



Derick Mildred

Lead Generation
Messages for
Events, Seminars,
Networking
Evenings etc.



RESULTS
FORMULA

Linked



More Business

In this chapter you will learn about.

1. A simple 1 step message to invite your prospects to your events.
2. How to increase 'attendance' with a 2 Step or even a 3 Step message sequence.
3. 1 Step, 2 Step & 3 Step Message Sequence examples and templates ready for you to use.



- Firstly -

Get

Connect 



RESULTS
FORMULA

- Firstly -

- Request to Connect -
with a personalised invitation to connect.

- Thank them for Connecting -
with a short, 'non salesy' Thank You for connecting message.



- Remember -


Do NOT sell or pitch on LinkedIn!

Why?

Because it's too early in the conversation!



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A man in a dark blue suit and white shirt is pointing directly at the camera with both hands. He has a wide, toothy grin and is looking intensely at the viewer. The background is a blurred parking lot with several cars and a building in the distance.

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



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Instead:

Use LinkedIn to

Search for and find prospects in your target audience,

Reach out and Request to Connect,

Establish, build and nurture the relationship,

Take the conversation to the next level,

Which is actually away from LinkedIn...

(It is during your conversation with your prospect, away from LinkedIn, that you further build the relationship, provide details about your services and prices etc to then 'close' the deal!).



Use LinkedIn to Take the Conversation to the Next Level.

Use the following message examples & templates to invite your prospects to;



Corporate Meetings/Seminars.



An Industry Event.



An Industry Workshop.



A Networking Event.



Your Landing Pages.



Your Webinars.



LEAD GENERATION



- Note: -

Direct messaging is more powerful than email.

The 3 Step Strategy does take longer,
and it returns better results – More sales!



- Cold Approach -

1 Step Message



RESULTS
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- Cold Approach -

1 Step

Invitation to your Event/Webinar etc.



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1 Step - Lead Generation Message.

Example

Hi *(First name)*

I'm reaching out to see if you're currently using LinkedIn to talk to more people about your services?

LinkedIn, the world's largest database of businesses, their owners, and their employees, provides an effective way to speak to literally hundreds of your ideal clients about your services.

I'm running a Free LinkedIn for Business Masterclass on *(Insert date here)* where I'll share some insights on exactly how!

Spots are limited and spaces are filling fast, so register here today for free. *(Insert Landing Page Link here)*

Regards from

Derick



1 Step - Lead Generation Message.

Template

Hi *(Add first name here)*

I'm reaching out to see if you're currently using *(Add 1 X sentence that briefly details what you offer and the benefit to your target audience).*

(Add the strongest key benefit, the best outcome of what you offer to your target audience here).

I'm running a Free *(Choose from either Masterclass, Webinar, Seminar, Networking Event, Industry Event, Workshop, etc)* called *(Insert webinar title here)* on *(Insert date here)* where I'll share some insights on exactly how!

Spots are limited and spaces are filling fast, so register here today for free. *(Insert Landing Page Link here)*

Regards from

(Add your name here)



- Cold Approach -

1 Step Lead Generation Message

Invitation to your Event/Webinar etc,
Invited as Your Guest.

(Note: You are inviting your prospect to attend as your guest only, not to attend as a contributor or a speaker etc).



1 Step - Lead Generation Message.

Example - Invite you as my guest.

Hi *(Add first name here)*

I'm reaching out to see if you're currently using LinkedIn to talk to more people about your services?

LinkedIn, the world's largest database of businesses, their owners, and their employees, provides an effective way to speak to literally hundreds of your ideal clients about your services.

I'm running a Free LinkedIn for Business Masterclass on *(Insert date here)* where I'll share some insights on exactly how!

So I thought I would invite you to attend as my guest!

Spots are limited and spaces are filling fast, so register here today for free. *(Insert Landing Page Link here)*

Regards from

Derick



1 Step - Lead Generation Message.

Template - Invite you as my guest!

Hi *(Add first name here)*

I'm reaching out to see if you're currently using *(Add 1 X sentence that briefly details about what you offer and the benefit to your target audience)*

(Add the strongest benefit of what you offer to your target audience here)

I'm running a Free *(Use 1 of either Masterclass or Webinar)* called *(Insert webinar title here)* on *(Insert date here)* where I'll share some insights on exactly how!

So I thought I would invite you to attend as my guest!

Spots are limited and spaces are filling fast, so register here today for free. *(Insert Landing Page Link here)*

Regards from

(Add your name here)



- Permission Based Marketing -

2 Step Sequence



RESULTS
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- Permission Based Marketing -

2 Step – Lead Generation Sequence.

Step (1) Invitation to your Event/Webinar etc. Invite as Your Guest. Ask their permission to send them the details.

(Note: You are inviting your prospect to attend as your guest only, not to attend as a contributor or speaker etc).

Step (2) If they're interested, send them the details including a link to register.



2 Step - Lead Generation Message.

Example – Invite you as my guest - Message 1

Hi *(First name)*

I'm reaching out to see if you're currently using LinkedIn to talk to more people about your services?

LinkedIn, the world's largest database of businesses, their owners, and their employees, provides an effective way to speak to literally hundreds of your ideal clients about your services.

I am running a Free LinkedIn for Business Masterclass on *(Insert date here)* where I'll share some insights on exactly how!

So I thought I would invite you to attend as my guest, if that's Ok, just let me know and I'll send you the details!

Regards from

Derick



2 Step - Lead Generation Message.

Example – Invite you as my guest - Message 2

Hi *(First name)*

As promised, here are the details about my Masterclass on *(Insert date here)* called *(‘Insert Masterclass Title here’)*

To attend as my guest, spaces are filling fast, so please register here today for free. *(Insert Landing Page Link here)*

Regards from

Derick



2 Step - Lead Generation Message.

Template – Invite you as my guest - Message 1

Hi *(Add first name here)*

I'm reaching out to see if you're currently using *(Add 1 X sentence that briefly details about what you offer and the benefit to the reader)*

(Add the strongest benefit of what you offer to your target audience here)

I'm running a Free *(Use 1 of either Masterclass or Webinar)* called *(Insert Masterclass Title here)* on *(Insert date here)* where I will share some insights on exactly how!

So I thought I would invite you to attend as my guest, if that's OK, just let me know and I'll send you the details!

Regards from

(Add your name here)



2 Step - Lead Generation Message.

Template – Invite you as my guest - Message 2

Hi *(Add first name here)*

As promised, here are the details about my Masterclass on *(Insert date here)* called *(‘Insert Masterclass Title here’)*

To attend as my guest, spaces are filling fast, so please register here today for free. *(Insert Landing Page Link here)*

Regards from

(Add your name here)



- Add Value & Permission Based Marketing -

3 Step Sequence



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- Add Value & Permission Based Marketing -

3 Step – Lead Generation Sequence.

Step (1) Add Value without Selling by sending them information that provides a genuine benefit (A Pdf or a link to a Landing page where they download a Pdf).

Step (2) Invitation to your Event/Webinar etc. Invite as Your Guest. First ask their permission to send them an invitation.

(Note: You are inviting your prospect to attend as your guest only, not to attend as a contributor or speaker etc).

Step (3) If they're interested, send them an invitation that includes a link to register for Event/Webinar etc.



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3 Step - Lead Generation Message.

Example – Add Value without Selling - Message 1

Hi *(First name)*

Recently I've put together a LinkedIn Profile Checklist that details how to achieve the All Star Rating for your LinkedIn profile and also increase interest by the reader/viewer of your profile in the services you offer, so I thought it may be of interest to you!

You can download the Pdf Checklist here *(Add a link to a Landing Page where they add their email in exchange for the Checklist Pdf)*.

I hope this helps and let me know what your thoughts are!

Regards from

Derick



3 Step - Lead Generation Message.

Example – Invite you as my guest - Message 2

Hi *(First name)*

Hope you found useful the LinkedIn Profile Checklist Pdf that I recently sent you!

Curious! Are you currently using LinkedIn to talk to more people about your services?

LinkedIn, the world's largest database of businesses, their owners, and their employees, provides an effective way to speak to literally hundreds of your ideal clients about your services.

I'm running a Free LinkedIn for Business Masterclass on *(Insert date here)* where I'll share some insights on exactly how!

So I thought I would invite you to attend as my guest, if that's Ok, just let me know and I'll send you the details!

Regards from

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3 Step - Lead Generation Message.

Example – Invite you as my guest - Message 3

Hi *(First name)*

As promised, here are the details about my Masterclass on *(Insert date here)* called *(‘Insert Masterclass Title here’)*

To attend as my guest, spaces are filling fast, so please register here. *(Insert Landing Page Link here)*

Regards from

Derick



3 Step - Lead Generation Message.

Template – Add Value without Selling - Message 1

Hi *(Add first name here)*

Recently I've put together a *(Add details of your Downloadable PDF here)* *(Describe the key benefit to your target audience here)*, so I thought it may be of interest to you!

You can download the Pdf Checklist here *(Add a link to a Landing Page where they add their email in exchange for the Checklist Pdf)*.

I hope this helps and let me know what your thoughts are!

Regards from

(Add your name here)



3 Step - Lead Generation Message.

Template – Add Value without Selling - Message 1, alternative. (PDF file attached as part of the message)

Hi *(Add first name here)*

Recently I've put together a *(Add details of your Downloadable PDF here)* *(Describe the key benefit to your target audience here)*, so I thought it may be of interest to you!

Please see the attached file below.

I hope this helps and let me know what your thoughts are!

Regards from

(Add your name here)



3 Step - Lead Generation Message.

Template – Invite you as my guest - Message 2

Hi *(Add first name here)*

Hope you found useful the *(Add the title of your Pdf here)* that I recently sent you!

Curious! Are you currently using *(Add 1 X sentence that briefly details about what you offer and the benefit to the reader)?*

(Add the strongest benefit of what you offer to your target audience here)

I'm running a Free *(Use 1 of either Masterclass or Webinar)* called *(Insert Masterclass Title here)* on *(Insert date here)* where I will share some insights on exactly how!

So I thought I would invite you to attend as my guest, if that's Ok, just let me know and I'll send you the details!

Regards from

(Add your name here)



3 Step - Lead Generation Message.

Template – Invite you as my guest - Message 3

Hi *(Add first name here)*

As promised, here are the details about my Masterclass on *(Insert date here)* called *(‘Insert Masterclass Title here’)*

To attend as my guest, spaces are filling fast, so please register here. *(Insert Landing Page Link here)*

Regards from

(Add your name here)



A Quick Re-Cap.

After reading this section you should understand more about

1. How to invite people to your Events/ Webinars etc.
2. 1 Step, 2 Step & 3 Step strategies to use.
3. The actual examples and templates that are provided.



Remember:

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



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to predict your
future is to
create it.

 inspire**MORE**.com



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