the placeholder 'E.g. leads to follow up with by the end of Q4'. At the bottom of the dialog are two buttons: 'Cancel' and 'Create'. A blue speech bubble with white text points to the 'Create' button in the dialog, containing the text: '6.) Give your Lead List a name that is relevant to your niche and add your search criteria to the List Description area. Click on Create and Save'.

Name	Leads	Last updated
New Executives at Saved Accounts <small>System generated</small>		3/16/2024
Recently Accepted Connections and InMails <small>System generated</small>		3/14/2024
Recommended Leads <small>System generated</small>		3/9/2024
Brain Expansion Group List 1		1/7/2024
Healthcare List		11/18/2023
Top Influencers to Support		11/18/2023
Saved on LinkedIn.com		9/15/2023
Test List 3	167	8/10/2023
Test List 1	118	6/26/2023
Copy of Recommended Leads May 2022	100	5/5/2023
Copy of Recommended Leads 2	92	5/5/2023

# 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, so 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.





# To Message Your Leads in LinkedIn Sales Navigator.

The screenshot displays the LinkedIn Sales Navigator interface. The top navigation bar includes 'SALES NAVIGATOR', 'Home', 'Accounts', 'Leads', and 'Messaging'. The left sidebar shows filters for 'Loan Officer, Mortgage Loan Officer...' (4 filters) and 'Save search to get notified of new results' (toggle). The main content area shows a list of leads with columns for 'Role', 'Function', 'Current job title', 'Seniority level', 'Past job title', 'Years in current company', 'Years in current position', 'Personal', and 'Geography'. A callout box points to the messaging options (three dots, speech bubble, and 'Save' button) for each lead.

7.) Explore your options for sending messages, keeping notes etc.

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# 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 or so 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 leads.
- 2.) By interacting, you are showing interest and becoming known to them, no longer are you a complete stranger!





# Your LinkedIn Sales Navigator Newsfeed.

**SALES NAVIGATOR** Home Accounts Leads Messaging

Search Lead filters + Account filters + Saved searches Personas

**Highlights for you** < Previous Next >

**Oracle activity has been trending.**  
IT Services and IT Consulting · 150K+ employees on LinkedIn  
Oracle 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

New Filter by: Accounts Account list Leads Lead list

17 hours  
According to the most prevalent career advice shared on LinkedIn, here is...  
[View](#) [Bookmark](#) [Close](#)

17 hours  
Embrace the full spectrum of emotions ... Don't deny and suppress them...  
[View](#) [Bookmark](#) [Close](#)

16 hours  
Today's LinkedIn Live saw an amazing turnout, and I'm so grateful. What...  
[View](#) [Bookmark](#) [Close](#)

**Personas**  
Identify leads that match your ideal buyer by defining your personas.  
Director+ Updated: 5/5/2023 Edit  
Seniority level: CXO, Vice President, Director  
View all 2 personas

**My priorities**

**Blu Bambu**  
Advertising Services · \$500,000 - \$1M in revenue  
Denver, Colorado, United States  
EMPLOYEES 4 0%  
[View decision makers](#)

**BSI: Begert Stainless Inc | ASME Stainless Tank & Vessel Fabricator | ASME Process Pipe Installation**  
Automation Machinery Manufacturing · \$2.5M - \$5M in revenue  
Marshfield, Wisconsin, United States  
EMPLOYEES 21 ▲ 5%  
[View decision makers](#)

**USEO - United Search Engine Optimization**  
Advertising Services · \$20M - \$50M in revenue  
Dubai, Dubai, United Arab Emirates  
[View decision makers](#)

8.) Home is where you will find the Sales Navigator Newsfeed with content posted by your saved leads waiting for you to interact with.  
This Sales Navigator feature is extremely beneficial and useful.

[Chat with us](#)

# Step 7

Interact, Establish,  
Build & Nurture.

You will generate much stronger leads when you

**Interact, Establish, Build & Nurture the Relationship  
with your prospects first.**



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- 1.) Once the interaction is 2 way, you should build on that, then reach out and connect.
- 2.) After a period of time, in some cases you will even find they reach out to connect with you.



# Step 8

# Connect.



# Personalized Request to Connect Message example.

Your 'personalized' Request to Connect message (you're allowed upto 300 characters)

Make sure you open their profile!

Hi *(first name)*

I've enjoyed your recent content about (\_\_\_\_\_) and I heard you and (\_\_\_\_\_) *Insert their company name* are doing impressive things in the (\_\_\_\_\_) *insert their industry*.

I'm always looking to connect with the best in the industry and I thought it made sense to reach out to you.

So I thought I would invite you to connect, if you're open to that!

Kind Regards from

(Your Name)





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



# 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 your 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 pleasure to  
connect with you  
  
(Firstname)*



# Step 9

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)

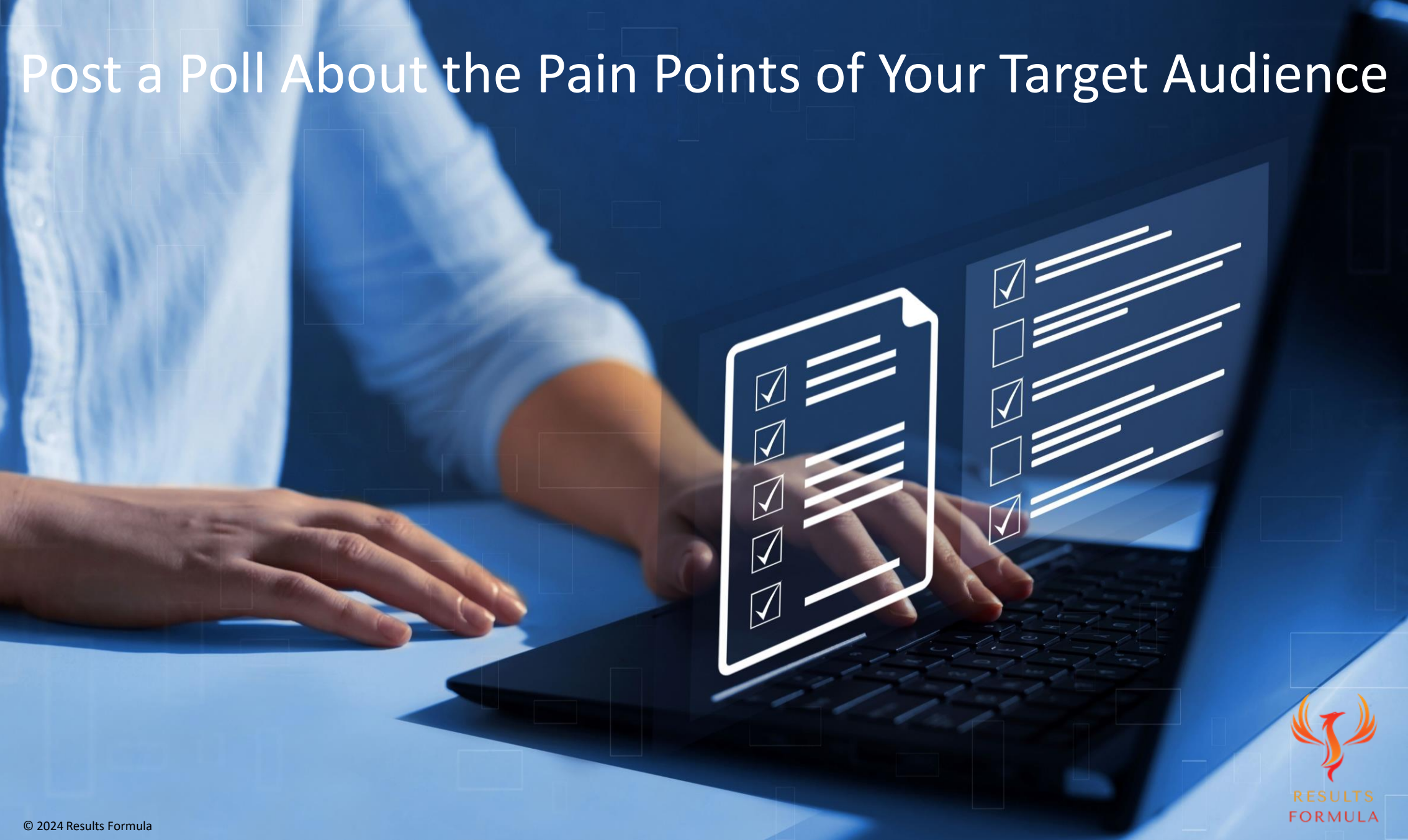
AnswerThePublic listens into autocomplete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around a specific keyword or search term.

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 4<sup>th</sup> 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.

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





# Step 10

Never Pitch  
on LinkedIn.



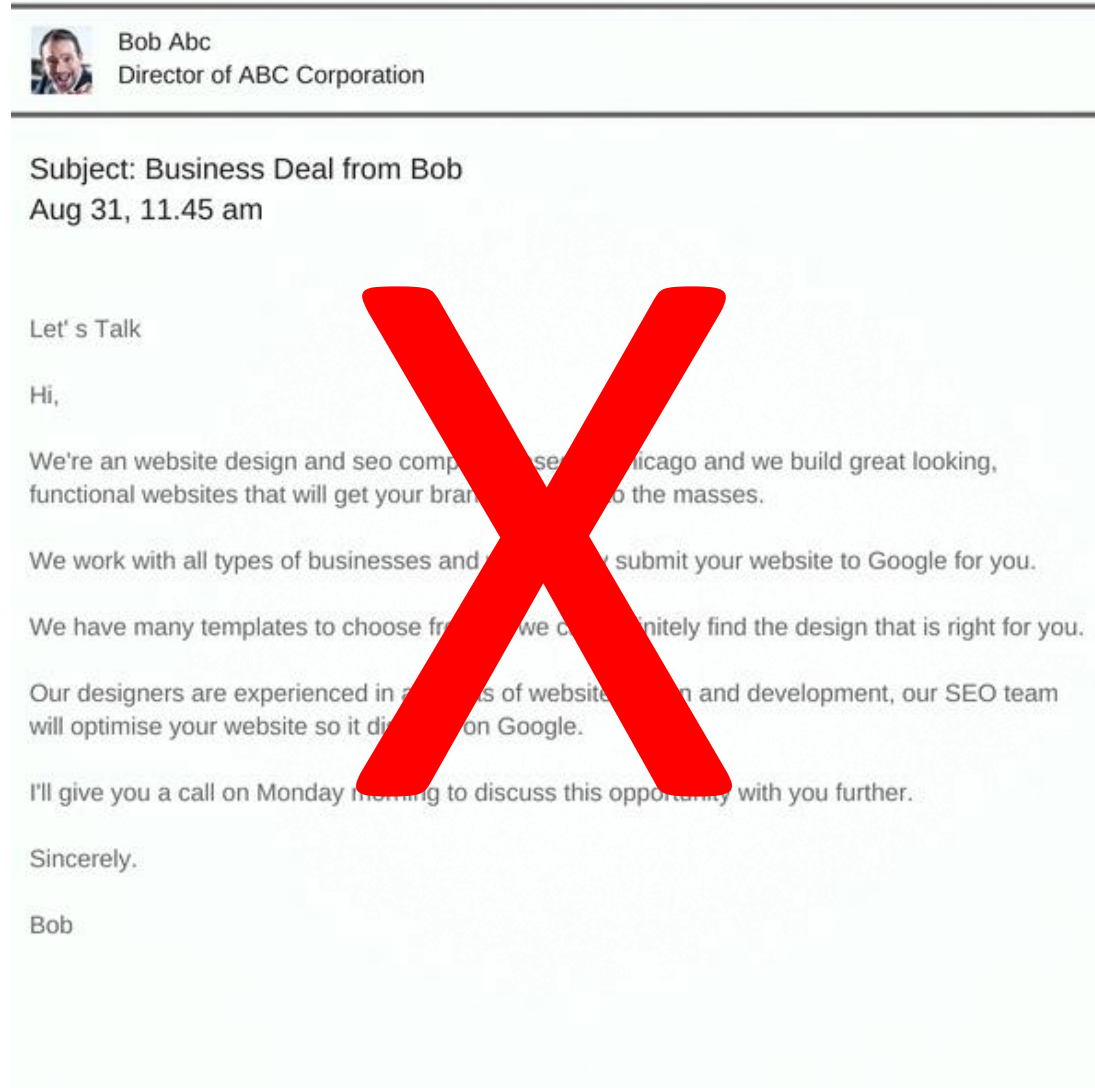
NEVER Connect with a prospect,  
then for your next message send them a 'Sales Pitch' of any kind,  
because the professional relationship is not yet established  
and  
you will BLOW it!

In most cases it will result in a 'W O T' = Waste of Time!



# What You Should NEVER do.

For Example:



Don't Be the Sales Pitch Guy!



RESULTS  
FORMULA



# Step 11

Take the  
Conversation to  
the Next Level.



# Take the Conversation to the Next Level.

The best time to ask the prospect about taking the conversation to the next level is when the prospect agrees to allow you to send through some further information about what you do, and how you would like to collaborate and possibly help each other.

Then send your Calendly link to your prospect – let them choose a time that works for them!

Important:

You have NOT asked for a call to discuss the information you want to send through, because this can sound a bit 'salesy', it can sound like you just want to 'pitch them' on the information about what you do. Instead, you are asking for a call to discuss some ideas you have.



# Take the Conversation to the Next Level.

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



A 1 on 1 Phone, Zoom Call etc,



Or a Face to Face meeting.



An Invitation to an Event,



An Invitation to a Webinar,



An Invitation to a Seminar,



A direct Email from you,





# Step 12

## Consistent & Ongoing Marketing.



Seller 3

Annual sales

### Regional diversification



# Consistent & Ongoing Marketing.

Some prospects will initially be open to talking to you further,  
some more quickly than others.

Therefore.

You should apply consistent and ongoing marketing towards your remaining prospects,  
keeping you 'top of mind', further strengthening your 'positioning' as an authority within  
your industry and building on your credibility in their minds!



RESULTS  
FORMULA

# Consistent & Ongoing Marketing.

Your ongoing marketing towards your Top 20 Dream Client prospects should include

- 1.) Tag them in your posts on LinkedIn.
- 2.) Tag them in your articles on LinkedIn, especially if those articles relate to the challenges they or their clients may be facing.
- 3.) Send the links to articles published in industry specific and leading online magazines.
- 4.) Send them a Case Study occasionally.
- 5.) Ask them questions to get the conversation started or to continue the conversation.
- 6.) Use regular 'Snail Mail' to send your prospects further information.
- 7.) Be consistent & also be patient.



# Consistent & Ongoing Marketing.

## REPEAT

Interaction, Building & Nurturing of the Relationship

until

You can take the conversation to the next level.



RESULTS  
FORMULA

# Step 13



**FOLLOW UP**  
& Inform.



There is a famous saying

There's a fortune in the follow up!



RESULTS  
FORMULA

Remember

You miss 100%  
of the shots you don't take!



RESULTS  
FORMULA



So Follow Up  
&  
the results will come!



RESULTS  
FORMULA

# X Your Business with Your Top 20 Dream Clients



RESULTS  
FORMULA

Ultimately,  
this strategy works,  
it has been extremely profitable  
for others before you.



RESULTS  
FORMULA

However, just like many things in life,  
if you find your approach hasn't achieved the results or outcomes  
you desired,  
then just like all successful entrepreneurs before you,  
adjust or change your approach,  
until it does generate the outcomes you're looking for.

**Be Persistent!**



# A Quick Re-Cap.

After watching this video you should understand more about

1. Vital preparation prior to approaching Your Top 20 Dream Client Prospects.
2. How to apply the strategies involved.
3. How to establish, build and nurture the relationship.
4. How to Add Value & Educate without Selling to build credibility.
5. Taking the conversation to the next level.
6. Persistence pays!



Remember:

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



RESULTS  
FORMULA

- ✓ DREAM BIG
- ✓ SET GOALS
- ✓ TAKE ACTION



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