

# LINKEDIN FOR BUSINESS

The ultimate guide to promoting yourself to your target market, & generating more sales



*“The best LinkedIn guide on the internet – it will seriously help you get **MORE LEADS, SALES & BUSINESS**”*

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A publication of



# IS THIS GUIDE RIGHT FOR YOU?

The internet is awash with free guides, ebooks, videos, blogs etc! See below if this guide matches your needs and goals.


## INTRODUCTION



No previous experience or understanding of LinkedIn, or Social Media in general. If this is where you are at right now we advise first you book a [Free Assessment](#) with me so I can understand you, your business and advise you on the subjects & platforms that will help you best. Or alternatively please call me on **0121 371 9430** and I will be happy to talk to you.

## INTERMEDIATE

← *This Guide!*



For professionals who have a basic account set up and are familiar with the subject but have only basic experience of profile set up, network building and engaging contacts. This guide will cover the fundamentals to setting up a strong LinkedIn positioning, building a powerful network and booking real appointments with the key people in your market place.

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# GENERATING MORE SALES, LEADS & BUSINESS

We are a group of Coaches, and Digital Experts who work together to get you the business results you really want! Embrace the new Business Communication – it's not just one platform!

## **LinkedIn for Business – Book More Appointments**

Our team is made up of specialist LinkedIn coaches who focus on vertical markets. We offer specialist Lead Generation, Online networking and Appointment setting techniques for Sales Teams, Business Owners, Start-ups, Advisors, Solicitors and Wealth Management professionals .



## **Internet Marketing – Generate Leads to Pursue via LinkedIn**

Internet marketing will provide you with cold online leads for you to pursue via LinkedIn. This approach is highly effective and we can set up your landing pages, help you develop the most effective lead magnets for your market and then use Adwords and Analytics to create the most effective campaign for your needs and budgets.



## **Social Media Marketing – Promote You and Your Business**

All the other social media platforms provide an ideal platform for you to educate and make your market aware of your true value. Social media marketing can also provide you with an effective marketing strategy at a fraction of the “conventional marketing costs”



[\*\*CLICK HERE TO BOOK YOUR FREE ASSESSMENT\*\*](#)

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# LINKEDIN FOR BUSINESS – BY ADAM PETFORD

Adam is regarded as one of the UK's leading Social media trainers, having run 100s of workshops and programs in the UK & the USA. A rare breed well ahead of his curve in both his field of expertise and the techniques to educate and help others. He is often described as an inspirational speaker who delivers jargon free content that inspires businesses and professionals to take real action.



Adam coaches Sales Teams, Business Owners & Other Professionals on how to get very best from LinkedIn

**LinkedIn Profile:** [www.linkedin.com/in/adampetford](http://www.linkedin.com/in/adampetford)

[Register you place on my Live Online LinkedIn Seminar – Thursdays 5pm \(GMT\)](#)



## LIVE LINKEDIN SEMINAR

With Adam Petford

**YOU** will be Entertained, **YOU** will feel my Passion, **YOU** will be Inspired, and **YOU** will have renewed Belief & Confidence in **LinkedIn!**

**SignUp NOW!**

[Please do connect with me on LinkedIn](#)

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# LINKEDIN FOR BUSINESS - INTRODUCTION

## **LinkedIn Doesn't work for me! – I laugh when I hear people say that!**

If you need to find and communicate with businesses and people within your market then LinkedIn has the potential to work for you in a big way as it can connect you to just about anyone you want to in business.

The key to making LinkedIn work for you is not to “Sell” through LinkedIn, it's to simply Find, Connect and Engage with people you know you can help. And then booking appointments (or going to the Interview stage) I will explain that one in a moment.

## **Success in Business Starts with a Conversation – it always has!**

Conversations with key people leads to great things such as new sales opportunities, partnerships and ideas. I personally believe real time communication is the foundation for success, despite advances in technology as humans we still value this type of interaction the highest.

## **I have a Great Product | Service I just need more Leads!**

I have heard those words many times! The challenge of finding people interested in your product is always the biggest one you will face. And it's not getting any easier. For this reason alone LinkedIn should become a major part of your lead generation strategy because through out this guide I will be showing you exactly how you can use it to book appointments with people who are interested in what you have to offer.

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## LinkedIn's Anchor Role in the Sales Pyramid

I have broken down the typical sales process into four main stages as show in my diagram and described below:

- 1 **The Approach** – Finding Initial Interest | Leads
- 2 **Interview** – The meeting | Appointment
- 3 **Solution** – Presenting your Product | Service
- 4 **Action** – Asking for the Sale | Business



### What typically happens in “The Approach”

Common Activities	Common Challenges
Cold Calling	Rejection
Bold Calling	Expenditure
Attending Events   Networking	Time Management
Advertising Campaigns	Frustration

### LinkedIn – The TOOL that can help you avoid the frustrations and more forward – fast

This guide will provide you with a number of key actions that WILL help you avoid those frustrations and book more Interviews with your target market.

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## The Key Actions I will cover in this Book:

- ☐ LinkedIn for Business Introduction
- ☐ Getting your LinkedIn Profile Right
- ☐ Build Your LinkedIn Network
- ☐ Connect To Your Target Market
- ☐ Booking Your Appointment
- ☐ Remember the Value of Givers Gain
- ☐ Integrate LinkedIn with Other Marketing



## How I can help you further

This guide will give you great actions at a high level. If any of them outlined in this guide confuse you or you are not sure how to implement them into your business then please do get in contact with me, I offer free 30 minute Help | Assessment Calls . I book an afternoon out each week to help people with LinkedIn, Internet Marketing and Social Media.

[Find a Day & time and book your 30 minute call with me](#)

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## WHAT WILL YOUR STRATEGY BE?

**“How are you going to use LinkedIn for your business?”** Remember as humans we only care about number one so no one (apart from your mum) will be intrinsically interested in you until you can prove your value so just listing all the things you have done and stating that you are a “Graphic Designer from Wigan” will have little effect.

### Business to Business

The businesses operating in the B2B sector can define their target markets, companies and job titles fairly easily. For example if my business provided Social Media training to Solicitors in London, my strategy would be based on creating a profile that shows my value to solicitors and then finding, connecting and booking interviews with them.

### Business to Consumer

If your business is consumer based then you need to think a little more about how to use LinkedIn effectively, looking for other business that also target your ideal clients and seeking to build mutual referral relationships with them can be a great strategy.

The goal should always be to book interviews with people you have identified as key business targets, if they are clients or strategic alliances the principles are the same - you will need to show pretty quickly what you can offer them. Once you have decided who you want to target and what your value is then you will need to create and redesign your LinkedIn profile to reflect this.

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# GET YOUR LINKEDIN PROFILE RIGHT

**First** Impressions are critical to us human beings – if you want the right people to agree to an interview your profile will be the first (and maybe the last) thing they see!

## Top tips for creating an engaging LinkedIn profile:

### ☐ Define your value

Ask yourself the following questions: “Who do I want to set up appointments with and why should they be interested in talking to me?”

### ☐ Get a Decent Profile Picture

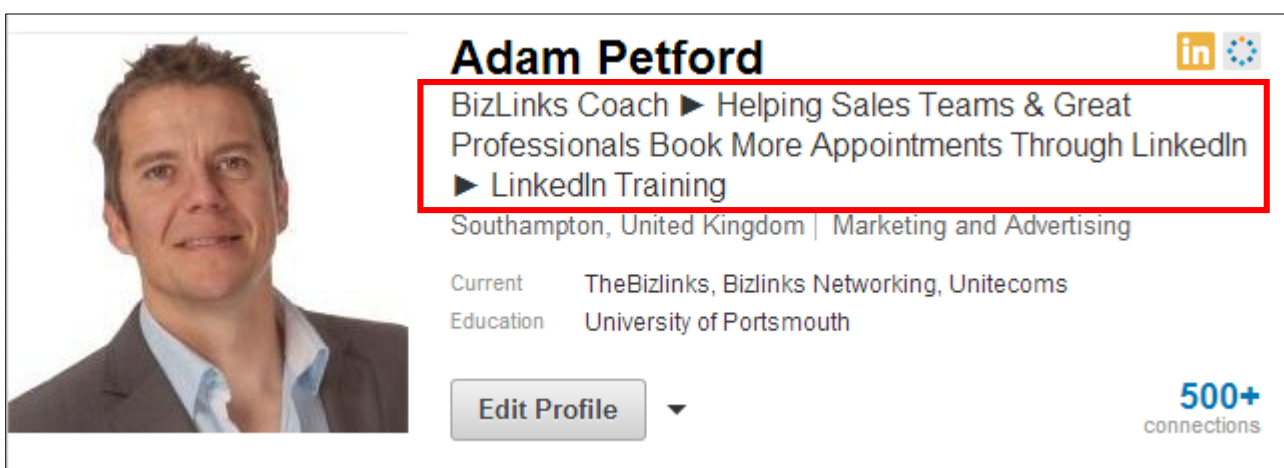
Invest in a professional picture - this is not Facebook!

### ☐ Create an Engaging Professional Headline - The following format works very well:

Job Description ► Your Value ► Keywords

This covers what you do and why I should engage with you, and the keywords will give you good ranking with LinkedIn and google search queries.

Check out mine as an example <https://www.linkedin.com/in/adampetford>



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**Top tips for your professional headline** - Don't just state your job title – that does not give us much information about what you can do for me! You only have 120 characters, so you need to be creative.

□ **Other Key Areas to a Great Profile:**

- **Your summary** – humanise it! Write it in the first person and talk about what you do with passion and energy.
- **Get lots of recommendations and endorsements** – the more evidence you get that can back up the value you offer, the better.
- **Make it visual** – add in images, presentations, and documents to make your profile more engaging .

**The power of LinkedIn Recommendations!**

They carry real credibility as they are traceable back to the source and you can also add them to proposals, datasheets and guides as shown below!



**Charles Brown**  
R&D Tax Specialist ► Recovering Development Costs for Businesses that Innovate ► R&D Tax Credits

“ Adam helped me develop my profile so it encapsulated what we are all about. He helped me understand how to use LinkedIn to reach out to my audience and how to support my business colleagues in developing useful opportunities for them as well. No hesitation in recommending Adam to any individual wanting to move forward with their business.”

February 26, 2014, Charles was Adam's client

Make sure you use my LinkedIn Profile Cheat Sheet at the back of this guide to help you get a winning profile.

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# BUILD YOUR LINKEDIN NETWORK

Connections lead to opportunities! It's that simple - build your LinkedIn network strategically around your target markets.

## Top tips for building a great LinkedIn Network

- **Reconnecting** – Think of all the people you meet briefly at events and network meetings - can you remember their names? Better still, if you have their business card in your drawer you won't need to find them on LinkedIn!

- **Use LinkedIn Groups** – LinkedIn groups are segmentations from the community.

If you're looking for Sales Directors, then search and join groups for Sales Directors and Managers – sometimes you may need to ask the group owner for permission to join. **If so, then be tenacious and give a reason why you will be of value to the group.**

- **Advanced Searching** – The advanced search feature turns the biggest business network into a self-updating CRM Database! Try it out - my advice is to search on the following terms :

The image shows a screenshot of the LinkedIn Advanced Search interface. At the top, there is a search bar with the placeholder text "Search for people, jobs, companies, and more..." and a blue search button. To the right of the search bar is a link labeled "Advanced". Below the search bar, it says "1,854,538 results". The main search area is titled "Advanced People Search" and includes several filters and input fields. On the left, there are tabs for "Leads", "People", and "Jobs", with "People" selected. Below these tabs are input fields for "Keywords", "First Name", "Last Name", and "Title". On the right, there are checkboxes for "Relationship" with options "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else". Below these are input fields for "Location" and "Current Company".

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- **Keywords** [LinkedIn will look for keywords on Headline, Summary, Job titles and the rest of the profile and rank results in order];
- **Title** [Manager – will find all profiles with the word manager in their job title];
- **Location** – [Very powerful! Searching on post code also gives you a guide as to the size of the company - for example, Sales Director | within 10 miles of W1 will return bigger fish];
- **Relationship** – [2<sup>nd</sup> Connections are most useful as they are just one step away from you and you can easily get an introduction, 3<sup>rd</sup> + Everyone else can be more difficult].

### How do your results get ranked?

LinkedIn will return your search results in a very clever way - basically it will take a best guess on returning results it thinks you are looking for, based on your level of connection, location and activity. It's amazing how accurate it can be!



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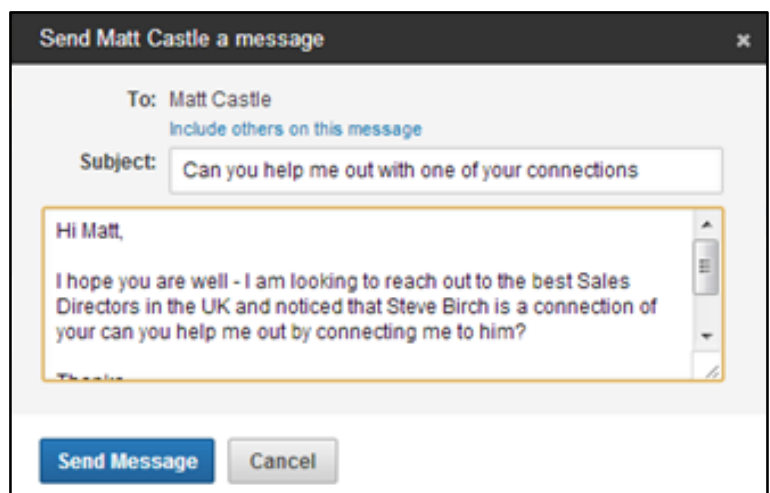


# CONNECT TO YOUR TARGET MARKET

The goal here is to connect with members you have identified as targets.

There are a number of ways you can achieve this on LinkedIn:

- **Ask for an introduction from your 1<sup>st</sup> Connections** – if your potential contact is a 2<sup>nd</sup> line connection (LinkedIn will tell you this) you can ask your 1<sup>st</sup> connection(s) for an introduction. The most effective way to do this is not to use the official Introductions feature, but to send a nice, simple, personal email to your 1<sup>st</sup> line connection asking for help with connecting you to the potential contact. Your 1<sup>st</sup> line connection will usually respond as it is a personal email and you are asking for their help – never forget the term “giver’s gain.”



- **Send a message via groups** – The normal rule is you can only send message to your 1<sup>st</sup> connections. If you are both a member of the same group however, LinkedIn will allow you to send a message to the contact. The approach I find works best is to send a very simple message “asking for permission to send a formal invitation” most people appreciate you asking them first and it can set an early positive tone.

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- **Connecting directly** – As previously mentioned, LinkedIn does not officially allow you to send invites to people you don't know. My advice is if you do try to directly connect with a member on LinkedIn, make sure you state the reason clearly in your connection message.

### A golden rule when inviting people on LinkedIn

Never send the generic message that LinkedIn provides you which reads:

"I would like you add you to my network." It is generic and impersonal and will invite the response, "who are you and why should I connect with you?" Always take the time to send a personal message, keep it short and state clearly the reason for your invitation.



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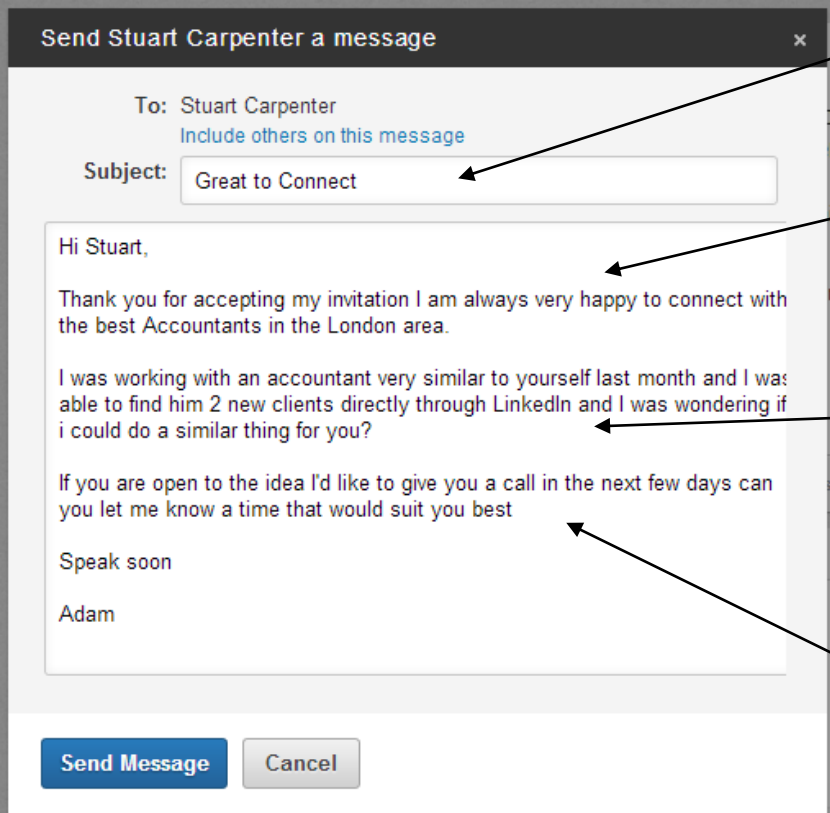
# BOOKING YOUR APPOINTMENT

**Once** your key contact has accepted your invitation your next step should be to engage them in real time, and take the process to the interview stage. The challenge of getting meaningful Engagement once you have connected with someone can be significant

The first thing they will likely see is your photograph, professional headline and then your profile. If it's packed with great value and recommendations then getting interview is pretty straight forward, if you are getting ignored it is likely your profile is not giving off the right impression.

## The LinkedIn Engagement message format

The first message after your invitation has been accepted should follow a similar message:



**Subject**

Great to Connect (Always be positive)

**Opening Section**

State where you are right now with the connection. And big them up a little!

**The Idea**

Come up with an idea and make a real comparison if you can using the words similar.

**The Close**

Use the working – if you are open to the idea and suggest a call

Send Message   Cancel

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### **Important points to remember with your engagement message:**

- Strike quickly – ideally within 24 hours of your invitation accepted
- Be positive – thank you for accepting the connection
- Big 'em up! – make your contact feel good, they will be more responsive to you
- Comparisons – make a comparison or tell a short story, have a idea – don't try a direct sell
- Call to action – ask for a phone call and push for one in the next few days

### **Are you a one in ten?**

In terms of successful engagement if you get your positioning right you should be looking at a one in ten conversation from acceptance to appointment. One of the key areas I focus on when coaching my clients is to create an engagement strategy and process that will produce real results.

As a professional who spent over 10 years cold calling (pre LinkedIn) I can honestly say I don't know how I did it! If you follow this process you WILL find your prospect far more open to what you have to say.

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# BOOKING YOUR APPOINTMENT

**Once** your new connection agrees to your phone call you have an opportunity which can be nurtured or lost by the quality of your first call. The approach I take is an acceptance that some calls will go well others not so well! Much of it will depend on personality types and what genuine need they really have.

A great way to maximise the number of good calls is the following steps I have outlined below for you:

- 1 Smile before you dial**  
That way your energy levels will be high and your tone will follow suit, any doubt in your mind will be picked up by the receiver and put doubt in their mind.
- 2 Be appropriate**  
Always ask if you have got the person at a good time and accept it if you have not, but make sure you arrange a time to call back.
- 3 Make a clear intention of what you want and what is in it for them**  
Do this as quickly as you can, so that they know and can make a decision as to whether they continue the conversation. Never lie as it will come back and bite you.
- 4 Quickly find some commonality**  
This gets easier the more you do it. It might be the weather, some noise in the background, something that they say or you know already. People like people like them.
- 5 Show credibility and competency**  
Referring to people they know that know you (LinkedIn is great for this), dropping in accreditations, even saying that you are a member of the Chamber of Commerce can help to show your credibility.
- 6 Rule of 3's**  
You get 3 seconds to buy 3 minutes to buy 3 hours, don't do too much too soon and remember you are only selling the next step in the process, be that sending some info, having another call or a meeting. The sale will come when it comes.
- 7 Accept the rejection**  
You will get more No's than Yes's, by up to 10 to 1. Prospecting is a numbers game and you have to accept that a NO is not a NO never, it is just a NO not now, so keep the door open so that you can phone again and let them get to know you.

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# REMEMBER THE VALUE OF GIVERS GAIN

To succeed on LinkedIn you need the help of other members in the community to provide you with the following:

- Introductions to members
- Great recommendations
- Great endorsements on your skills

You cannot succeed without them! The best way to get help is to give it so a major step to success on LinkedIn is to commit to the following actions:

- **Recommendations**

Recommend your clients, business partners, associates and suppliers (and always be authentic). Many will offer to recommend you back, but more importantly, you will be seen as someone willing to help others as your recommendation will be visible on their profile and in the community.

**An example of a recent recommendation I made – notice how my headline stands out**



**Adam Petford**  
BizLinks Coach ► Helping Sales Teams & Great Professionals Book More Appointments Through LinkedIn ► LinkedIn Training

“ Jan recent took a number of professional profile pictures for 2 new franchisees of mine. Th results were excellent however what I really liked was Jan's huge passion and commitment to getting the best results. The photos were also available the next day

An excellent service from a great professional thank you Jan

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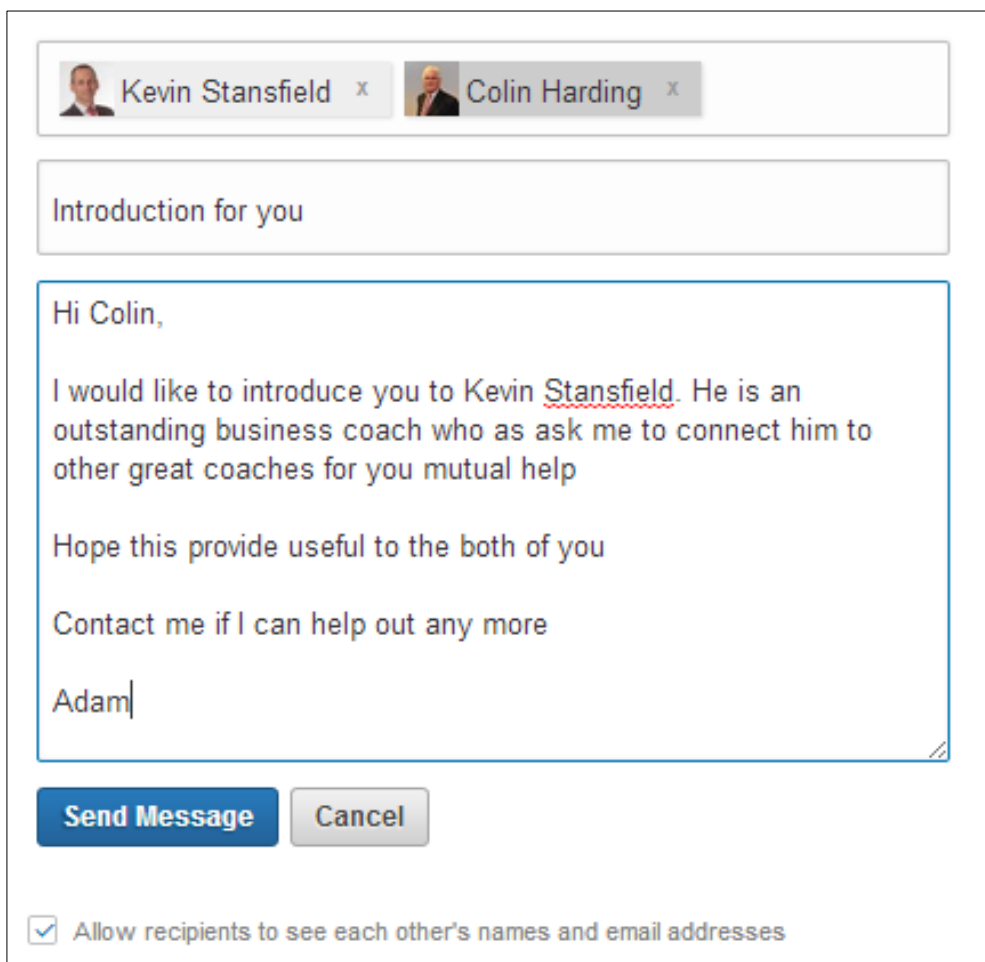


- **Endorsements**

The endorsement process is similar to giving recommendations, just not so time consuming. The same also true that every endorsement you make becomes visible on the recipient's profile with an active link back to you.

- **Connecting people**

The ultimate action in business networking! You can connect people in your first line network very easily by simply sending them the same email. As shown in the example below, this message will allow the contacts to send messages to each other using the “reply all” feature.



The screenshot shows a LinkedIn interface for sending an introduction. At the top, two contact cards are visible: 'Kevin Stansfield' and 'Colin Harding', each with a small profile picture and a close button (x). Below this is a header 'Introduction for you'. The main text area contains the following draft message:

Hi Colin,

I would like to introduce you to Kevin Stansfield. He is an outstanding business coach who as ask me to connect him to other great coaches for you mutual help

Hope this provide useful to the both of you

Contact me if I can help out any more

Adam

At the bottom of the text area are two buttons: 'Send Message' (in blue) and 'Cancel' (in grey). Below the buttons is a checkbox that is checked, with the text 'Allow recipients to see each other's names and email addresses'.

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# INTEGRATE LINKEDIN WITH OTHER MARKETING

LinkedIn is an even better tool when you integrate its personal engagement capabilities with other marketing activities. For Example:

## Internet Marketing

Internet Marketing is about building a list of contacts that have shown an interest in your services. The list of contacts is then classically nurtured through automated email responders and manual campaigns. A better approach can be via LinkedIn as it is personal and people buy people above all else. If you are building an email list through internet marketing then try using LinkedIn to make personal approaches too, please do feel free to contact us for some contacts that have downloaded your free offering.

The diagram below is how you can use LinkedIn to make personal connections with contacts who have downloaded your free offering



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As team of experts we can either coach you on how to set up your own landing pages and list building systems or do it all for you as a fully managed service, what is great about using Internet Marketing is you have a constant flow of cold leads you can then warm up via LinkedIn – it is a really great way to combine 2 strategies to get great results.

### **Is this strategy right for you?**

Studies show that 93% of business can benefit hugely from Internet marketing, I'd be happy to review your business and your objectives to see how a strategy similar to this could work for you so please do book a call with me.

[Please do book you call with me so I can help you](#)

### **The Internet marketing Services we offer:**

- ☐ Landing Page Design and Management
- ☐ Lead Magnet Design
- ☐ Google Adword Campaigns
- ☐ Google Analytics



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## Social Media Marketing

Social Media can be used in numerous ways to generate leads. Great strategies we use include:

- Pushing content out on the selected platforms to get traffic to landing page(s) and then using LinkedIn to pursue the leads personally.
- Pushing out value driven content and then using LinkedIn to make personal contact with business and people who Like, Mention and Forward the content to their networks.
- Encouraging professionals to share Lead magnets that contain real value and strong calls to action with their own networks.

### Is Social Media marketing right for you?

Again studies show that social media combined with an effective strategy can have a huge effect on most types of business. I would be more than happy to look at your business and advise you how you could take full advantage of social media for your business.

[Please do book you call with me so I can help you](#)

### The Internet marketing Services we offer:

- Twitter Coaching or a Fully Managed Service
- Google+ Coaching or a Fully Managed Service
- Facebook Coaching or a Fully Managed Service
- Content hosting via youtube, slideshare and vimeo
- Social media management via Hootsuite

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# HOW I CAN HELP YOU GET THE RESULTS YOU WANT

As a passionate salesperson, LinkedIn expert and key member of a team with a huge range of skills in Internet Marketing and Social Media I really can help you build the kind of success you really want.

As thank you for taking the time to download and read this Guide I'd like to outline my offer to you once again.

## A Free No Obligation 30 Minute Call

Advice on how you can use these strategies in your business including:

- LinkedIn Strategies & Set Up for Sales Teams & professionals
- Internet Marketing
- Social Media Marketing

[Please Book Your Time With Me Here](#)

## LinkedIn Webinars

I run my LinkedIn Webinar every Thursday 5pm-6pm (GMT) that covers:

- How to MAXIMIZE your POSITIONING & STRATEGY
- How to CREATE a PROFILE that gets RECOGNIZED
- How to NURTURE your contacts into PAYING CLIENTS
- I will also be running a LIVE Q&A SESSION during the seminar

[Please Register Your Place Here](#)

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# BUILD A WINNING LINKEDIN PROFILE

- Q1 "WHAT AM I GOING TO USE LINKEDIN FOR?"
- Q2 "WHO CAN YOU ENGAGE SO YOU CAN BE THE BEST YOU CAN BE?"
- Q3 "WHAT ON YOUR PROFILE IS GOING TO INTEREST THE KEY PEOPLE?"

ANSWERS = THE FOUNDATION TO YOUR WHOLE LINKEDIN PRESENCE

THE KEY TO WRITING A GREAT PROFILE IS TO HUMANISE IT AND MAKE IT ABOUT YOUR PASSION, GOALS AND YOUR MOTIVATIONS (IT'S NOT A CV!)

## THE 5 KEY AREAS TO A GREAT PROFILE

- 1) PROFILE PICTURE – MAKE IT PROFESSIONAL ITS NOT FACEBOOK
- 2) YOUR PROFESSIONAL HEADLINE
  - TALK ABOUT YOUR REAL VALUE TO THE PEOPLE YOU WANT TO ENGAGE
  - ADD IN 2-3 KEYWORDS THAT YOU WANT PEOPLE TO FIND YOU FOR
- 3) PROFILE SUMMARY
  - I HAVE A PASSION & I LOVE WHAT I DO
  - TOP 3 BENEFITS YOU OFFER
  - REASON YOU'RE ON LINKEDIN
  - OUTSIDE OF WORK
- 4) EVIDENCE
  - RECOMMENDATIONS – ASK FOR 3 THINGS THAT BACK YOUR VALUE
  - ENDORSEMENTS – SPECIFIC SKILLS
- 5) CONTRACT INFO
  - PROFESSIONAL EMAIL ADDRESS | PHONE NUMBER | SKYPE ADDRESS



PROFILE  
CHEAT SHEET

## GREAT PROFILE ADDITIONS

- VISUAL CONTENT – UPLOAD YOUTUBE VIDEO | PRESENTATIONS
- CERTIFICATIONS | INDUSTRY STANDARD QUALIFICATIONS
- UPLOAD YOUR CV AS A PDF | WRITTEN RECOMMENDATIONS

WANT TO KNOW HOW TO GENERATE LEADS, BUSINESS & SALES LINKEDIN?

Call us today on 0121 371 9430

The screenshot shows a LinkedIn profile for Adam Pefford. Annotations 1-5 highlight key areas for a winning profile:

- 1**: Profile picture (Adam Pefford)
- 2**: Headline: "BizLinks Coach ► Committed to making Social Media Enjoyable, Effective & Profitable for Businesses ► LinkedIn Training"
- 3**: Summary: "Hello, and thank you for taking the time to view my profile. I am passionate about business communication and helping people use social media to generate leads, drive new business, gather business intelligence and get closer to their customers. The advice, support and training I provide comes in three simple steps:
  - Understanding you, your business and your goals
  - Helping you choose the right social media platforms and strategies
  - Delivering focused training and support to get you the results you want
 Trends in social media change quickly, and a key part of my work is staying on top of what is going on and anticipating what's coming next. It's more than theory, though: I've used all of the techniques I teach in building my own successful business. I will show you:
  - A new and highly effective way to reach new clients
  - A proven system that if not
  - A short cut to getting results
 I am looking to help profess to build long term, win-win relationships. Outside of work I am a keen challenges."
- 4**: Skills section (Social Networking, Social Media Marketing, LinkedIn, Training, New Business Development, Strategy, Business Networking, Lead Generation, Business Development, Entrepreneurship)
- 5**: Background section (Email: adam@bizlinks.co.uk, Phone: 07974468948 (mobile), Address: Enterprise House | Ocean Village | Southampton, SO14 3XB)

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# NETWORK BUILDING

## BUILD YOUR SALES TEAMS

ALWAYS BE BUILDING (ABB)

**Q4 "WHO CAN I CONNECT WITH THAT WILL HELP ME REACH MY TARGET MARKET?"**

### HOW TO GROW YOUR LINKEDIN NETWORK

- 1) RECONNECT  
BUSINESS CARDS | EX CLIENTS & COLLEAGUES
- 2) FIND SUITABLE LINKEDIN GROUPS  
SEND A MESSAGE "ASKING TO SEND INVITE"
- 3) CONNECTION MESSAGE  
ONCE CONNECTED SEND A MESSAGE ASAP

### LINKEDIN RELATIONSHIPS (KEY TO ENGAGEMENT)

- 1ST FULL COLLABORATION & VISIBILITY
- 2ND BEST FOR GETTING INTRODUCTIONS
- 3RD OUTSIDE YOU IMMEDIATE NETWORK

### LINKEDIN INVITATION MESSAGES – PERSONALISE

- LOOKING FOR THE BEST ACCOUNTANTS...
- WE USED TO NETWORK AT BNI....
- I'D LIKE THE OPPORTUNITY TO RECONNECT

### MANAGING YOUR NETWORK

- CREATE SEGMENTED TAG GROUPS
- SORT BY RECENT CONVERSATION | NEW
- MESSAGE TO TAG GROUPS

**ALWAYS PERSONALISE THE MESSAGES YOU SEND TO YOUR NETWORK**



**NETWORK  
CHEAT SHEET**

**1**

**RECONNECTING**  
A SIMPLE & PERSONAL MESSAGE IS ALWAYS THE BEST APPROACH

**USE GROUPS**  
MESSAGE MEMEBERS DIRECTLY | CONNECT USING GROUPS AS THE OPTION

**2**

Hi Ray,  
I am currently looking to reach out to top New York based Accountants and I noticed your profile as we are member of the same group "Bergen Area Networking Group".  
With your permission it would like to send you an invitation to connect  
Speak soon

**3**

**CONNECTION MESSAGE**  
ONCE THE MEMBER HAS ACCEPTED YOUR INVITATION TO CONNECT – SEND THEM A MESSAGE TO POSITION YOURSELF FOR FUTURE POTENTIAL REFERRALS

WANT TO LEARN THE KEY TO TURNING CONNECTIONS INTO APPOINTMENTS?

Call us today on 0121 371 9430

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# LINKEDIN ENGAGEMENT

**FIND THE PEOPLE YOU CAN HELP, GIVE THEM THE EVIDENCE YOU CAN ADD VALUE, MAKE THE RIGHT APPROACH**

## CONNECTION TO APPOINTMENT

LinkedIn Engagement – your purpose  
convert to real time engagement – never  
sell direct through LinkedIn

## CONSTRUCT YOUR ENGAGEMENT MESSAGE

1. Summarise the situation
2. State the idea
3. Suggest the next step

## UNDERSTAND YOUR CONTACT

- Likely problems | issues
- Motivations
- Fears | Issues

## PROACTIVE Vs REACTIVE

**NEVER WAIT FOR IT TO HAPPEN – ENGAGE WITH IN 24HRS WITH NEW CONTACTS**



## BIG PEOPLE UP

MAKE THEM FEEL  
BETTER THEY WILL  
LOVE YOU FOR IT

## STORIES

OFTEN RESONATE  
BETTER USE A  
SHORT STORY FOR  
YOUR IDEA

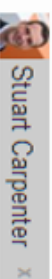
## WONDERING!

A GREAT NLP WORD  
TO USE FOR SELLING

## IF YOUR ARE

### OPEN TO

A GREAT NLP  
WORDS FOR  
SUGGESTING A NEXT  
STEP



Stuart Carpenter

**ALWAYS BE  
POSITIVE**

Great to Connect

Hi Stuart,

I asked my close network to introduce me to the best managing directors they know and Adam kindly suggested you.

I was recently working with a Managing Director with a very similar business to yours, I was able to help him recover 30% of his development cost and wondered if I could do a similar thing for you.

If you are open to finding out more I would be very happy to provide you with a confidential call in the next few days  
Please let me know your thoughts

Speak soon,

Adam



Send Message

Cancel

WANT TO LEARN MORE ABOUT HOW TO ENGAGE & BOOK APPOINTMENTS

Call us today on 0121 371 9430

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