Derick Mildred

Lead Generation.

RESULTS FORMULA

Linked into More Business

In this chapter you will learn about.

1. How to search for your target market.
2. What NOT to do as well as what to do to generate leads on LinkedIn.
3. How to generate ‘stronger’ leads by nurturing & building the relationship first.

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What You Should NEVER do.

NEVER Connect with a prospect

and 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!

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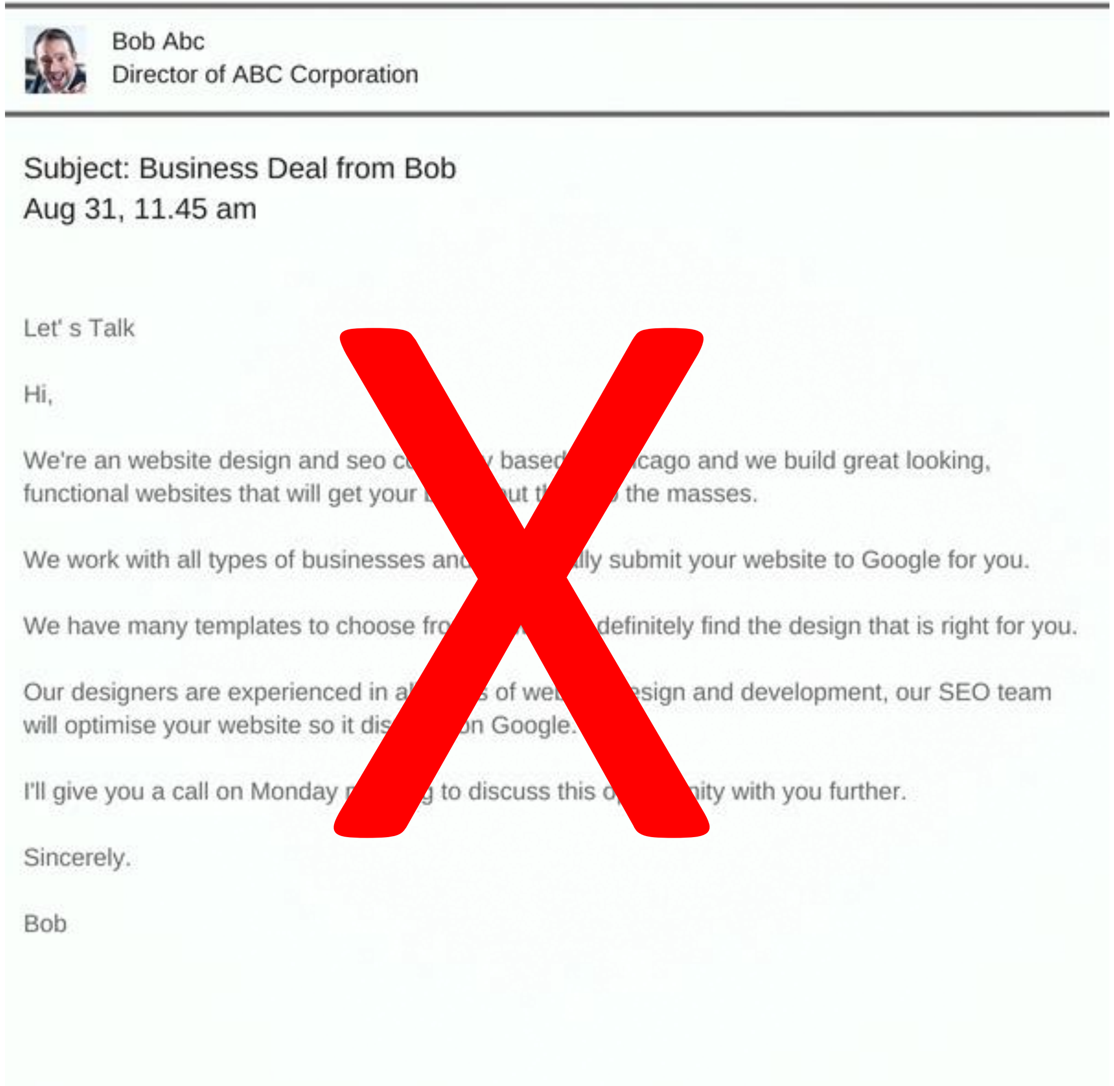
What You Should NEVER do.

For Example:


Bob Abc
Director of ABC Corporation

Subject: Business Deal from Bob
Aug 31, 11.45 am

Let' s Talk

Hi,

We're an website design and seo c… based… cago and we build great looking, functional websites that will get your … ut t… the masses.

We work with all types of businesses an… lly submit your website to Google for you.

We have many templates to choose fro… definitely find the design that is right for you.

Our designers are experienced in a… s of we… esign and development, our SEO team will optimise your website so it dis… on Google.

I'll give you a call on Monday … g to discuss this o… nity with you further.

Sincerely.

Bob

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You will generate much stronger leads when you

Interact, Establish, Build & Nurture the Relationship

First.

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LEAD GENERATION
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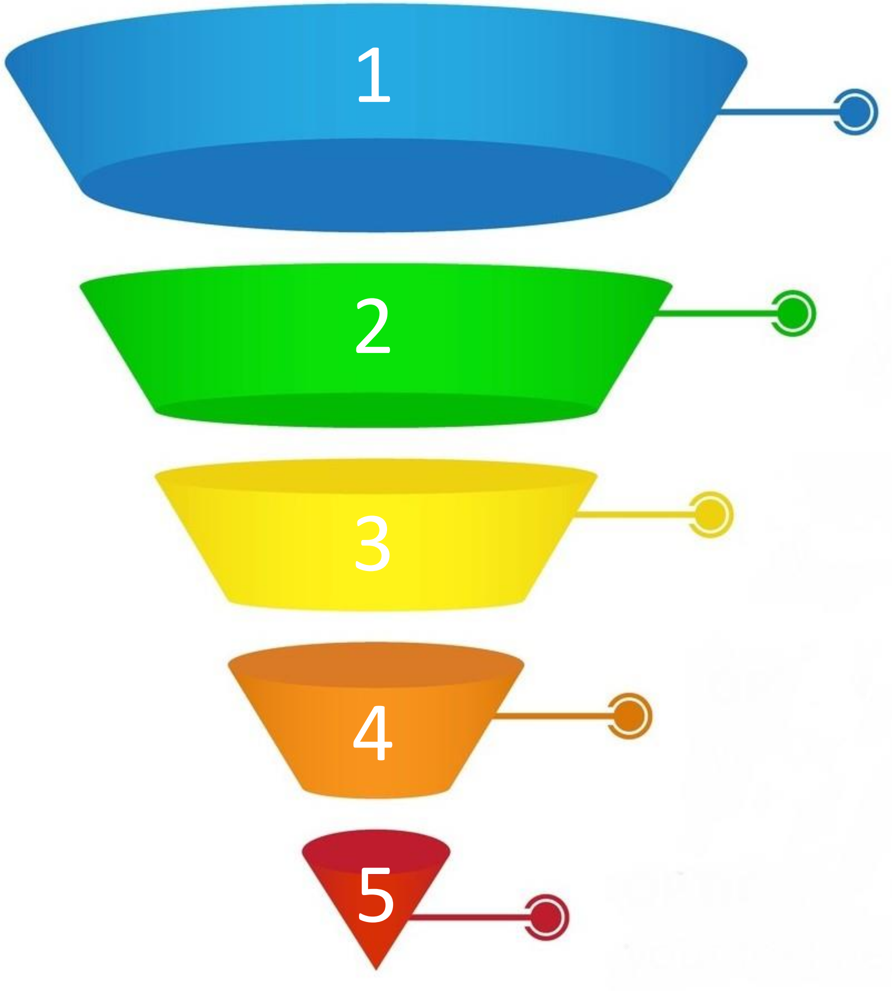
5 Step Lead Generation Sequence.



Search, Connect & Thank them for connecting

↓

Show Interest & Interact

↓

Help with Useful Information

↓

Follow Up, Ask, Inform & Provide Social Proof

↓

Take the Conversation to The Next Level

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5 Step Lead Generation Sequence Breakdown.

1. Use LinkedIn Search to find prospects that meet your specific target market criteria, then Connect with those prospects and send them a ‘Thank You’ for Connecting message.

2. Show interest & Interact to establish, build and nurture the relationship,

   a.) Visit their profile, find areas of interest or ask about their area of expertise,

3. Help your prospects by providing them with ‘Useful’ information that is relevant to their interests, area of expertise or their industry, information that will deliver a benefit to them A S A P, then <u>Repeat this Step a Second Time.</u>

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5 Step Lead Generation Sequence Breakdown.

4. Follow Up and ask if they found the information you provided to be of interest, useful or beneficial, then Ask their permission to send through some further information about what you do (To Inform), (Make sure you don't sound to much like a salesman)!

   Provide Social Proof about what you do including Brochures, Case Studies and Testimonials that detail your results achieved for previous clients or customers (these can be emailed or you can send hard copies in the post)

5. Then take the conversation to the next level, which can be

   a.) A direct email,

   b.) An invitation to an event, a seminar, a webinar etc,

   c.) A direct phone call, a Skype or Zoom call etc,

   d.) Or even a face to face meeting etc.

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Don't be the
'pushy salesman'
that everyone hates!
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To Achieve Your Objective
of
Taking the Conversation to the Next Level.

Please Note:

Even at this stage of your communication you are not trying to sell anything,

at all times you should try to keep the conversation casual.

Remember:

The best sales people <u>do NOT sell at all</u>, they just talk to people as if it were just a casual conversation.

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Step 1
SEARCH
find
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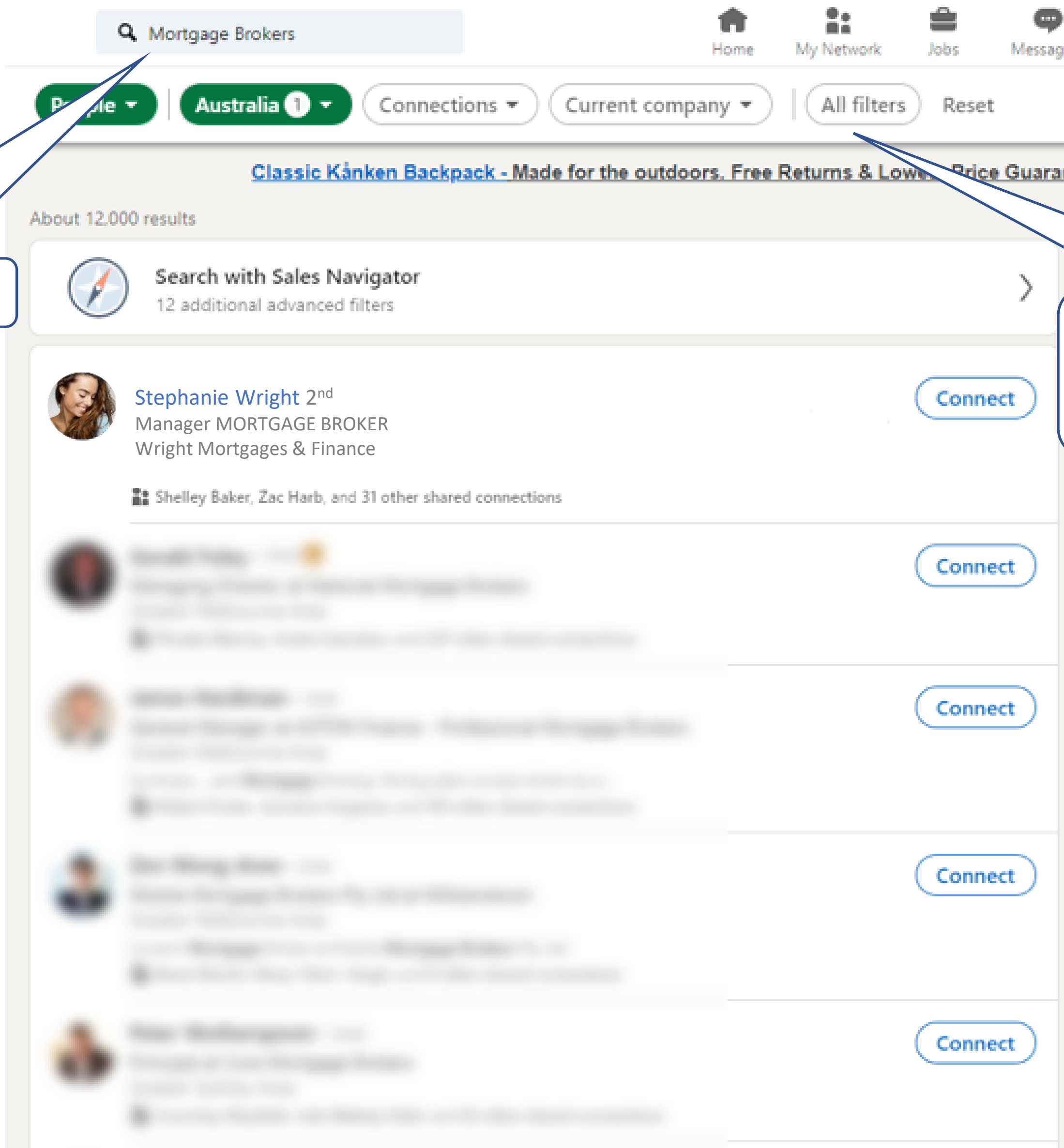
Step 1 – Search.



Enter your preferred target market into the LinkedIn Search

Refine your Search by using the filters for 1st, 2nd or 3rd level connections, plus country, city, company, industry etc

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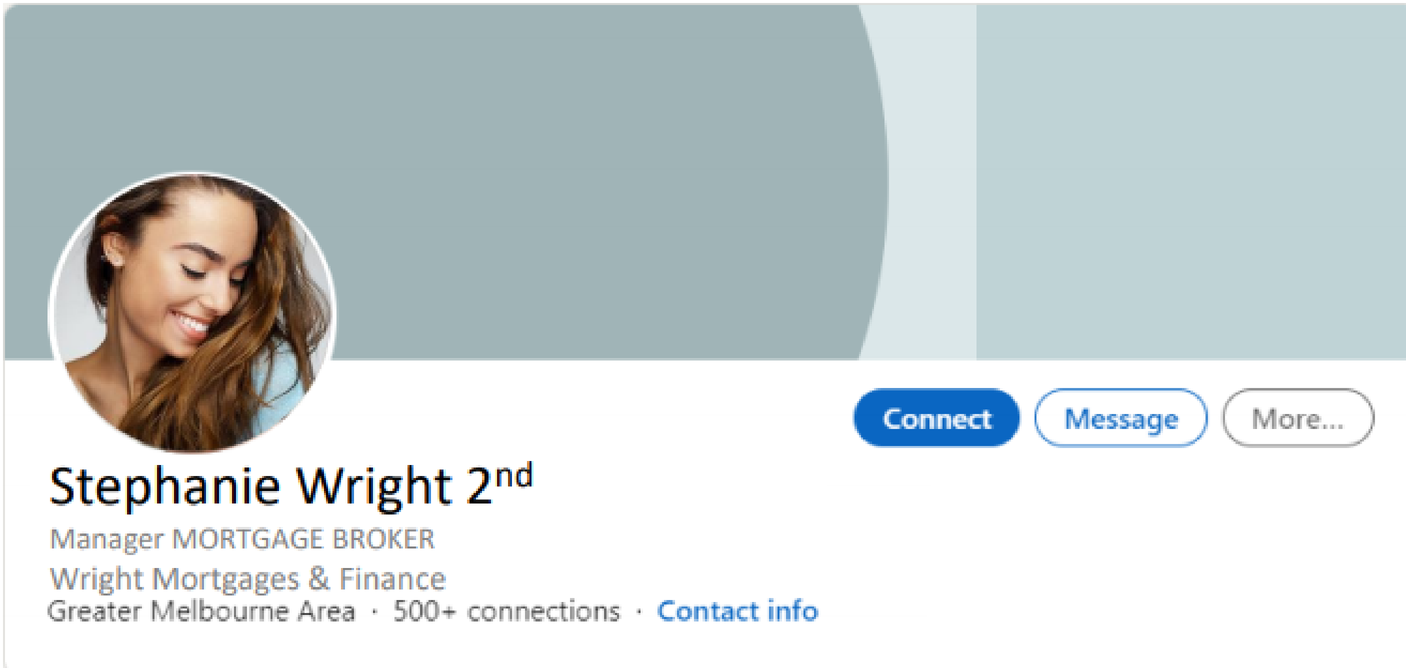
CONNECT
Step 1

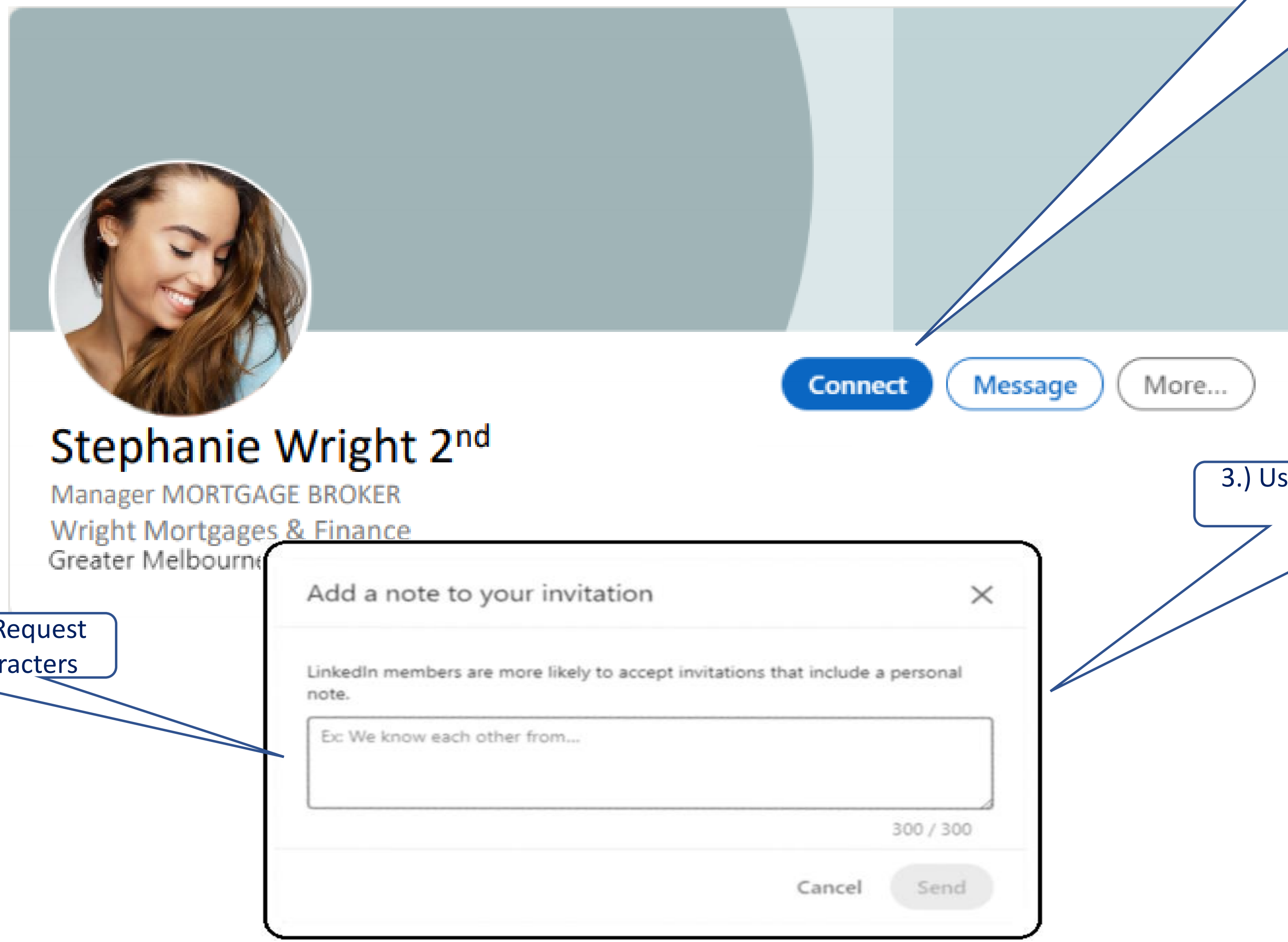
Step 1 – Connect.

1.) Open Up their Profile



The Correct Way To Connect.

2.) Click Here On ‘Connect’



3.) Use this Box to send a request to connect.

4.) Send a ‘Personalised’ Request to Connect upto 300 characters

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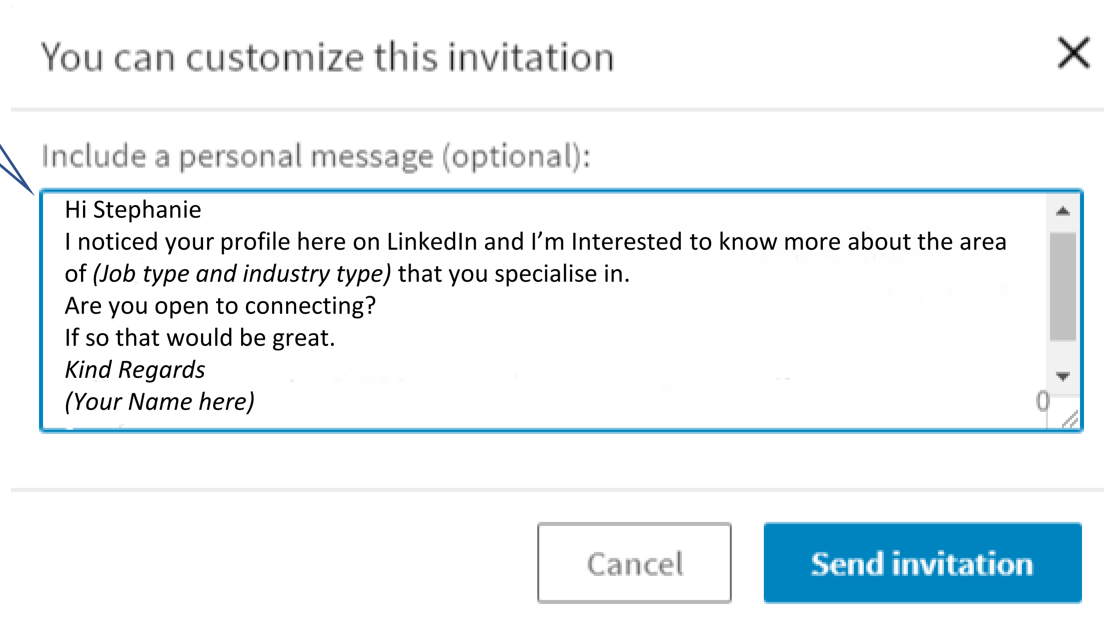
Step 2 – Request To Connect Message Example.

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



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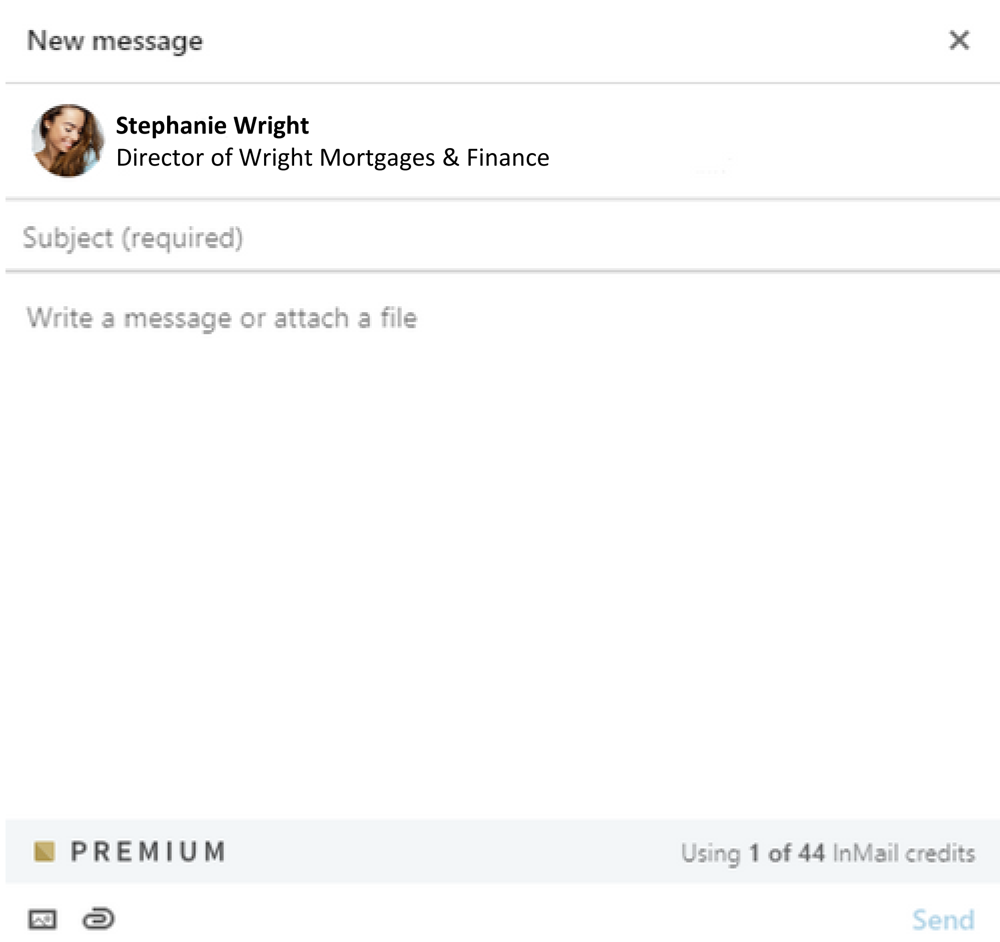
You can also use InMail.

InMail messages allow you upto 1000 characters to use



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

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Remember:

When you visit their profile

look for mutual areas of interest.


Step 2
INTERACTION
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When you

Interact, Establish, Build & Nurture the Relationship,

you build stronger trust & rapport,

which increases their interest in you, your business and your products or services.

Step 2 – Show Interest & Interact.

By showing genuine interest in your prospects will help them to like, trust and believe in you, visit their profile and look for areas of mutual interest. Here are some ideas of what to look for,

1. Mutual Connections,
2. Recommendations (Great to make reference to if there are no other mutual areas of interest),
3. The area they live or work in,
4. The sports they’re interested in,
5. The school or college/university they went to,
6. Their hobbies etc,
7. Achievements, Awards etc,
8. Publications.

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Step 2a – Show Interest & Interact.

Interaction will help you get the conversation started. Conversation starters can include

1. Thank your prospect for connecting with you,
2. Visit their profile and send them a message about you being ‘Interested to know more about what they do and the areas they specialise in’
3. Visit their profile and look at their links to media, papers, pdf’s etc, then message them with your comments, thoughts or questions,
4. Endorse some of their skills,
5. Notice their posts or articles etc and then

    a.) Like or comment on their posts,

    b.) Like or comment on their articles,

    c.) Like or comment on their posts etc within groups you are both members of.

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Step 2b – Other Ways to Show Interest & Interact.

What if you haven't communicated with a 'connection' for a while? Here are some ways to reinvigorate and get the conversation started again

1. Send them a 'Touch Base' or a 'Follow Up' message,
2. Visit their profile and then message them about an area of interest mentioned on their profile,
3. Visit their profile and endorse some of their skills,
4. Send them a 'Congratulations on a Work Anniversary' message,
5. Send them a 'Congratulations on Starting a New Position' message,
6. Send them a 'Happy Birthday' message.

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Step 3

Step 3 – Help with Useful Information.

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

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Step 3 – Help with Useful Information.

Important:

Repeat this Step a Second Time

Send them different but useful information again.

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

Step 4

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

Remember the saying:

There is a fortune in the follow up.

Again this is a valuable part of building Trust & Rapport with your prospect.

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. Then ask them,

   ‘Do you mind’

   or

   ‘Is it OK’

   or

   ‘I have some ideas I’d like to share with you, is it OK’

   then add

   ‘if I send through some information about what we do?’

(Make sure you don’t sound too much like a salesman)

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Step 4

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Social Proof.

Now that you have established, built & nurtured the relationship, you have a level of trust & rapport, and importantly, you have asked for their permission, if it's OK to send them some further information about what you offer, you should send through information that is short and concise, such as

1. Case Studies (Best results achieved by existing clients or customers of yours),
2. Testimonials or Recommendations.
3. You can also offer your expertise in the form of
    a. Free time, such as a FREE analysis, review or even just a chat about their objectives and some ideas you may have),

Remember:

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

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Social Proof.

Important Point to Remember:

Do NOT Include Pricing of any kind in the information you send through to your prospect.

Why?

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

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

In other words, now that they have agreed for you to send through some further information, this is the best time to ask about setting up a call, offer them a choice of 2 different timeslots to discuss your ideas.

For Example:

> *"Would you be available for a call to discuss some ideas I have, I have 2 timeslots available, does 10.30 am on Tuesday or would 2.30 pm on Wednesday suit you better?"*

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. <u>Instead, you are asking for a call to discuss some ideas you have.</u>

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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.

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Have fun, be personable & be patient,

work the system and the system <u>will</u> work for you!

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A Quick Re-Cap.

After watching this video you should understand more about

1. The 5 steps to generate real leads via LinkedIn,
2. The importance of interaction to build stronger trust & rapport,
3. Helping your prospects with useful information,
4. How to take the conversation to the next level.

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Your Objective.

This system of generating leads using LinkedIn has been tested and proven over several years, with patient and consistent effort the rewards will come, when they do you will discover that you <u>now have a valuable tool for generating quality leads</u> for your business and your products or services.

Remember:

The Fastest Way to Achieving Results is to Apply.

Just Get Started and Implement.

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6/18 Westbury St
East St Kilda
Victoria. 3183
Australia

Email: contact@results-formula.com

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