

CONNECT 365

Trust Equation Intensive

Day 2



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 or under 'Resources' within the app.

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 3 unique intro campaigns to launch to your list of prospects.

These are by no means the only 3 approaches you can take, but are the ones we see as most successful with our general members.

For colder contacts, we recommend utilizing either the Content or Group Invite campaigns.

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



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.

Start your 14-Day Trial and Learn How to

Start Generating Leads with...

CONNECT

Claim your \$5k Bonus Package and 65% Discount (if you continue past your trial) by clicking the button below.



Start your free test drive of Connect 365 at:

LinkedSelling.com/Intensive

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 in the air, with their hands open, suggesting a moment of collective celebration or participation. The overall atmosphere is energetic and communal.

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.

Implement with...



HOMEWORK:

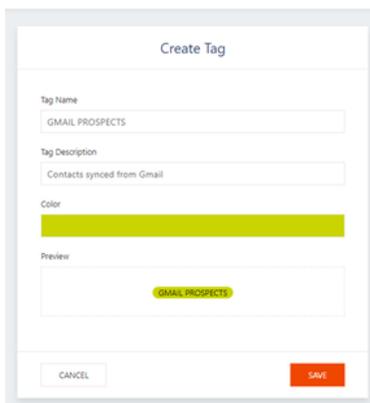
1. Add your first 3-5 message campaign
2. Tag your contacts into that campaign...And LAUNCH!



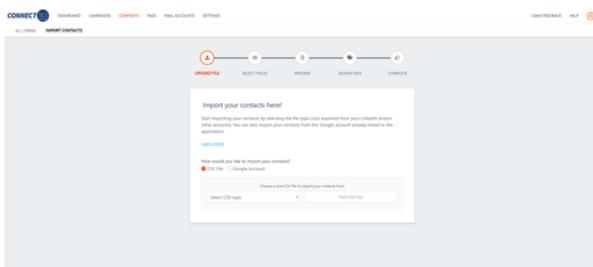
Day 2

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.

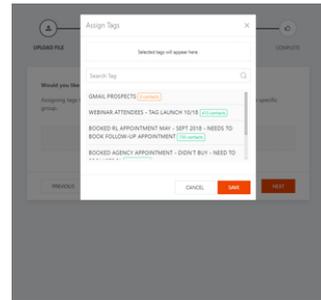


Step 2: Import your Contacts. Go to Contacts -> Import Contacts.



Step 3: Follow the On-screen prompts.

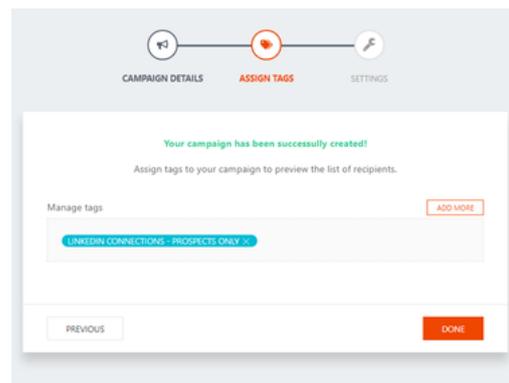
Step 4: If your upload is ONLY the prospects you want to message in your first batch -> Assign the Tag you Created to the upload.



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.

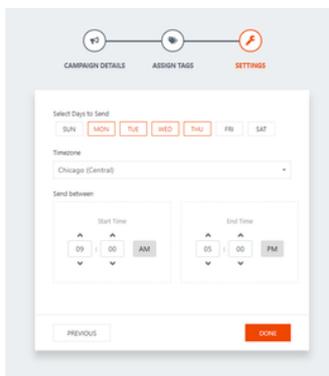
Step 6: Choose the Assigned Tags for your Campaign.



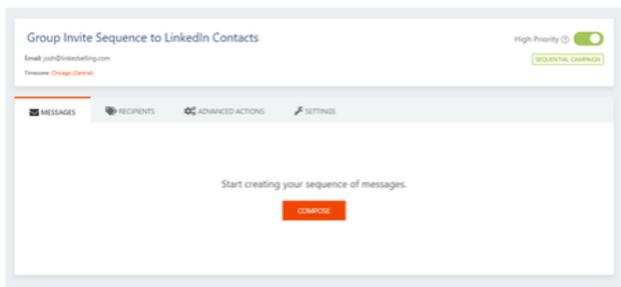
Day 2

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!

