

CONNECT 365

Trust Equation Workbook



Presented By:
LinkedSelling & Connect 365

The Messaging Playbook to Turn More Leads into Clients...Even If You Have a Small (or No) List



In Day 2 of the Trust Equation Intensive we dove into how you can take your first group of 50-100 contacts and turn them into leads and appointments.

This workbook will detail the scripts and templates we covered on the live call. You can find additional scripts as a Connect 365 member within your training.

And you can always reach out to our team for feedback on your own custom messaging at connect365@linkedselling.com.

HOW TO CREATE AN AUTOMATED CLIENT ATTRACTION AND SALES SYSTEM...

The Trust Equation system is designed to create trust with your prospects by **IGNORING** what the majority of sales people do wrong. It will help you build stronger relationships with the prospects you want to sell to by meeting them on a personal level. But done en masse.



Expert Content Campaign



Expert Content 01

SUBJ: Curious about {company}'s experience

Hi {firstname},

I came across your info (*on LinkedIn/online*), and thought it was worth reaching out...

We've recently put together *a report for business owners just like you...* and I was hoping to get some quick feedback before we go live with it.

We surveyed 1300 business owners about their business struggles, their secrets for growth, and yes, how they get clients.

If you want to know how the fastest growing B2B businesses acquire their clients these days, read the free "Client Acquisition Report" now to learn their secrets by clicking here.

And drop me a line here if you have any questions or feedback on the information.

Josh

(If you don't want to hear from me again, just hit reply and let me know)

02 Expert Content

Wait 6-10 days and send to those who didn't reply...

SUBJ: Wanted to make sure you saw this

Hey {firstname},

Following back up on my message a week back.

Wanted to share our recent report on [how the fastest growing B2B businesses have actually been finding and converting their leads into clients this year](#).

I thought you'd be the perfect audience for feedback on this before we go live, {firstname}.

Here's the link to the report again: [<LINK>](#)

Let me know if you'd be open to chat for a few minutes about any of the information we've shared in there.

Talk soon,

Josh

(If you don't want to hear from me again, just hit reply and let me know)

Expert Content

03

Wait 7-10 days and send to those who didn't reply...

SUBJ: Can we connect soon?

Hi {firstname},

We've been crossing paths here the past few weeks and I wanted to reach out.

Anyways, it got me thinking and I wanted to introduce myself as we've worked with a lot of *[INSERT TARGET INDUSTRY i.e small business owners/software companies /construction firms/people like you]* helping them *[INSERT COMPELLING OUTCOME OR ACHIEVEMENT ie eliminate their HR costs by 35%/streamline oversee developer management/win new business by short circuiting the RFP process/implement custom daily routines to get more done.]*

I'd love to line up a quick phone call to learn more about *the work you're doing/what you are currently dealing with* and seeing if we might be able to help you like we have *[INSERT SIMILAR COMPANY YOU'VE HELPED]*.

How does next week look for you?

I'm generally available Tuesday and Thursday mornings. Let me know what times work for you and the best contact number, and we'll get something on the calendar.

Thanks!

Josh

(If you don't want to hear from me again, just hit reply and let me know)

04 Expert Content

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in Sequential campaigns.

SUBJ: Re: Can we connect soon?

Hey {firstname},

Just following up on the message I sent a few days back.

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of the clients we've helped that are similar.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Let me know and we'll get something on the calendar.

Best,
Josh

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Expert Curator Campaign



Expert Curator

01

SUBJ: Curious about {company}'s experience

Hi {firstname},

I came across your info (*on LinkedIn/online*), and thought it was worth reaching out...

Looking at your info, thought you might be interested in this great article from *Digital Marketer that breaks down how the leaders in the Facebook advertising space improve their quality of leads for B2B clients.*

It's a fairly quick read with lots of *examples* –
<LINK>

Anyways, thought you might find it helpful with your line of work.

Feel free to drop me a line here if you have any questions or feedback on the article.

Josh

(If you don't want to hear from me again, just hit reply and let me know)

02 Expert Curator

Wait 6-10 days and send to those who didn't reply...

SUBJ: Wanted to make sure you saw
this

Hey {firstname},

Following back up on my message a week back.

Wanted to share that article again from *Digital Marketer* on the best ways for *INDUSTRY/PROSPECT DESCRIPTOR ie software companies/small businesses/people like us* to *launch or improve our Facebook ad campaigns (outcome/achievement)*.

Here's the link to that article again: [<LINK>](#)

Hope you get as much out of it as I did, {firstname}. :-)

And let me know any reactions or feedback you have on it.

Talk soon,

Josh

(If you don't want to hear from me again, just hit reply and let me know)

Expert Curator

03

Wait 7-10 days and send to those who didn't reply...

SUBJ: Can we connect soon?

Hi {firstname},

We've been crossing paths here the past few weeks and I wanted to reach out.

Anyways, it got me thinking and I wanted to introduce myself as we've worked with a lot of *[INSERT TARGET INDUSTRY i.e small business owners/software companies /construction firms/people like you]* helping them *[INSERT COMPELLING OUTCOME OR ACHIEVEMENT ie eliminate their HR costs by 35%/streamline oversee developer management/win new business by short circuiting the RFP process/implement custom daily routines to get more done.]*

I'd love to line up a quick phone call to learn more about *the work you're doing/what you are currently dealing with* and seeing if we might be able to help you like we have *[INSERT SIMILAR COMPANY YOU'VE HELPED]*.

How does next week look for you?

I'm generally available Tuesday and Thursday mornings. Let me know what times work for you and the best contact number, and we'll get something on the calendar.

Thanks!

Josh

(If you don't want to hear from me again, just hit reply and let me know)

04 Expert Curator

Wait 3 days and send as reply to those who didn't reply...

NOTE - Send as reply is ONLY an option in sequential campaigns.

SUBJ: Re: Can we connect soon?

Hey {firstname},

Just following up on the message I sent last week.

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of how we've helped other *INSERT COMMON QUALITY (ie businesses/people/marketing teams)* like yours.

No pressure at all either way. Just figured there was no harm in following up. :-)

Talk soon,

Josh

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

A photograph of a large crowd of people at a concert or festival. The scene is filled with warm, golden light from stage lights, creating a bokeh effect in the background. In the foreground, several people's arms are raised high in the air, with their hands open, suggesting a moment of celebration or a dance. The overall atmosphere is energetic and joyful.

Group Invite Campaign

Group Invite

01

SUBJ: Invite to What Drives Business: An Executive Leadership Discussion Forum

Hey {firstname},

I came across your info on LinkedIn, and thought you'd be interested in joining an exclusive community I just started there called *What Drives Business: An Executive Leadership Discussion Forum*.

The group is *highly curated and we only invite the top business and executive consultants to join*. It's quickly becoming a top resource for the industry and I think your experience will add a lot of value.

In the near future we're also looking to do some feature profiles on our top members. Is that something you would be interested in?

I hope all is well and I look forward to seeing you in the group.

Here's the link to join: <LINK>

And feel free to connect with me on LinkedIn as well, here's a link to my profile: <LINK>

Have a great day,

Dan

(If you don't want to hear from me again, just hit reply and let me know)

ALT: Group Curator

01

NOTE - The following is an alternate version if you are not the owner of a particularly relevant LinkedIn or Facebook group for your prospect. You will slightly alter the remaining messages to not imply ownership of said group.

SUBJ: Invite to Commercial Construction Professionals on LinkedIn

Hey {firstname},

I'm part of new networking group on LinkedIn called *Commercial Construction Professionals*.

The group is full of some of the best *curated content* I've found online to date, and is full of other professionals in the industry sharing their experience, insight and extensive networks.

I thought with your experience, you might find the group to be as great a resource as I have.

Here's the link to join: [<LINK>](#)

And feel free to connect with me on LinkedIn as well, here's a link to my profile: [<LINK>](#)

Have a great day,

Joe

(If you don't want to hear from me again, just hit reply and let me know)

02 Group Invite

Wait 8-12 days...

SUBJ: Your thoughts?

Hey {firstname},

There's a great thread in the (XYZ) group about (ABC).

Check it out here: <LINK>

I'd love it if you could chime in there and add your thoughts too.

By the way, I'd love to jump on a call sometime if you're open to it to see how I can best introduce or involve you with our little mastermind group.

It would be great to learn more about what you do, and how others in *GROUP NAME* might be able to help.

How does next Tuesday look for a quick intro call?

Thanks,
Dan

(If you don't want to hear from me again, just hit reply and let me know)

Group Invite

03

Wait 7-10 days...

SUBJ: Would this make sense for you, {firstname}?

Alt 1: Reaching out...

Alt 2: A recent comment in the group had me thinking

{firstname},

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences *growing businesses*, I think we'd have a very productive conversation and be able to share a few tricks of the trade with each other.

What's your schedule look like this week?

Let me know and we can set up a time to chat.

Dan

(If you don't want to hear from me again, just hit reply and let me know)

04 Group Invite

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in sequential campaigns.

SUBJ: Re: Would this make sense for you, {firstname}?

Alt 1: Re: Reaching out...

Alt 2: Re: A recent comment in the group had me thinking

Hey {firstname},

Just following up on the message I sent last week.

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of how we've helped other *INSERT COMMON QUALITY (ie businesses/people/marketing teams)* like yours.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Best,

Dan

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Lead Gen Campaign



Lead Gen 01

SUBJ: {firstname}, your profile had me thinking...

Hey {firstname},

I was looking at your profile on LinkedIn and started reading up on some of the things {company} is up to.

Anyways, it got me thinking and I wanted to introduce myself as we've worked with a lot of *[INSERT TARGET INDUSTRY]* companies helping them *[INSERT COMPELLING OUTCOME/ACHIEVEMENT]*.

I'd love to line up a quick phone call to learn more about the work you're doing and seeing if we might be able to help you like we have *[INSERT SIMILAR COMPANY YOU'VE HELPED]*.

How does next week look for you? I'm generally available Tuesday and Thursday mornings. Let me know what times work for you and the best contact number, and we'll get something on the calendar.

I look forward to meeting you!

Thanks,

Ben

(If you don't want to hear from me again, just hit reply and let me know)

02 Lead Gen

SUBJ: Re: {firstname}, your profile had me thinking...

Hey {firstname},

Just following up on the message I sent last week.

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of how we've helped other *INSERT COMMON QUALITY (ie businesses/people/marketing teams)* like yours.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Best,

Ben

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Lead Gen

03

SUBJ: Haven't heard back - thought you might enjoy this

Hey {firstname},

I haven't heard back on my previous message - no worries, I know how life gets in the way.

But I did want to share with you a recent *report/video/workshop/ebook* we put together on (*TOPIC*).

It shares the exact ways companies like *CLIENT NAME 1 and CLIENT NAME 2* have (*outcome/solution*).

You can check out the report right here: <<*LINK*>>

And drop me a line here if you have any questions or feedback on the information.

Thanks,

Ben

(If you don't want to hear from me again, just hit reply and let me know)



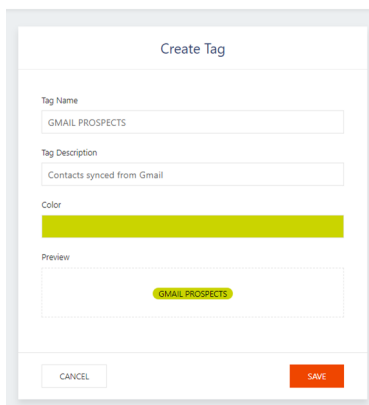
Action Plan:

- 1.
- 2.
- 3.
- 4.

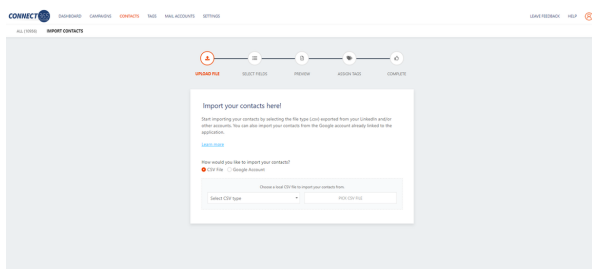
ACTION ITEMS

Implementation Guide

Step 1: Go to Tags -> Create a Tag. For your prospects that you want to receive your message campaign, you'll need to create a tag that will organize these prospects. I.e.

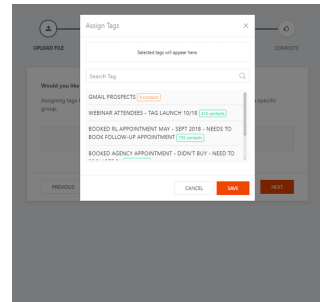


Step 2: Import your Contacts. Go to Contacts -> Import Contacts.



Step 3: Follow the On-screen prompts.

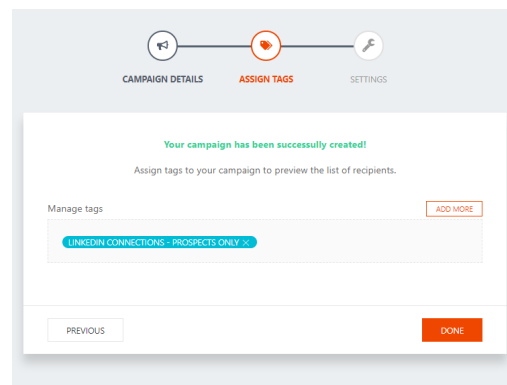
Step 4: If your upload is ONLY the prospects you want to message in your first batch -> Assign the Tag you Created to the upload.



Step 5: Go to Campaigns. Create a Campaign and enter the details and message for your first campaign. You can choose 'Scheduled Campaign' to choose the exact date and time you want your message to go out.

Or Sequential campaigns that can work in perpetuity. With Sequential campaigns you'll just need to add tags to your new contacts and it will work them through the entire sequence you've created.

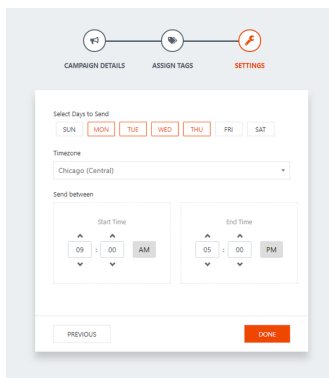
Step 6: Choose the Assigned Tags for your Campaign.



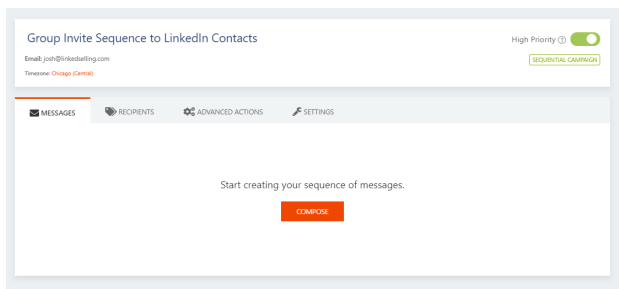
ACTION ITEMS

Implementation Guide

Step 7: (Optional - for Sequential Campaigns only) Set timeframe of the week you'd like your messages to go out. (so you don't send campaigns in the middle of the night).



Step 8: Hit Compose.



Step 9: Input message. Scroll down and click Save. (Under 'Save' you can choose to save the message or send yourself a test message to see how it looks.)

Step 10: After you save you will be directed to the campaign home - where you can hit 'Compose' to add more messages to the sequence...or leave it as is.

Notes: If you set an unsubscribe message in your campaign you can automatically remove those that click.

Or at a minimum for cold outreach we recommend including a line similar to:

"(If you don't want to hear from me again, just hit reply and let me know)"

Please Note that any email signature that you have configured within your Gmail or Outlook account should automatically sync to your Connect 365 account for your messaging campaigns.

You should see it automatically within your draft when editing a message.

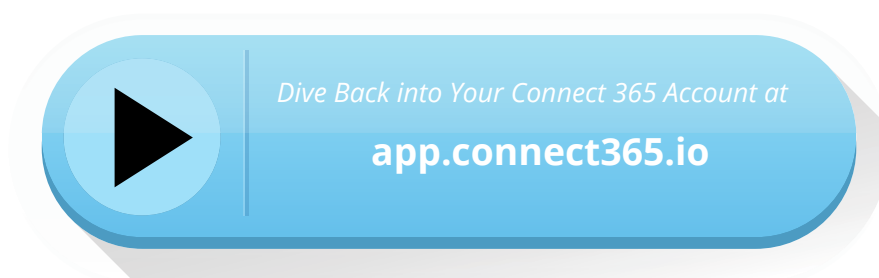
If you do not have an email signature set up in your Gmail or Outlook account we recommend you create that and include your email information as well as your business address to be in compliance with cold email rules.

Implement with...



HOMEWORK:

1. Add your first 3-5 message campaign
2. Tag your contacts into that campaign...And LAUNCH!



How to Build Your First Set-It-and-Forget-It Long Term Nurture Campaign



In Day 3 of the Trust Equation Intensive we discussed the necessity for business owners to consistently stay in front of their prospects.

This workbook will detail the scripts and templates to create long term nurture campaigns. Studies have shown that you can't rely on simply short-term/one or two message approaches to your outreach.

And you can always reach out to our team for feedback on your own custom messaging at connect365@linkedselling.com.

HOW TO CREATE AN AUTOMATED CLIENT ATTRACTION AND SALES SYSTEM...

In the action book below we will share with you a series of messaging examples to edit and include in your long term nurture campaigns for your prospects to receive after they've completed any short-term promotions..

These are by no means the only approaches you can take, but they are a great start.

Read on for a special implementation guide for new Connect 365 members.



Long Term Nurture



Long-Term Nurture

01

SUBJ: A gift for you, {firstname}

Hi {firstname},

Hope everything is going well for you! I came across an article that I think you'll really like.

It dives into *some of the cutting-edge automation opportunities manufacturers like you* are using today.

Here's the link to check it out - <<[LINK](#)>>

There is a ton of great info in this post and I particularly found *the adoption metrics across the industry to be pretty telling* - we see a lot of our clients about this more and more, so it's no surprise.

Enjoy the read!

Martin

(If you don't want to hear from me again, just hit reply and let me know)

02 Long-Term Nurture

Wait 30+ days...

SUBJ: Reaching out

Hey {firstname},

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of how we've helped other *INSERT COMMON QUALITY (ie businesses/people/marketing teams)* like yours.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Talk soon,

Martin

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Long-Term Nurture

03

Wait 30+ days...

Note: The first PS is for inclusion if you offer any referral fees.

SUBJ: You know anyone that could use more *INSERT YOUR MAIN OUTCOME (ie sales/hours in the day/this)*?

Hey {firstname},

We're rolling out a brand-new service specifically for friends of *YOUR COMPANY NAME*.

Do you know anyone currently that is looking for ways to revolutionize their *INSERT BENEFIT (ie online lead generation/weight loss regimen/technical recruiting)*.

Let me know if anyone in your network comes to mind and I'd be happy to share the details of this new special.

Thanks!

Martin

P.S. Hit reply if you want to hear about our referral commission program. ;-)

(If you don't want to hear from me again, just hit reply and let me know)

04 Long-Term Nurture

Wait 30+ days...

Note: Whether this is a group you own OR a group you are simply a member of the goal is for the group name and focus to appeal to your prospect's main interests/goals. If you offer Marketing Services to Financial Advisors - it's better to invite them to a group named 'Financial Advisors Networking Forum' rather than 'SEO Strategies for Financial Advisors'. This will be a less pushy/salesy approach and position you as in their corner - not just another vendor.

SUBJ: Invite to *INSERT GROUP NAME*

{firstname},

Wanted to share with you the latest group I've joined for *INSERT PROSPECT'S TITLE/INTEREST (software developers in the Midwest/wine enthusiasts/finance professionals)*.

It's become a really thriving community with great networking and some of the best content around on the web and I thought you might find it interesting.

Anyways - here's a link to join - <<*LINK*>>

Hope to see you there!

Martin

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Long-Term Nurture

05

Wait 30+ days...

*Note: 1x per quarter you should check in simply for a call/next step
(keep it simple)*

SUBJ: Checking back in

Hey {firstname},

Hope all is well!

Been awhile since we touched base here and just wanted to drop in
and say hi.

Let me know if there's ever anything I can do for you.

Thanks,

Martin

(If you don't want to hear from me again, just hit reply and let me
know)

06 Long-Term Nurture

Wait 30+ days...

SUBJ: A quick question

Hey {firstname},

Has {company} had issues with *INSERT SPECIFIC PAIN POINT/ISSUE YOU SOLVE (your sales team missing quota each month/Have you had issues with sticking to your weekly gym regimen/your ad spend on recruiting efforts steadily climbing....?)*

We've seen a lot of clients looking to solve that specific problem and wanted to see how you were approaching it and if there's anywhere we can help.

Martin

(If you don't want to hear from me again, just hit reply and let me know)

Long-Term Nurture

07

Wait 30+ days...

Note - this 'right person' approach is better served for B2B outreach. If you are in a more B2C business we recommend moving to the next message if this doesn't work for you.

SUBJ: Who is the right person at {company}?

Hi {firstname},

Just checking back in to see who the best person on your team your team is to talk about *INSERT REFERENCE TO HOW YOU HELP (ie your current outbound lead gen, Facebook advertising plan, payment processing, internal communication plan, etc.)*

We've been uncovering some pretty interesting findings with our clients that I think would interest them.

Let me know who the right person is and I'd be happy to share more.

Thanks!

Martin

(If you don't want to hear from me again, just hit reply and let me know)

08 Long-Term Nurture

Wait 30+ days...

SUBJ: Curious about *{company}* (note - change to 'your' if more B2C) experience?

Hey {firstname},

Looking at your info, thought you might be interested in this great article from *Digital Marketer that breaks down how the leaders in the Facebook advertising space improve their quality of leads for B2B clients.*

It's a fairly quick read with lots of *examples* – [<LINK>](#)

Anyways, thought you might find it helpful with your line of work.

Feel free to drop me a line here if you have any questions or feedback on the article.

Martin

(If you don't want to hear from me again, just hit reply and let me know)

Long-Term Nurture

09

Wait 30+ days...This approach is what's referred to by many as the '9 Word Email' (most credit given to Dean Jackson) and has gained popularity for it's simplicity and success.

SUBJ: {firstname}...

Are you interested in *AREA OF FOCUS* (keep it general enough to apply to majority of your contacts)?

Martin

(If you don't want to hear from me again, just hit reply and let me know)

Some More Examples:

Are you still interested in online lead generation strategies?

Are you still looking for a home in the Forest Park area?

Are you still looking for strategies to help your sales team better forecast their opportunities?

Are you still interested in cutting costs on energy?

Are you still interested in improving your home security?

Are you still looking for solutions to get more from your email marketing?

Are you still interested in finding a new car?

Long-Term Nurture

10

Wait 30+ days...

SUBJ: Just checking in

Hey {firstname},

Hope all is well!

Been awhile since we touched base here and just wanted to drop in and say hi.

Let me know if there's ever anything I can do for you.

Thanks,

Martin

(If you don't want to hear from me again, just hit reply and let me know)

11 Long-Term Nurture

Wait 30+ days...

SUBJ: A referral for you

Hey {firstname},

I've been thinking and am curious if there might be anyone I know that I could refer your way?

My network both in-person and online is what has helped my company grow and wanted to see if I could pay it forward.

What types of clients do you typically work with?

Let me know and I'd be happy to pass along anyone that comes to mind. :-)

Martin

P.S. If you're looking to expand your network, I've found this group *INSERT GROUP NAME AND HYPERLINK* to be one of the best spots online for people interested in *INSERT COMMON AREA OF INTEREST*.

(If you don't want to hear from me again, just hit reply and let me know)

Long-Term Nurture

12

Wait 30+ days...

SUBJ: A client question from the other day

{firstname},

I had a client come in the other day asking me all about *INSERT TOPIC OF FOCUS FOR YOUR BUSINESS (ie how to more effectively structure their development teams, the results from our most recent recruiting efforts, the latest list of leads and next steps, the newest meal plans and diets on the market)* which sparked an interesting conversation about what wasn't working for others in the market.

And unfortunately there's A LOT out there that flat-out doesn't work.

Would you be interested in hearing more about the solutions that aren't working?

Hit reply and let me know and I'd be happy to shoot you over a quick summary.

Martin

(If you don't want to hear from me again, just hit reply and let me know)

Long-Term Nurture

12

ALTERNATE OF THE ABOVE MESSAGE IF YOU HAVE A CASE STUDY YOU CAN SHARE

SUBJ: A client question from the other day

Hey {firstname},

I had a new client the other day ask me a question about what success looked like if they joined our program.

It's not an uncommon question so I shot them a case study of how *INSERT HIGHLIGHT FROM CLIENT CASE STUDY (an energy consultant landed his highest retainer client ever from social media)*.

Since you are in a similar enough vertical, I thought I'd share the case study with you as well.

Let me know if you have any questions on the strategy we used for *INSERT CLIENT NAME* - and I'd be happy to jump in wherever I can.

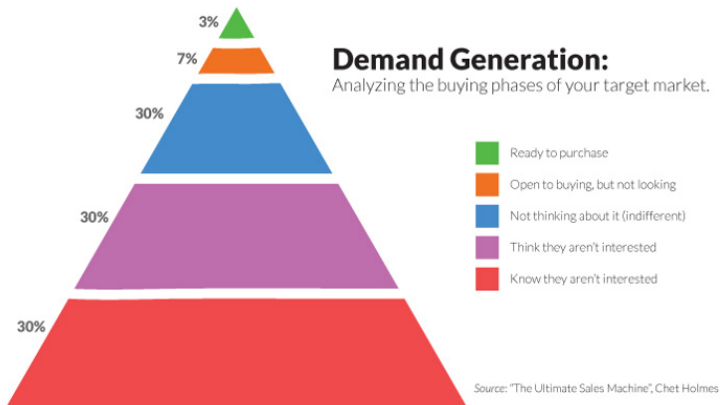
Martin

(If you don't want to hear from me again, just hit reply and let me know)

Sales Follow-up



Only 3% of Your Target Market Is Ready to Buy at Any Given Time...



This figure to the left shows the Demand Generation Pyramid from Chet Holmes book, 'The Ultimate Sales Machine.'

Now that headline might sound scary, but the truth is once you know that information you can use it to your advantage.

Most business owners or salespeople can get discouraged by that information. But if you have a system in place to automatically keep you in front of your prospects in a PERSONAL way, you'll be ahead of the competition.

SALES FOLLOW-UP AND HOW TO DEAL WITH LEADS AFTER A SALES CALL

In the following pages we'll share a follow-up sequence to utilize on leads that you have had a sales call with, but who either said 'Not now - but stay in touch' or 'I need to think about it' or in some way put you off for the time being.

We recommend setting this up in Connect 365 as a 'Sequential' campaign so that after your call all you'd need to do is Tag your contact with the appropriate Tag for that campaign and from there they'll be automatically set to receive the follow-up.

Read more below to help you get started!



Sales Follow-up 01

NOTE: {company} is a 'Replacement Field' within Connect 365. You must make sure your contact's have the Company field completed on their contact record to utilize. There is a dropdown for Replacement Fields in your Message editor.

SUBJ: Connect 365 + {company}

Hey {firstname},

Really enjoyed our chat earlier today and learning more about your work with {company}.

Just wanted to shoot you a quick note to thank you for your time and that I'll plan to keep in touch here over email to share out some resources and be around if you have any questions.

Looking forward to staying in touch!

Lucy

02 Sales Follow-up

Wait 10-14 days...

SUBJ: A gift for you, {firstname}

Hi {firstname},

We chatted a week or so back about how *Connect 365* may help {company} with their sales outreach, and I just came across an article on the most effective email trends that I had to share.

Here's the link to check it out:

<*LINK*>

The article gives a *nice blueprint for some tests to have your sales team start trying out.*

Hope it helps!

Lucy

P.S. If you have any questions about how this applies to what we see with our client campaigns, just hit reply and let me know. :-)

Sales Follow-up

03

Wait 10+ days...

SUBJ: Can we clear something up?

Hi {firstname},

It's been a little while since we last spoke and I thought it would be worth reaching out again.

Have you given any more thought to the proposal we discussed a few weeks back?

I'd be happy to give a quick review of it over the phone and answer any questions.

When is a good time for you to have a quick check-in call?

Lucy

04 Sales Follow-up

Wait 4-5 days...

SUBJ: Re: Can we clear something up?

Hi {firstname},

Just bumping this.

Is there a time that works best for you to have a quick call on this?

Lucy

Sales Follow-up 05

Wait 10+ days...

SUBJ: Should we close the file?

Hi {firstname},

I've been reviewing some recent opportunities and wanted to send over a quick courtesy message as I don't want to be a pest in your inbox. ;-)

If you aren't interested, should I close the file?

If you are still interested, what do you recommend as a next step?

Thanks for your help,

Lucy



Action Plan:

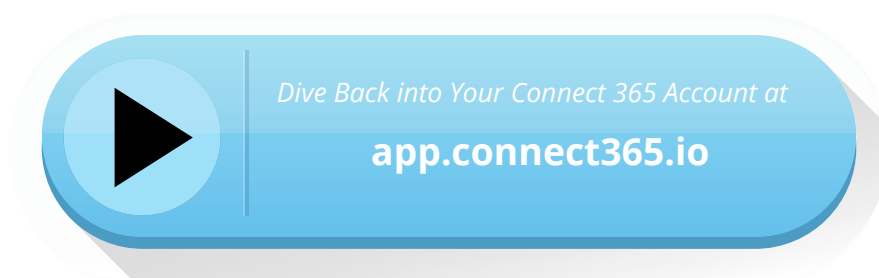
- 1.
- 2.
- 3.
- 4.

Implement with...



HOMEWORK:

1. Edit and Upload Your Long-Term Nurture Campaign.

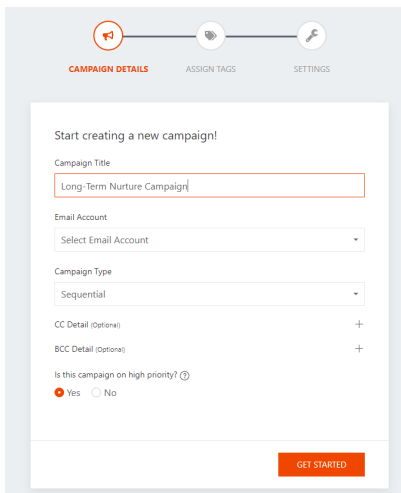
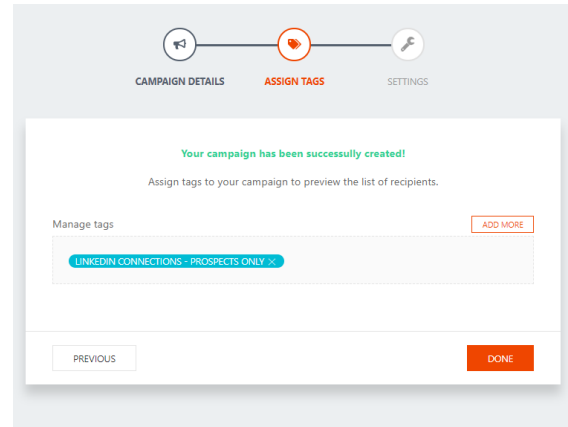


ACTION ITEMS

Implementation Guide

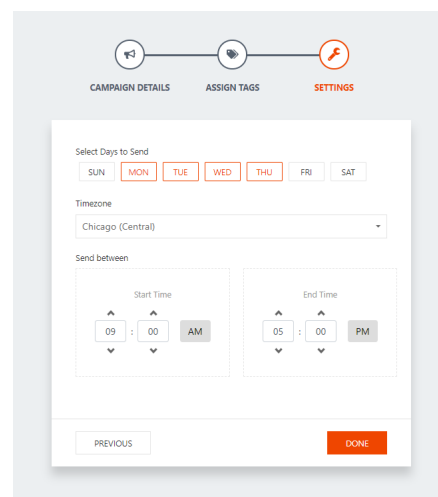
Step 1: Create a Tag that will be given to contacts who are ready for this campaign. ie 'LongTerm Follow up' or 'Follow up from Sales Call'. Go to 'Tags' -> Create Tag.

Step 2: Go to Campaigns -> Create a Campaign to set up your first nurture or sales follow-up campaign.



Step 3: Assign the Tags for Your New Campaign. (Note once contacts receive this tag to their contact record they would be entered into the sequence).

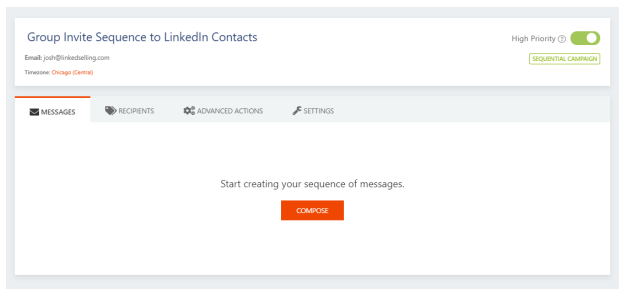
Step 5: Set timeframe of the week you'd like your messages to go out. (so you don't send campaigns in the middle of the night).



ACTION ITEMS

Implementation Guide

Step 6: Hit Compose.



Step 7: Input messages. Set the Date for This Campaign to be live and the Delays between each message. (note nobody will receive the messages until you tag them).

Scroll down and click Save. (Under 'Save' you can choose to save the message or send yourself a test message to see how it looks.)

Step 8: After you save you will be directed to the campaign home - where you can hit 'Compose' to add more messages to the sequence...or leave it as is.

Step 9: Tag the contacts due for your campaign with the appropriate tag when they are ready.

Reminder: Use the dropdown for 'Replacement Texts' in the message editor to automatically pull in name (or other contact information that you have saved - ie company name).

Notes: If you set an unsubscribe message in your campaign you can automatically remove those that click.

At a minimum for cold outreach we recommend including a line similar to:

"(If you don't want to hear from me again, just hit reply and let me know)"

Please Note that any email signature that you have configured within your Gmail or Outlook account should automatically sync to your Connect 365 account for your messaging campaigns.

You should see it automatically within your draft when editing a message.

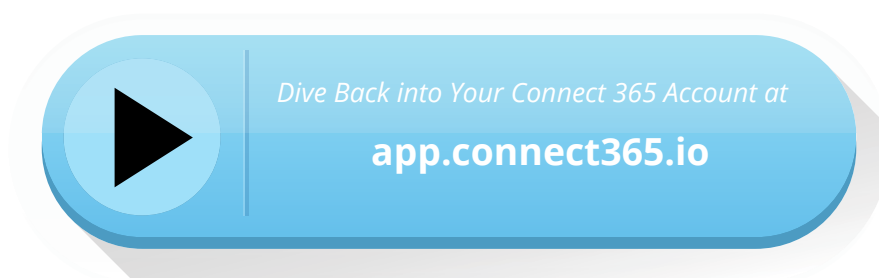
If you do not have an email signature set up in your Gmail or Outlook account we recommend you create that and include your email information as well as your business address to be in compliance with cold email rules.

Implement with...



HOMEWORK:

1. Edit and Upload Your Long-Term Nurture Campaign.



How to Position Yourself to Attract More Leads and Automate LinkedIn the Right Way



In Day 4 of the Trust Equation Intensive we discussed how to best position yourself on LinkedIn to attract your best prospects.

This workbook will detail the best practices to approach your LinkedIn profile and how to make initial connections with prospects in the most efficient and effective way.

Have any questions about how to start launching your email campaigns with Connect 365? Reach out at connect365@linkedselling.com.

HOW TO CREATE AN AUTOMATED CLIENT ATTRACTION AND SALES SYSTEM...

In the action book below we will share with you a series of messaging examples to edit and include in your long term nurture campaigns for your prospects to receive after they've completed any short-term promotions..

These are by no means the only approaches you can take, but they are a great start.

Read on for a special implementation guide for new Connect 365 members.



Getting Started

01

The First Question to Ask Yourself...

The fact is - it's impossible to start any marketing campaign without thinking about WHO you want to target.

Whether you are running an ad campaign, an email campaign, direct mail, writing a 'lead magnet'. It doesn't matter.

You first should know who you want to talk to and how you'll find them.

When it comes to LinkedIn typically we tell clients to start by looking at what's worked in the past...

Since LinkedIn is a gathering place for professionals you'll want to think about how this professional data can tie into your approach.

Start with...

What types of people (or companies) have you worked with in the past?

Who have you had especially good success with?

Who made the buying decision?

What types of skills or interests may they have on their profile?

What types of professional groups or organizations may they be a part of?

What LinkedIn (or Facebook) groups would they be joining?

Asking yourself these questions based on how your prospects identify demographically as it relates to their profession will help with prospecting and messaging.

02 Getting Started

...But just being able to understand your prospects OR even knowing how to find them on LinkedIn isn't enough...

THERE'S A LOT OF NOISE OUT THERE

It's tough to get your piece of the pie when you don't have a way to position yourself as an authority or leader.

And you need a way to stand out from all the vendors with something to sell.

How do you do that on LinkedIn?

Because we know that when contacted most people these days will end up turning over to Google to find out about you or your company.

And with LinkedIn continually ranking highly in search results you need to set yourself apart from everyone else.

We do that with your **POSITIONING.**

PROFILE OPTIMIZATION

A well-positioned and optimized LinkedIn profile is the necessary to even have the opportunity to start building relationships with your high-ticket prospects.

...and the truth is most people get it DEAD WRONG.

The average person will spend less than 20 seconds reviewing your profile. Within those 20 seconds there are a few key areas of focus that will position you better to win their trust.

PROFILE PICTURE

Don't overthink it...but don't ignore it. LinkedIn's own research has shown that having a profile picture increases your likelihood of getting viewed by more than 14x.

No need to hire a professional though.

A simple headshot of you smiling should do the trick.

Getting Started

03

YOUR EXPERIENCE

Fill out your experience section with a history of your professional career.

Again - most people are looking at a profile in 20 seconds or less so try and weave a career story and how your previous circumstances led to your expertise in your current role that you are promoting.

But again no need to overthink it here. Keep it simple.

What was your position, what did you work on and how did it help prepare you for what you currently do and who you currently work with.

Including language to directly call out your prospects and how you've helped others just like them is the most important piece to include in your Experience or Summary.

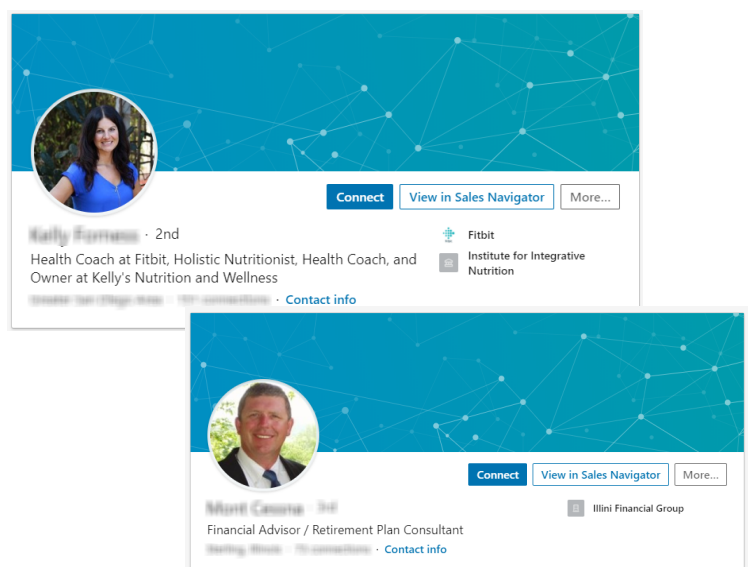
YOUR HEADLINE

This is one of the most important factors to update on your profile.

Most people follow a very common approach of including their company name and job title.

You want to take it a step further and let your prospects know that you help others just like them and how.

WHAT MOST GET WRONG...



04 Headline Examples

TEMPLATE TO BEGIN WITH:

[title], [company name] | We help [avatar] [benefit] [how]

EXAMPLES

Director of Products, LinkedSelling | We help businesses develop stronger sales pipelines

CEO, Advanced Tech | Helping small businesses get more done with less through automation

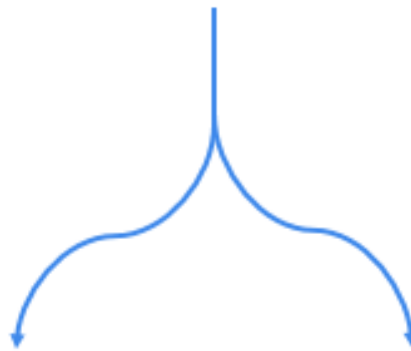
MORE EXAMPLES

The image displays three LinkedIn profile examples, each illustrating a different headline format. The first profile, for Joan Stewart, uses the template: "Publicity or PR Questions? I Can Help" (title), "The Publicity Hound" (company name), and "Top Publicity Expert & PR Mentor works with small biz owners, authors, speakers & experts who want to be their own publicists. 1-on-1 Publicity & Book Marketing Strategy Consultations. Get free email tips twice a week." (benefit/how). The second profile, for Matt Jones, uses: "New Zealand HEALTH & SAFETY PRO" (title), "Advanced Safety NZ" (company name), and "Advanced Safety Founding Director | Coaching Executives to Champion Health & Safety | HASANZ Registered | NZHSP Founder" (benefit/how). The third profile, for Patrick Emmons, uses: "DRAGON SPEARS" (title), "DragonSpears" (company name), and "Founder of Chicago Innovation Roundtable | Software that makes a difference, saves lives, and disrupts industries" (benefit/how). Each profile includes a profile picture, a cover image, and a list of company affiliations.

Next Steps

05

There are 2 routes...



The LinkedIn Route

The Automated Route

You can either approach your messaging through LinkedIn or automating your outreach over email.

Both can be effective but for the purposes of this training we are going to share the approach to connect and then automate your outreach over email with Connect 365.

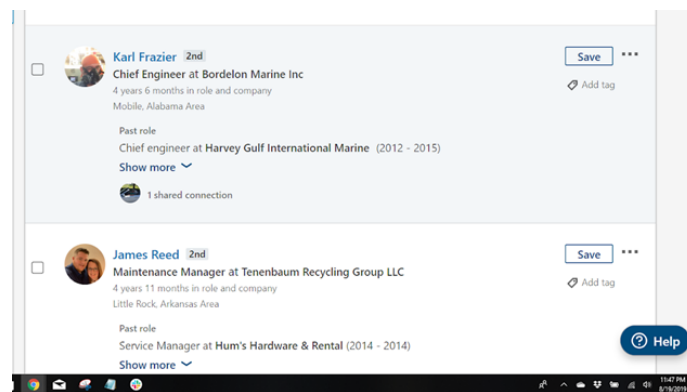
The following pages will lay out the process to connect and then gather email information for those that accept your request.

Note the following screenshots for sending the connection request are shown through Sales Navigator - you can also send connection requests through a free LinkedIn account, but you should be aware that you'll be limited by the amount you can send in a given month.

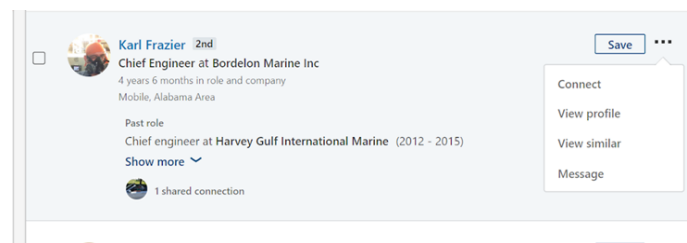
You can certainly still follow the advice in a free account, but will just have to at a smaller scale.

06 Getting Connected

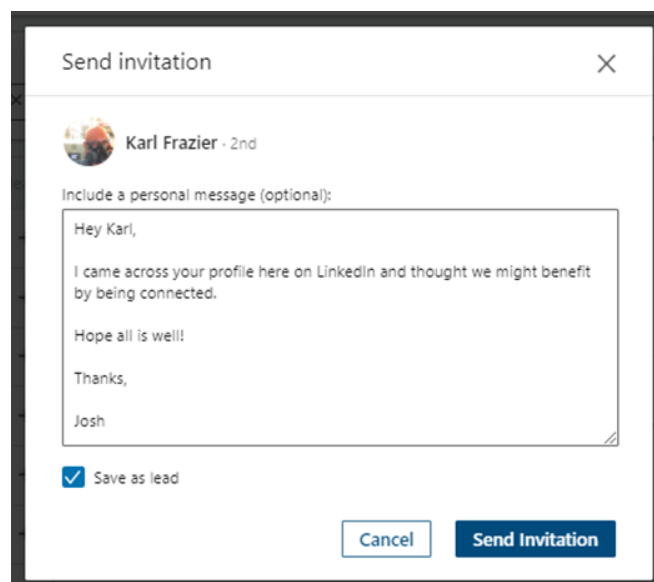
After searching for the types of people you want to connect with, click the three dots to the right of a person who looks like the right fit.



Choose Connect.

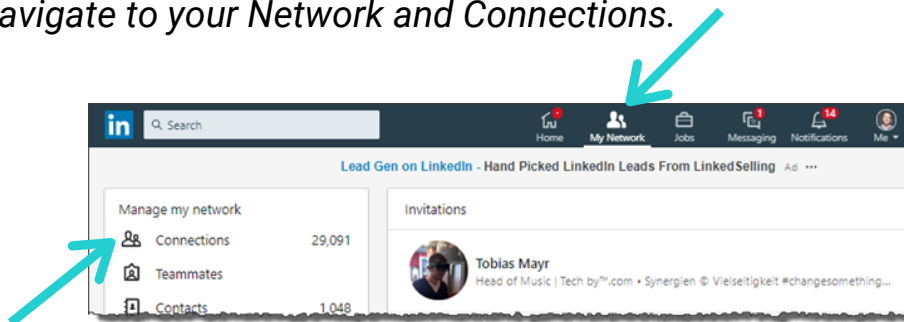


Add a note. (we recommend the template from this example)

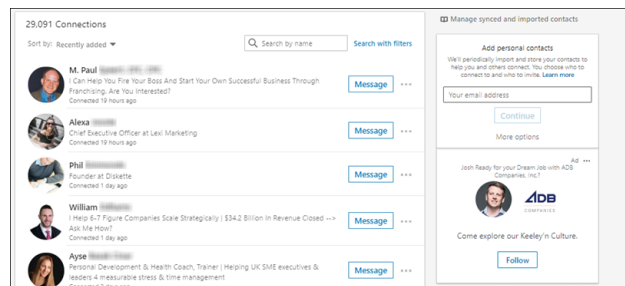


Getting the Email 07

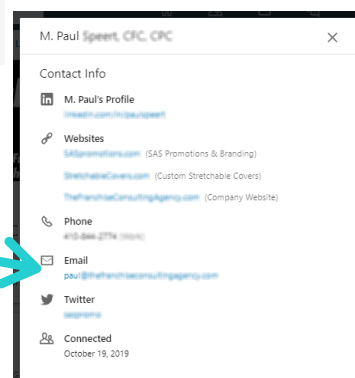
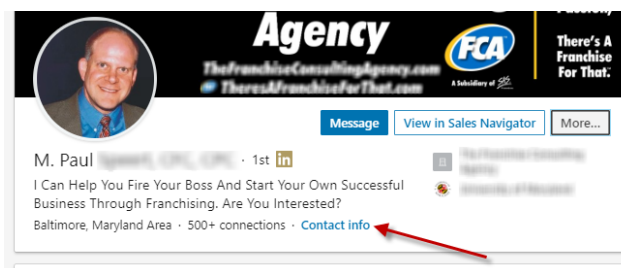
Navigate to your Network and Connections.



View your recent connections who have accepted your request at the top of the page and click their profile picture to navigate to their profile.



Click on their Contact Info and Gather the Information.



08 Add Them to Connect 365

From there all you'd need to do is enter their information into Connect 365 and Tag them into your appropriate email sequence that you have created within your Connect 365 account.

Not sure what type of messaging to send this new LinkedIn Connections?

Review the scripts in the workbook above OR the templates directly within your application.



Action Plan:

- 1.
- 2.
- 3.
- 4.

Implement with...



HOMEWORK:

1. Update Your LinkedIn Headline.
2. Send out 10-20 connection requests.

