

# LS LinkedSelling Campaign Process

1

## Profiling:

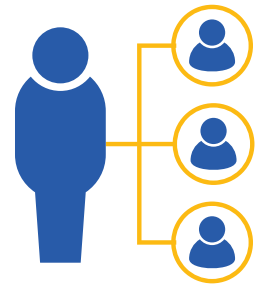
Determining your prospect profile, identifying key prospect attributes.



2

## Positioning:

Making adjustments to your LinkedIn Profile, Determining appropriate group strategy, curating content to appeal to your prospects and leads, sharing relevant content with your connections.



3

## Prospecting:

Research high value prospects, join targeted LinkedIn groups, and build recognition within relevant networks.



4

## Database Building:

Sending out high volume of connection requests to prospects identified through prospecting.



5

## Messaging:

Creating engaging messaging scripts, sending out messages to develop relationships, and gathering warm leads.

