

Linkedin Communication Thread Starters

The key in this stage is to simply generate a connect . . and contact.

This way there is a message thread.

So that in a week or 2 or down the road when you reach out and ask them if they want to do something . . promote, or JV, or do a Summit or anything . . they can see that they have history with you (even if they forgot your name)

You see, people like to do business with people they know . . and if they don't know you, they don't do business with you.

Now there are 2 primary ways to get to know someone:

1) write articles, social media posts etc for 10 years and hope someone sees enough things over time that they finally know who you are

or 2) reach out non-chalantly and being conversation with them . . . and over time, they begin to see you for a real person . . .

and the good news is, with messaging, that can happen fairly quickly (especially when I can generally be assumed that people responding to you on linkedin are looking for connections, they are looking for partnerships to help advance THEIR business.

Well . . once you build a bit of relationship - then it makes great sense to present them with someone (aka a Summit or Joint Venture) that benefits them . . .

here are some examples:

Intro Scripts

in Linkedin --> invite to connect

Compliment -->

work they do -

a) I noticed that you are an expert burrito maker, and I wanted to congratulate you on a great effort.

b) just noticed your profile here, and see that you are a great burrito maker . . . wow!

respond

website - hey, just saw your website . . did you design that yourself?

hey, just saw your website - that's a beautiful dress . . did you design that yourself?

hey just saw the new dress you featured . . that's beautiful!

just read your pdf download . . . what powerful wisdom on page 3 about _____

hey, I just got your email about _____ and wow it was really interesting . . .

I'm curious

I'm curious, was just on your website and noticed you teach ___ and ___ and this ___

which do you focus on most with clients?

I'm curious, what do you teach?

I'm curious, I see that you are a weight loss expert . . what's your #1 secret ? (as long as it's too secretive ha ha)

I'm curious, do you teach or coach?

I'm curious, what is your website?

I'm curious, it looks like you are an expert at _____, how do you feel about _____?

Connect

Linkedin Communication Scripts

by the way, I notice you have an email company, and I write sales letters . . . do you want to connect and see if there anything we can do to help each other?

by the way, I see you teach knitting, I actually teach quilting, do you want to connect and see if there's anything we can do to help each other or share ideas?

hi . . . I noticed we connected a few weeks ago and haven't chatted . . . please tell me more about what you do . . . I might have a couple clients who need what you have . . .

More Direct

hey, I see you are an expert at paleo diets, and I am actually looking for a panel speaker for a project featuring different styles of diets . . . would that possibly be interesting to you?

ok, thanks, I know it was short notice . . .let me know if there's ever anything I can do to help you

by the way, I was thinking . . . do you have a friend or a colleague, that might like to be interviewed?

hey, I'm Sean . . . John suggested you as an expert on paleo, and I need a speaker online next week to teach on paleo for an hour . . . and you get to plug your site and book too . . .would that possibly be interesting?

2nd level scripts

they respond:

a) I noticed that you are an expert burrito maker, and I wanted to congratulate you on a great effort.

they say: wow, thank you!

you say: yeah, I just had to reach out . . . by the way, what is your personal favorite style of burrito?

they say: my favorite is spinach guacamole, why do you ask?

you say: hey, I'm the organizer for an upcoming Summit on Mexican dishes . . . would you be interested in me featuring your spinach guacamole dish in the Summit?

b) just noticed your profile here, and see that you are a great burrito maker . . . wow!

respond

website - hey, just saw your website . . did you design that yourself?

hey, just saw your website - that's a beautiful dress . . did you design that yourself?

no, my best friend designed it for my shop

you say: wow! she must be really talented . . . do you design as well?

they say, yes, here's a picture I one I did last year

you say, wow! that's amazing workmanship . . .

do you ever teach some of your skills?

they say, yes, why do you ask?

well, funny you should ask, in 2 weeks I am holding a Summit with 40 styles of dresses . . and I don't have a speaker yet for your style . . would you and the lady that designed the other be willing to have a live showing online?

hey just saw the new dress you featured . . that's beautiful!

just read your pdf download . . . what powerful wisdom on page 3 about _____

hey, I just got your email about _____ and wow it was really interesting . . .

I'm curious

I'm curious, was just on your website and noticed you teach ___ and ___ and this ____

which do you focus on most with clients?

they say, I help clients mostly with marketing

you say, what kind of marketing?

they say, linkedin

you say, are you successful with most of them?

you say, I hope that doesn't offend . . there's goofballs there

they say, nope, I'm not a goofball, I have a 90% success rate

you say, wow!

by the way, I am the organizer of a little Summit on marketing . . . would you be interested in being my keynote Linkedin speaker online?

I'm curious, what do you teach?

they say, I teach relationships

you say, marriage or friends or dating, or what?

they say, marriage

you say, do you help people who are in trouble, or help folks get better?

they say, help people in trouble

you say, do you have a special process?

they say, yes

you say, what is it called?

they say (super duper rc)

you say, do you have a website or brochure for it?

they say yes, here it is

you say, wow! it seems you have a great process

have you ever thought about being on a radio show or online Summi?

they say, yes, but nobody asks me

you say, well . . funny you should say that . . . I'm holding a communication Summit in 3 weeks . . would you be willing to share your method in an online webinar or video?

I'm curious, I see that you are a weight loss expert . . what's your #1 secret ? (as long as it's too secretive ha ha)

I'm curious, do you teach or coach?

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the initial concept: BUILD TRUST AND RELATIONSHIPS

if you don't ask in the initial thread . . .

then you reconnect -

hey, John, remember me, we were joking about goofballs . . . anyhow, I am the organizer of a little Summit on marketing and I thought of you . . . would you be interested in being my keynote Linkedin speaker online?

Hi Sean, I came across your profile and thought we could benefit by being connected. Hope business is going well. Thanks, Ryan Magin

here is my response:

Ryan thanks for connecting . . .I wonder how we can support each other? I help coaches create a Signature Coaching Program to give them stable income and a strong presence on their site . . .

Do you deal strictly with Instagram Branding, or website branding as well?

Sean

One real key is in the response . . if someone reaches out to you, you can BOTH tell them a one liner about what YOU do, AND ask them what THEY do.

If they are interested, they will ask for a website.

Do NOT give them a website unless they ask.

These are some examples of my own real prospecting (I find that live examples from ME are much better than if I just write 10 sample things I might write):

This was a person who is a Digital Marketing Specialist for Fiverr

Manik, good to connect with you here . . . I'm curious, what do you do over at Fiverr ?

Notice how I simply connect with him . . .

he's going to tell me about what he does - I'm going to say that's interesting

likely, he's going to ask what I do

I'm going to tell him something like this (sound familiar?):

Malik thanks for connecting . . .I wonder how we can support each other? I help coaches create a Signature Coaching Program to give them stable income and a strong presence on their site . . .

Linkedin Communication Scripts

Do you deal strictly with Fiverr clients?

Now, in my NEXT exchange, depending on his response, I might ask:

do you come into contact with people who might need to build a Signature Coaching Business?

when he says yes, I might say,

would you be interested in directing them to watch a free video on how they can build a Signature Coaching Business, and when someone invests with me, I pay you \$400?

notice how natural this is.

And within about 4 exchanges . . I'm able to tastefully ask him to promote for me.

And of course if you are looking for Summit partners . .

you could ask (instead of the sample JV request above):

do you keep a list of everyone you have done work with, or are they just in fiverr?

he might say he has no list, or a good following on fb, or an AR list, whatever . .

I'll ask him how many

If I think he might know some people . .

I might write this:

would you be interested in participating in a marketing Summit, you could contribute an interview or some training about what you do, and share with the people you know, and possibly get traffic and new clients for your Fiverr business?

notice how natural this is, how it is ALWAYS positioned to show them that THEY get the benefit?