3 SECRETS to attracting QUALIFIED, HIGH-END CLIENTS FOR FREE

CINCLUDING
PROFESSIONAL,
ABOVEBOARD
WARM OUTREACH
TEMPLATES
DESIGNED TO GET
YOUR PROSPECTS
TO OPEN AND
RESPOND TO
YOUR MESSAGES)

LinkedSelling | CONNECT 365

WHO WE ARE

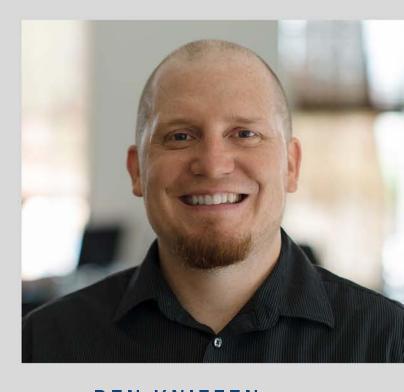
LinkedSelling is the leader in B2B lead generation, and was recently named #252 on the Inc 5000. Led by Wall Street Journal Bestselling author, and world-renowned sales and lead generation expert Josh Turner (our CEO) and Ben Kniffen (Co-Founder and COO), we're a consulting & training firm that is widely considered as a worldwide leading authority in using LinkedIn, Facebook, and Email to generate leads, appointments and clients.

With a team of over 36 employees, we represent clients (like Neil Patel and Microsoft, to name a couple) in the US, Canada, UK, Asia, and Australia, in a wide variety of industries. We help our clients to systematically develop relationships with their most valuable prospects, to not only get more leads and appointments booked, but to efficiently turn those prospects into clients.

Through our agency and training programs, we have served over 12,000 clients since 2011.



JOSH TURNER, Founder and CEO. **LinkedSelling**



BEN KNIFFEN. Co-Founder and COO, **LinkedSelling**

AS SEEN IN:



















AT LINKEDSELLING WE'RE PRIMARILY KNOWN AS A B2B LEAD GENERATION SERVICE PROVIDER AND TRAINING COMPANY, WITH A SPECIALTY IN LEVERAGING OUR PROPRIETARY PROCESSES TO GET QUALIFIED SALES APPOINTMENTS WITH HIGH-END CLIENTS.

We've built this reputation because **we've had great success with our systems.** When the system is followed properly, it gets results. Our clients, in pretty much every industry, are living proof of that.

Yet, even though the processes we've built have allowed us to grow significantly (and our clients as well), we realized that there was a bigger opportunity to help so many more business owners, entrepreneurs, marketers and salespeople.

In recent years, we've seen more and more of a shift in the market. The EMAIL strategies that we have been implementing, continued to get fantastic results. Yet, we realized that the process was too manual. And our clients wanted something completely automated.

However, the typical email marketing software just doesn't work (at least not well) for b2b lead generation.

So to take this step forward, we first had to take a step back. By designing a BETTER way of utilizing email to generate leads.





We all know that email marketing isn't new. But the OLD way of doing it is becoming less and less effective. For every email you send out, maybe 10 or 15% of people open it, and that's because it's clearly a mass email.

People can see it coming a mile away. There are dead giveaways.

The "unsubscribe button"...

The "sent via infusionsoft/mailchimp/Aweber/ect/" language in the sender field...

The email getting caught in the "promotions" tab or "spam" folder inside of their email inbox...

You might as well slap a sign on your email that says, "I'm going to sell you something..."

All that time you spent crafting the perfect email was wasted because it wasn't read. If your emails are not getting read or responded to, then what's the point?

That question got us thinking, what kind of emails get opened, read and responded to almost every time?

PERSONAL EMAILS.

When you send a personal, 1-on-1 email, you almost always get a response.

Well, what if you had a way to send 1-on-1, personal emails to your best prospects in bulk batches...without all of the cold, impersonal touches that come with using typical email autoresponders?

We quickly discovered that this would be something that moves the needle for our clients in a major way.

And for the past year, we've been developing and perfecting this groundbreaking technology, working behind the scenes with our private clients who have been testing the software and methodology.

Now, we have a foolproof, automated solution for sending emails in bulk...but in a way that they come through as a personalized 1-on-1 message. And that's how you get the highest response rate, and generate a ton of leads.

That's what "Warm Email' is all about. But you have to know the right way to use it.

And this guide is going to show you how to do it. To efficiently reach out to your top prospects in a way that is going to get you better results, more clients, and ultimately save you time.

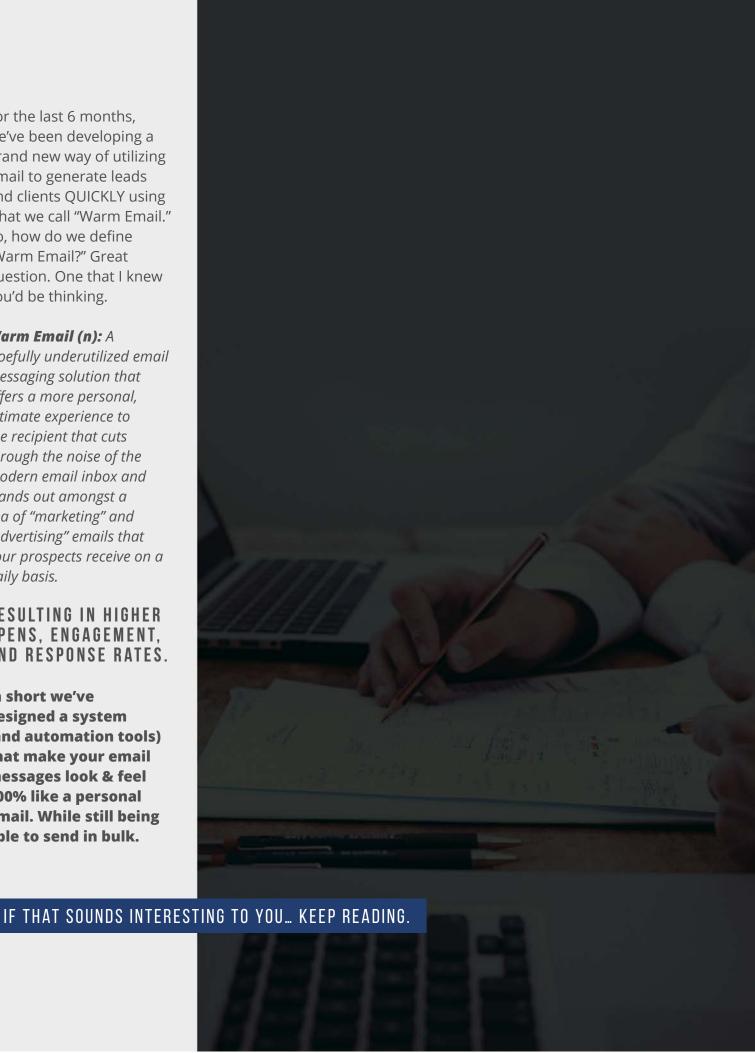
Let's dive into it.

For the last 6 months, we've been developing a brand new way of utilizing email to generate leads and clients QUICKLY using what we call "Warm Email." So, how do we define "Warm Email?" Great question. One that I knew you'd be thinking.

Warm Email (n): A woefully underutilized email messaging solution that offers a more personal, intimate experience to the recipient that cuts through the noise of the modern email inbox and stands out amongst a sea of "marketing" and "advertising" emails that your prospects receive on a daily basis.

RESULTING IN HIGHER OPENS. ENGAGEMENT. AND RESPONSE RATES.

In short we've designed a system (and automation tools) that make your email messages look & feel 100% like a personal email. While still being able to send in bulk.





AFTER MONTHS OF TESTING AND DEVELOPMENT, WE'VE BEEN FLOORED BY THE RESULTS THAT THIS SOLUTION IS GENERATING.

In this report, I'm going to share with you HOW it works, as well as the strategy for AUTOMATING this process....giving you a killer competitive advantage, and the ability to easily scale your lead generation efforts.

But let's step back for a second.

After all, using email to generate leads and get new clients isn't new.

Maybe you've even tried it before. Actually, I'd be willing to bet you have.

The issue is that most entrepreneurs, sales personnel, and marketers are not doing it right.

And as a result, are leaving a ton of revenue on the table.

Tell me if this sounds familiar...

You've got it all planned out.

You've got a list of perfect prospects...their names, their email, and their position at the company you want to work with.

You've done the research...you know about them, their goals and ambitions... their fears and worries...and their inner thoughts.

Now, it's game time.

It's time to write the warm email intro that's going to land you a \$5,000 deal... or a \$20,000 deal... or a \$1 Million deal.

But now that it's time...you're stuck.

What do you write?

How can you combine a few words into the perfect message that will make them like you...trust you...and respond to you?

How can you avoid being scammy or salesy...while still being business oriented and direct.?

How can you avoid the trap of spending hours on a single email, only to have it ignored?

I'm going to answer all those questions, and more, in this report.

I'VE BROKEN IT DOWN INTO 3 SECTIONS:



SECTION ONE: the set-up



SECTION TWO: the invitation



SECTION THREE: the follow-up

You've gotta get all of this right **BEFORE** you write the emails.

The exact words AND **5 different templates that you can use** to get your foot in the door.

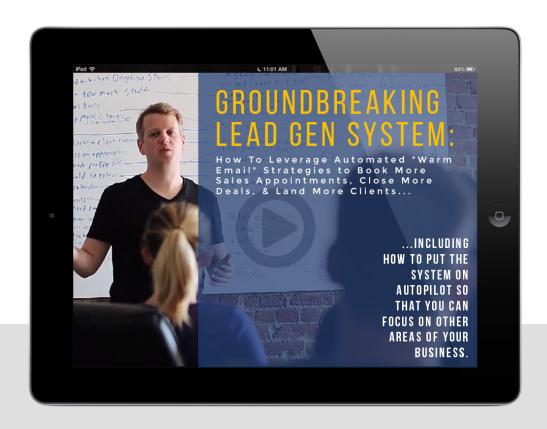
You might think that it's the first email that gets the gig...but it's often the 7th...or the 12th. People are busy. Here's how to be the pleasant but persistent person in their inbox.

But now that it's time...you're stuck.

If so, you should check out our FREE Warm Email training webinar called:

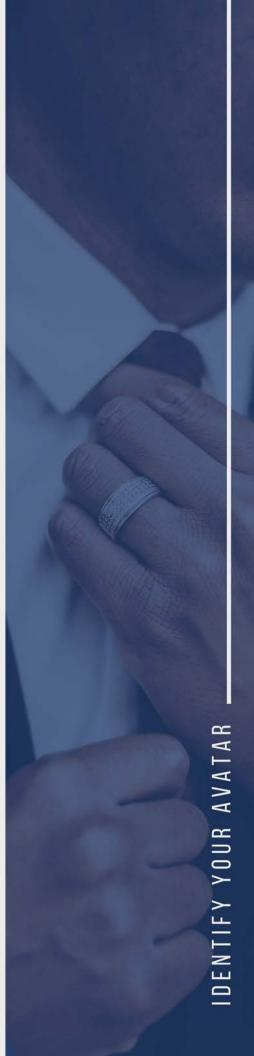
GROUNDBREAKING LEAD GEN SYSTEM:

How To Leverage Automated "Warm Email" Strategies to Book More Sales Appointments, Close More Deals, & Land More Clients...



...Including How To Put the System On Autopilot So That You Can Focus On Other Areas Of Your Business.

SECTION ONE:





WHEN YOU UTILIZE WARM EMAIL, THE MONEY IS MADE IN THE TARGETING.

Do you know who you're trying to reach?

What they do at their company? What their job details are? What their goals and fears are?

ALL of this info is absolutely vital to scoring a great warm email lead.

But the nice thing is...it's really not hard to find.

We live in a world where CEO's share their lunch in real time on Instagram...and CMO's tweet about the conference they're attending that weekend.

Many of the prospects you want to target are active on social platforms and ALWAYS on the lookout for opportunity.

The business owner is on their mobile phone all day, checking their email and social profiles.

Unless you're targeting ultra-affluent clientele (the .00001%), it's incredibly easy to gather info on your "Avatar."

(By the way...if you are targeting ultra-affluent people, the templates in Section 2 will still work to grab their attention when you have their contact info)

So here's how it works:

STEP 1 - IDENTIFY YOUR IDEAL CLIENT(S)

Make a "customer avatar" for each type of person you want to do business with.

The best way to do this is to write down all your favorite characteristics from your best 3 clients.

If you can't think of any (or you don't have 3 great clients), then just write down all the things you'd think you want in an ideal client.

Think about things like Budget, Business Size, Personality, and Timeline for the project.

Once you have your list, move on to step 2

STEP 2 - IDENTIFY WHERE TO FIND SAID CLIENTS

Search for those clients using social networks. Instagram, LinkedIn™, Twitter™, and Facebook™ are great sources of personal data and contact info. You can also use tools like Sidekick by Hubspot and Hunter.io.

Facebook™ has a tool called Audience Insights inside their Ad Manager that you can use for free. If you're confused on how to use it, there are several tutorials and youtube videos that do a great job explaining the basics.

Use Audience Insights to dig into the type of audience you're targeting. For example, if you're targeting SaaS company founders, you can target people who like Hubspot or SalesForce, or people like Jason Fried from ReWork.

You can also use Instagram by searching #Hashtags in the same way you'd search for keywords in Google™. If your perfect client uses specific hashtags, you'll probably find lots of them simply by typing it in the search bar and looking for their accounts

LinkedIn[™] has a robust tool for searching by job title,

company, and most other professional qualifications. If you're marketing to employees or corporate decision makers, this is your best resource. Plus, when you connect with a prospect on LinkedIn™, you also get their email address.

Twitter™ is a place where most professionals go to spend time with other professionals in their circles, and they use hashtags as well. Searching for trends around your industry will allow you to find potential prospects that you can single out for more research.

THANKS TO THE INTERNET IT'S EASIER THAN EVER TO FIND YOUR PROSPECTS. YOU JUST NEED TO KNOW WHERE AND HOW TO LOOK.

So, if you are looking for a good place to start I'd consider LinkedIn™ & Twitter™ as they are the best social channels for customer engagement at the pre-sales stage of the buying cycle.

Section One: The Set-up | Identify Your Avatal

STEP 3 - GET THEIR EMAIL

This part is actually simple.

Once you've identified a person you'd like to warm email, poke around their social networks and their websites...usually you'll find their primary email in there, right in plain site.

IF YOU DON'T SEE IT RIGHT AWAY, THERE ARE TOOLS YOU CAN USE TO FIND IT.

There are no shortage of software tools to gather the email addresses of people you want to do business with. Internally at LinkedSelling, we use Hunter. io, and it's a great tool to search by URL...so if your prospect has a personal website domain, you'll probably find their email pretty quickly.

If you can't find their email through social media or on their company website...they're probably hiding it on purpose. But don't worry...there are more ways to find it.

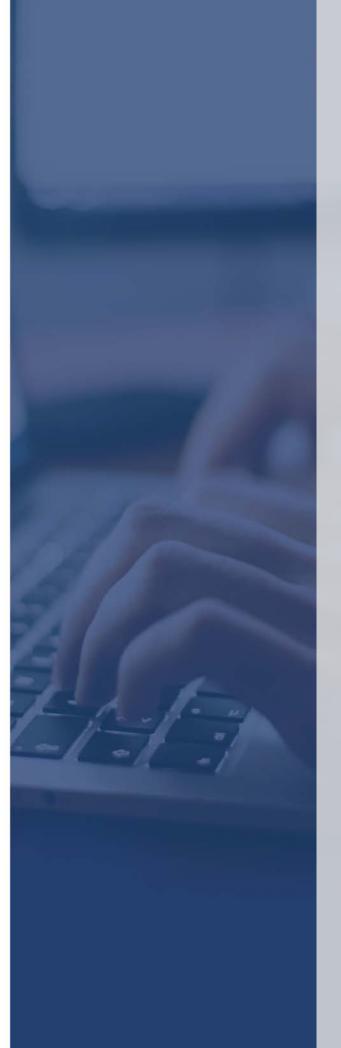
One way is to install a tool in your Gmail called Rapportive. Rapportive allows you to see the social details of any email you type into a "draft" email... even people who aren't your contacts.

How does that help?

Well, if you know the root domain of your prospect's email, like {Name}@theirwebsite.com...you can start typing in your best guess, and Rapportive will pull their social info if you get it right.

Typical naming conventions are things like {firstname}@theirwebsite.com {lastname}@theirwebsite.com {first+last} {First_Last} {First Initial_Last} {Last_first initial}

And so on. Do this if you're having a hard time finding their email online in public.



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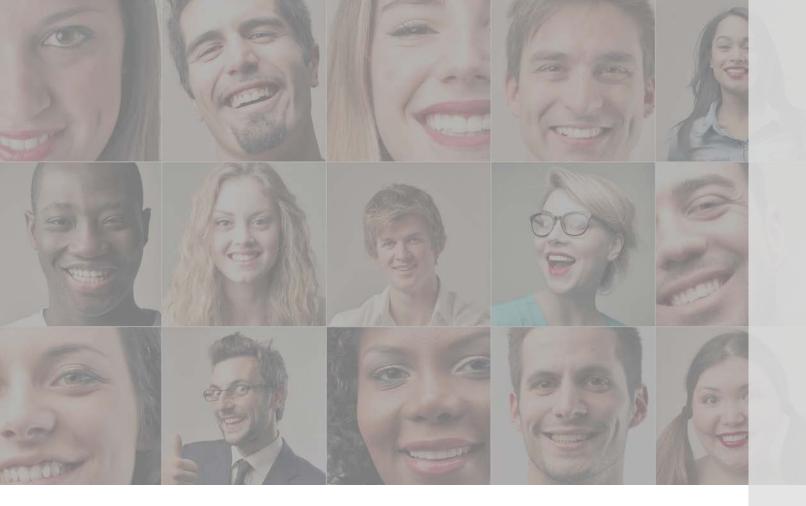


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SECTION TWO:

the invitation





HERE'S WHERE THINGS CHANGE A BIT FROM MOST "EBOOKS" OR "GUIDES" YOU'VE READ.

I'm not going to give you 5 random templates. And yes, I'm fully aware that most people won't read this far and won't use this...so, all the better for YOU reading this, right?

I'm going to give you specific templates to use with different Prospect Types.

There's a reason for that, by the way.

Because the key to warm Email isn't just getting a good template...

THE KEY TO WARM EMAIL IS KNOWING YOUR PROSPECT.

It's incredible how little research most people will do when connecting with someone via warm email.

Yet the deals are worth thousands of dollars...and the effectiveness of the email is DIRECTLY linked to the intimacy or personal feel of the email. So when you're going through this guide, look for the type of person your prospect is...and then use that template.

If you don't know enough to guess their "type"? Then you need to know them better before you write the email.

There are many different psychological profiles that you'll be dealing with when warm emailing, but these 5 templates represent the Most Effective Ways To Connect With Most Of them.

TEMPLATE #1 - THE PRIDE PROSPECT

This prospect is someone in a position of power or authority...but not ultimate authority. This is usually a middle manager, a C-suite position under CEO, or a minority partner.

This prospect likes things logical and orderly, with high expectations and principles.

He cares about his reputation, and doesn't want to be wrong or be seen as foolish.

So, if you want to connect with this type of prospect, here's what to write:

Hi {first name},

I'm contacting you regarding **(Prospect's primary job objective or project)**

If you're trying to **{specific desired outcome}**, I may have something that's a good fit for you and your organization.

I've managed to get **{specific desired outcome - results}** for **{a main competitor}** with good results, and I think it would be beneficial to discuss **{a business opportunity}** with your firm/company/organization.

The next step would be to schedule a quick 15-minute call to see if your objectives are aligned with what I can do for you. I've included a link to my schedule here for you convenience: [scheduler link]

Email Signature

(NOTE: Or if you want to be even more personable you can remove the language about the scheduler link and just propose some times to talk.)

example

Example:

Hello Mr. Jones,

I'm contacting you regarding your company's webinar on this page: [link to their webinar]

If you're trying to **get more qualified leads through this webinar**, I may have something that's a good fit for you and your organization.

I've managed to get **26% more leads and a 13% increase in overall sales for Acme Inc's Webinar** here: [link to acme's webinar] in less than 60 days from the start of our project together, and I think it would be beneficial to discuss **the same opportunity** with your firm.

The next step would be to schedule a quick 15-minute call to see if your objectives are aligned with what I can help with. I've included a link to my schedule here for you convenience: [scheduler link]

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TEMPLATE #2 - THE LOVE PROSPECT

This prospect considers themselves loving and caring.

They're usually nurturing and not hard-nosed... but this has usually left them open to being manipulated, which makes them guarded and wary.

She wants to be appreciated and be seen as helpful, and her biggest motivator is **trust.**

So, if you want to connect with this type of prospect, here's what to write:

Hi {first name}!

I wanted to reach out really quick because I've got something I could use your help with.

You've been trying to **{Prospect's primary job objective or project}**, right?

I think that's awesome!

Recently I worked with {competitor} on {specific desired outcome}, and when I saw that you were {Prospect's primary job objective or project}, I just had to reach out.

{Competitor}'s **{specific desired outcome - results}** were exciting, but I wanted to see if you could benefit from some of things we worked on together.

Do you have time this week to talk briefly about it? Here's a schedule link, so we wouldn't have to go back-and-forth on email. {scheduler link}

Hi Monica!

example

I wanted to reach out really quick, because I've got something I could use your help with.

You've been trying to bring more people into your seminars in Los Angeles, right?

Recently I worked with Stacy Andrews on filling her 100-person "Life: Wise and Free" live event in Santa Monica, and when I saw you were looking to fill your "Speak Your Truth" event in Pasadena, I just had to reach out.

Stacy's sold-out event was exciting, and I wanted to see if you could benefit from some of the things we worked on together.

Do you have time this week to talk briefly about it?

CTA Option 1: Here's a schedule link, so we wouldn't have to go back-and-forth on email. {scheduler link}

CTA Option 2: My afternoon is fairly open on Thursday, how does 3pm Pacific sound?

Email Signature

TEMPLATE #3 - THE "ME" PROSPECT

This person is all about themselves. They care about their image, their prestige, and they are very susceptible to flattery. However... they know they're susceptible to flattery, so they can detect false or empty praise instantly.

The key to success with this type of prospect is **recognition**. Your research must uncover a true point of success or recognition that you can call out in the email. Using LinkedIn™ can be very effective here because they notify you when someone accomplishes a work anniversary or big project. But Twitter™ and Facebook™ can also be great sources of personal accomplishments.

So, if you want to connect with this type of prospect, here's what to write:

Hi {first name},

First off, I wanted to say congratulations on **{praiseworthy achievement}!** You're doing great things at **{firm}**, and your **{specific contribution}** is very cool to see.

I have a favor to ask...

I recently helped **{competitor}** with **{great results}**, and I know that you're working on **{primary project/objective/goal}**. I think it makes sense to see if we can help each other.

Here's my calendar for your convenience, but I'd love to chat before {3 days from date of email sent} because of {arbitrary reason for urgency}

[calendar link]

Looking forward to collaborating, and congrats again!

example

Hi Doug,

First off, I wanted to say congrats on **earning spot #234 on the Inc 500!** You're obviously doing great things at **Acme, Inc**, and **your marketing campaign with the automated webinar** is very cool to see.

I have a favor to ask...

I recently got done helping **Groundhog Co. with their automated webinar follow-up sequence and managed to get a 23% lift in qualified leads.** I think it makes sense to see if we can help each other.

Here's my calendar for your convenience, but I'd love to chat before Thursday because I'm leaving for my brother's wedding.

[calendar link]

Looking forward to collaborating, and congrats again!

Email Signature

TEMPLATE #4 - THE "NOT GOOD ENOUGH" PROSPECT

This prospect has high standards. They want it done right, and done right the first time. They consider themselves thoughtful and sincere, but also intense.

This person is often a perfectionist and will judge others who don't have the same attention to detail.

You can usually identify this person based on their social profile's completeness and high quality. Everything will be in the right spot, filled out, and thoughtfully organized.

Their main concern is being understood, and will immediately judge any opportunity based on how important it might be to them in that moment.

So, if you want to connect with this type of prospect, here's what to write:

Hi {first name},

I noticed that you're trying to **{accomplish a primary task}**, and I wanted to offer some assistance.

I/We recently helped **{close competitor/similar business to prospect}** achieve **{specific result}**. Since you're working on a similar project, I/we'd love to see if I/we can help.

I've blocked out some time to talk about the project here: [schedule link]

Don't worry, there's no pitch coming. If we both think there's a good fit, we can talk about working together, but first let's see if it's a good fit. :-)

In particular, we did a really cool thing with **{intriguing tease}** that I'd love to see you try out.

example

Hi Matthew,

I noticed that you're trying to **build a sales team for YourCompany**, and I wanted to offer some assistance.

I recently helped **CompetitiveCompany** build a 16 person sales team in 90 days that increased their revenue by 340%. Since you're working on a similar project, I'd love to see if I can help.

I've blocked out some time to talk about the project here: [schedule link]

Don't worry, there's no pitch coming. If we both think there's a good fit, we can talk about working together, but let's first see if it's a good fit. :-)

In particular, we used a really cool **recruiting tactic with Craigslist that brought in 10 of the 16 salespeople within 7 days**, and I'd love to see you try this out.

Email Signature

TEMPLATE #5 - THE PERCEPTIVE PROSPECT

This person values understanding everything. They want to make informed decisions and know the score. They hate not knowing important information... HOWEVER...it's easy to overwhelm them with detail because they'll always want to know more.

The best way to connect with this type of prospect is to provide accurate, in-depth information on a **single**, **specific topic**. Then, once they're happy with their understanding, move them to take action for the next logical step.

So, if you want to connect with this type of prospect, here's what to write:

Good morning {first name}!

Based on your recent **{specific result oriented project/ achievement}**, I thought I should connect with you on this:

We've managed to **{specific result for previous client related to prospect's project}** for **{previous client}**, and I believe we could do the same for you.

This could be really great for **{prospect's company}** because:

- It {primary, specific benefit related to prospect's project}
- {Secondary specific benefit}
- {Third specific benefit}

I think we can do great work together. If you want to explore this in more detail, here's my scheduler link: {scheduler link}

Email Signature

e x a m p l e

Good Morning Timothy!

Based on your recent **Series A Funding Round Announcement**, I thought I should connect with you on this:

We've managed to **secure 2.3x more Series A Funding for {competitor**}, and I believe we could do the same for you.

This could be really great for **SuperStartup** because:

- We only work with products exactly like yours in the BioTech Series A Funding Rounds
- Your proprietary technology was specifically requested by one of our clients at a recent meeting
- We only take a small 1% commission on funds raised, with no fees.

I think we can do some great work together. If you want to explore this in more detail, here's my scheduler link: {scheduler link}

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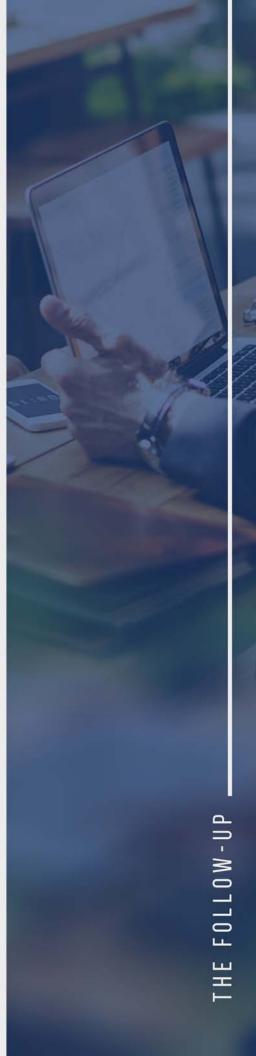
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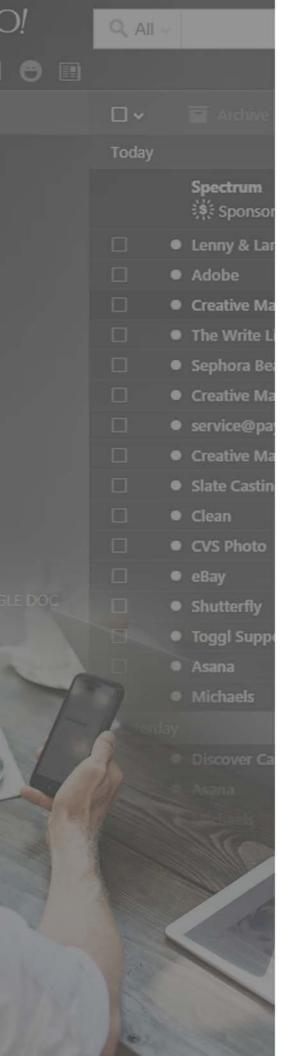


...Including How To Put the System On Autopilot So That You Can Focus On Other Areas Of Your Business.

SECTION THREE:

the follow-up





Ok, now that you have some great research and templates to follow, let's dive into the MOST important part:

The follow up.

Warm Email is about building relationships and meeting your prospects where they're at in their business...which means that you SHOULD take the long view.

A great warm email campaign is polite, persistent, and consistent...not a "one and done" blast in the hopes of grabbing a client or two.

THERE IS A SPECIFIC SEQUENCE TO FOLLOW IN YOUR FOLLOW UP.

- → **Email 1** Use one of the templates above, based on your Prospect Type
- → **Email 2** If they don't respond from the first email after 1 week, Send a "Reply" email from the email above, with a short message that essentially says, "hey, just checking to see if you got this."
- → **Email 3** If they don't respond to the reply, send a final "reply" that says, "hey, just following up. If you don't want to hear from me anymore, please let me know"
- → **Email 4** If you've gotten no response to your first 3 emails in 2 weeks, then start a "value campaign." This is where your knowledge of the prospect will come in handy because every couple weeks you're going to send a short, personal, valuable message to them with a soft call to action about getting on a call that week.

You can say things like, "Hey {prospect}, saw this article and thought you might benefit from it - {link} Let me know your thoughts. Also, always happy to chat about {the project you mentioned in your first email}

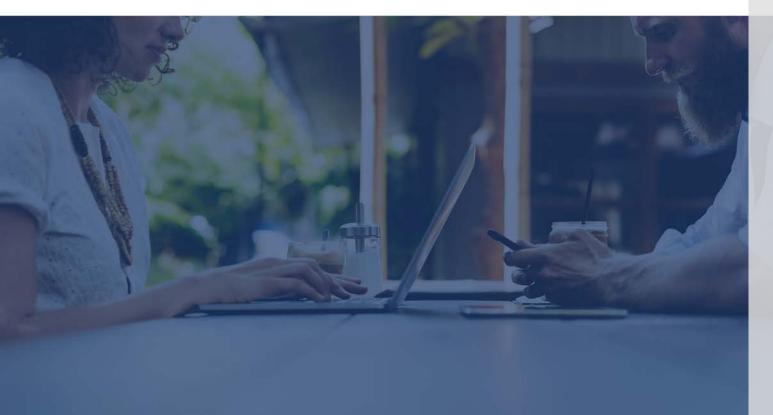
Or you can say, "Hey {prospect}, I noticed that you loved {sports team/opera/thingy}, and I accidentally double booked myself. If you want, you can have my ticket, just let me know."



THE IDEA IS TO BE PERSONABLE...PERSISTENT, POLITE, AND REAL.

Give them the impression that you're not going away, but you're not a jerk who spams them every day.

Most connections happen on the 7th - 12th email, so keep sending them! Once every couple weeks is a good rate --and keep them personal!



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Alright, so you've reached the end of the report and should be well armed to start being proactive with your warm outreach

HERE'S A QUICK RECAP:



SECTION ONE: identify your avatar



SECTION TWO: the invitation



SECTION THREE: the follow-up

- → Define your best clients by looking for the characteristics you most like about your current clients
- → Find those clients by using some of those characteristics as search parameters in social media and on Google™. IE: Looking for titles like Marketing Director or companies with a certain number of employees.
- → Find their email, usually by just picking it up off their social media...but occasionally you'll need to dig a little.

- → Use one of the 5 "prospect type" templates to reach out to your ideal clients.
- → Make use of Automation tools to do 10x the amount of personalized work in ¼ of the time.
- → Most connections happen between the 7-12th connection... so keep at it! And use tools to make sure you don't lose track of where someone is.
- → Remember the phrase "Polite but persistent"... after all, these are your best leads. You should want to help them the most!

WHAT'S NEXT?

Well, you made it this far.

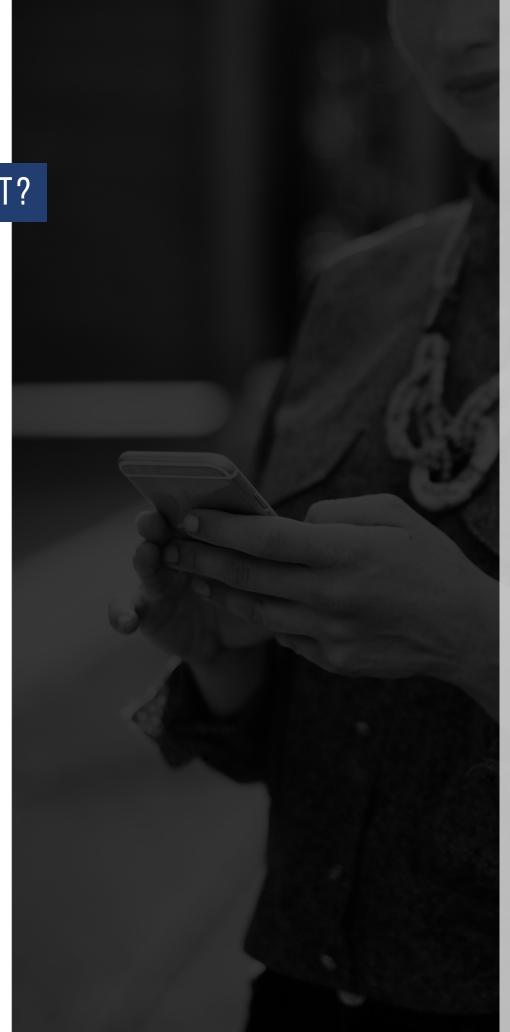
That means that you're serious about using warm email strategies in your marketing efforts...which is a smart move.

But this method does involve a LOT of work... and it doesn't really stop.

The work is worth every second you spend on it... but wouldn't it be nice if you could take away 90% of the grunt work and only focus on the important stuff, like crafting the right messages?

Does the idea of "automating" the hard stuff with warm email... WITHOUT losing the power of personalized email...intrigue you at all?

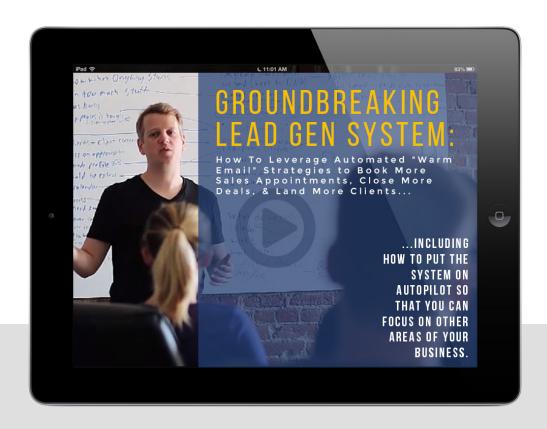
I'll just say this then...



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