

A LinkedIn Prospecting and Outreach Strategy..... ...*with a 70% Response Rate*

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You can't afford to ignore LinkedIn any longer.

With over 300 million members, LinkedIn is the place business is being done online.

A recent study by IPSOS Marketing (a global research firm) found that "LinkedIn reaches more business elite and c-suite monthly than any other international news and business website measured." They included all of the major sites in the study, and found that LinkedIn reaches more business decision makers than any other.

Further, IPSOS found that "LinkedIn attracts the highest number of business elite purchase decision makers with high net worth and big purchasing budgets."

People that spend money are on LinkedIn. More so than any other site or network.

*But what matters most to you is this: **All of your prospects can be found and targeted on LinkedIn.***

Right now, very few of your competitors understand (or even know about) these strategies. But eventually they will catch up.

The people who decide to get started now, and put in the time to implement these strategies are the ones that will stand to gain the greatest results.

So, you're in a great position!

Let's go!!!

Why should you listen to us?

We are one of, if not THE, leading agencies in the world when it comes to lead generation via LinkedIn.

We have clients in the US, UK, Australia, Asia and Canada that hire us to run lead gen campaigns for them within LinkedIn.

On top of that, we also run the leading online training program for LinkedIn, Linked University, where we've trained tens of thousands on our methods.

The system outlined in this white paper is not just theory. It is based on 3+ years of trial and error.

Our team of account managers here in St. Louis execute these types of campaigns for our client every day. We're actually doing this stuff, and we know it works.

(Speaking of which, if you'd like to talk about working with us, [click here](#) or visit LinkedSelling.com/contact to set up a time!)

Ok, enough with the pleasantries. Let's dive in.

How to Get 70% of Prospects To Respond Favorably

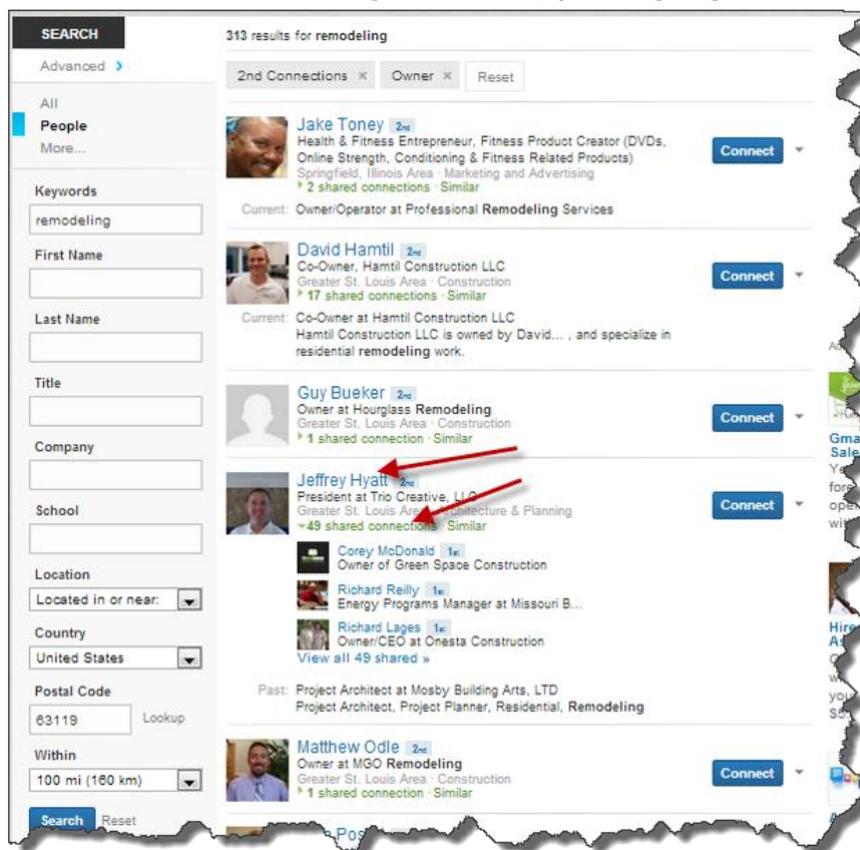
One of the best ways to get prospects to open up to you is by leveraging shared connections. But, as you know, asking people to “make an introduction” for you is sometimes a lot to ask. Especially if they shared connection is somebody who’s super busy (like all of us).

This approach for utilizing LinkedIn works like a charm, and alleviates all the legwork from the person you’re leveraging.

Here’s how it works.

Let’s say you’re looking to reach Owners of Remodeling or Construction companies. (Substitute your ideal prospect, as you walk through the process.)

Using the LinkedIn Advanced People Search, you might get results like this:



Let’s say Jeffrey Hyatt looks like a great prospect for your business.

So, the strategy now is to ask permission to reach out to him from one of our shared connections.

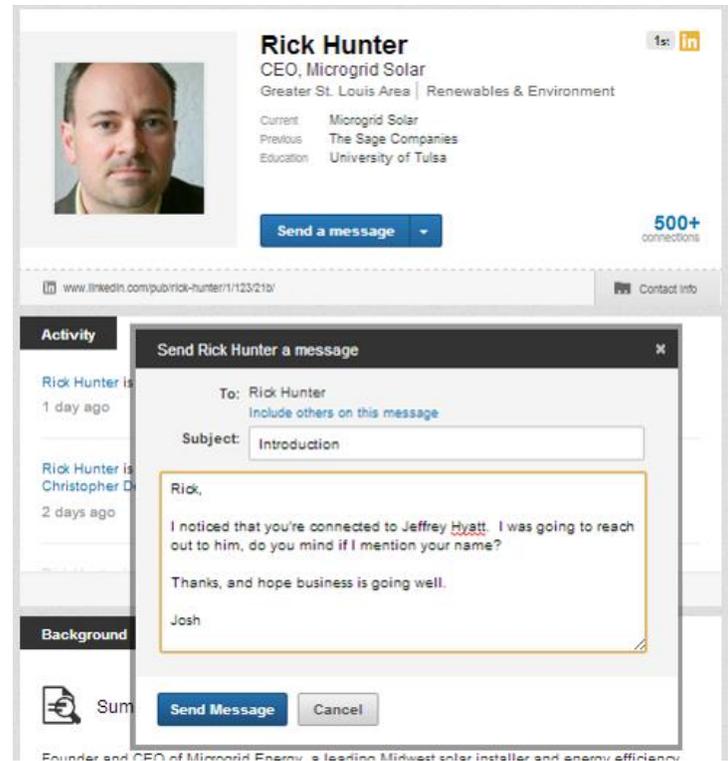
In this case, [Rick Hunter](#).

I'm connected to [Rick](#).

And [Rick's](#) connected to [Jeffrey](#).

So I'm going to leverage my relationship with [Rick](#) to get [Jeffrey](#) to respond to me.

The next step is to send [Rick](#) a simple message like the one you see here.



The key here is that you want to make it very easy for [Rick](#) to say YES. This kind of script will achieve that.

9 times out of 10, Rick will say yes.

Mostly because you've made it so easy on him, and people like helping most of the time.

So now that Rick has responded and said "Sure, go for it..." it's time to reach out to Jeffrey.

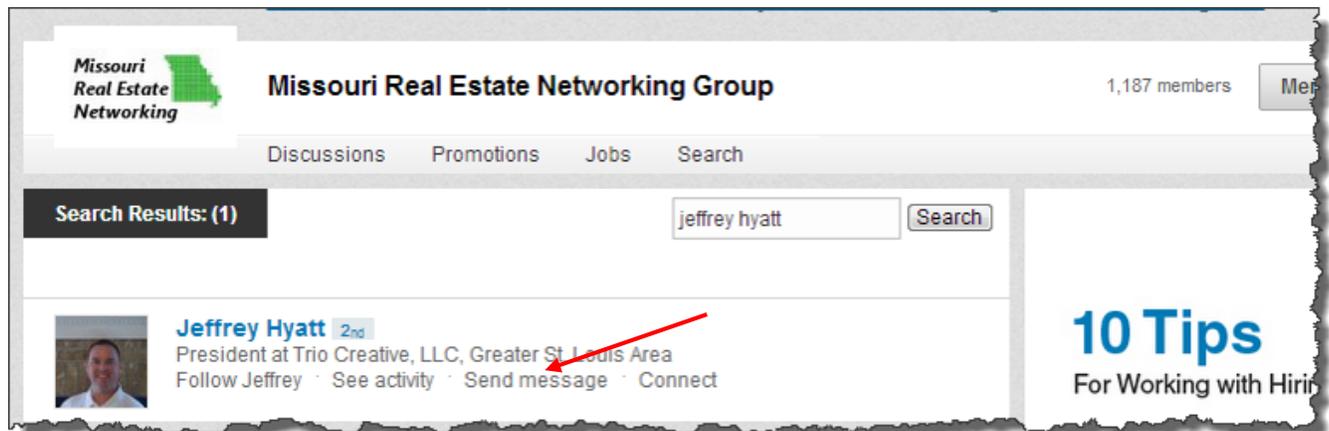
And this is where most people struggle.

I do not recommend sending a connection request at this stage.

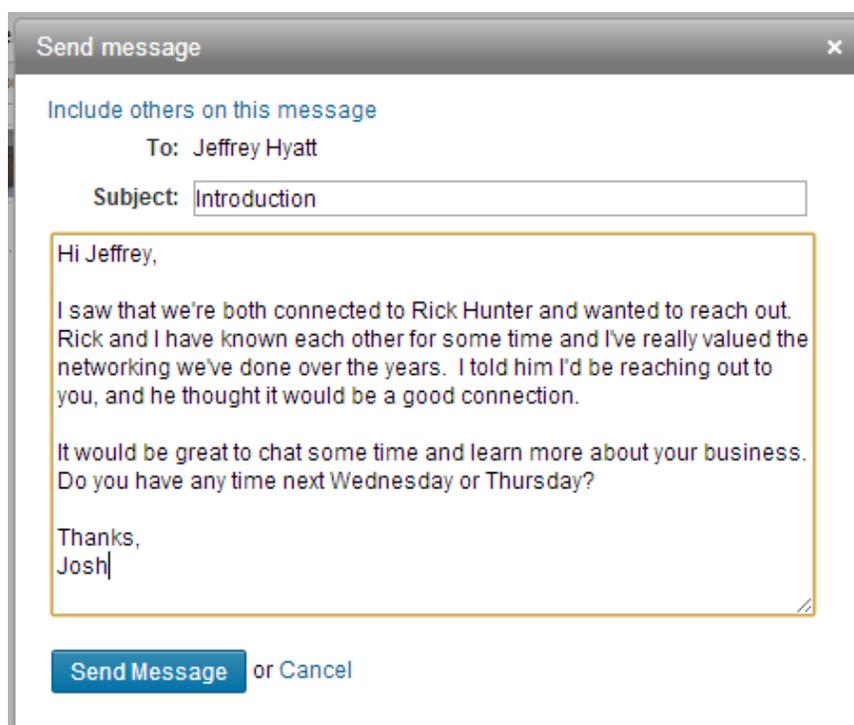
Instead, you want to send a message to the prospect.

But what's the best way to do that?

- The best thing to do is send a message to the prospect through a shared group. You can find the common groups you share in the right sidebar of their profile, or you can scroll down below to a full list of all groups. If you're not in any of the same groups, it's usually pretty easy to find an open group they belong to, and join it yourself.
- Now head over to the group you share with them and click on Members at the top.
- Search the membership for the prospects name, when their information comes up in the results, and you will see a "Send message" option appear.
- Click on that "Send Message" link, and a new window will pop up, from which you can send them a message.



Now what you want to do is leverage the relationship you have with the shared connection to get them to respond to you. This kind of approach, like the script you see here, is very effective. People can hardly say no.



You can see how I'm *leveraging Rick's approval* to drop his name, to imply a referral. You don't want to overstep, but a bit of creativity in your approach can go a long way.

But you have to fine tune it for your own circumstances and situation. I'm giving you this script here, but it would be a mistake to just copy it. Pay close attention to your wording, be sure to put this into your own language, and above all else...don't include a big sales pitch.

The worst thing you can do is start pitching people too soon, before you've taken the time to position yourself properly.

Next Steps

If you follow the system, this approach is successful over 70% of the time.

Meaning for every 10 prospects you reach out to, 7 will agree to at least connect with you on LinkedIn, schedule a call, or maybe even meet in person.

So, now what?

1. For one, you should have a clearly outlined roadmap for hitting your goals. If your goal is to generate X new clients per month, and you can estimate your closing ratio, then you can back into the exact number of new prospects you need to reach out to each day.
2. Get familiar with the different scripts you'll need for different situations. For example, what if you're trying to reach a prospect...but you don't actually know the shared connection? We have specific training on this issue, including scripts you can use.
3. *Be sure to utilize our proprietary tracking system to keep tabs on all of it. Without a clear way to stay organized, things will slip through the cracks and opportunities will be lost. [Click here to prevent that from happening.](#)*
4. Take a half hour (or so) each month to set up a daily top-of-mind campaign. Using this strategy, once a month you'll set up an autopilot campaign that will generate daily status updates and regular postings into all of your LinkedIn groups. It takes about 30 minutes a month to set up, and then runs on autopilot for the next 30 days.
5. **In the next couple days I'll be sharing more with you on how to get all of our systems, including the ones noted above. AND, one of them shows you how to put it all together with our LinkedIn Lead Gen on 20 Minutes a Day system.** This shows you how to build a holistic LinkedIn lead generation campaign that only requires you to invest 20 minutes each day.
6. Stay tuned to your inbox for more!

For more LinkedIn marketing and lead gen strategies, visit LinkedSelling.com and LinkedUniversity.com.

About the author, Josh Turner.



Josh is a globally recognized leading expert on leveraging LinkedIn to grow your business and has helped clients generate sales of over \$6 million. Josh is the founder of Linked Selling, a B2B marketing firm specializing in fully outsourced LinkedIn marketing and lead generation campaigns. His company represents clients in the US, Canada, UK, Asia, and Australia, in a wide variety of industries. Josh's company also operates LinkedUniversity.com, a leading online training program for LinkedIn marketing and sales.

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