

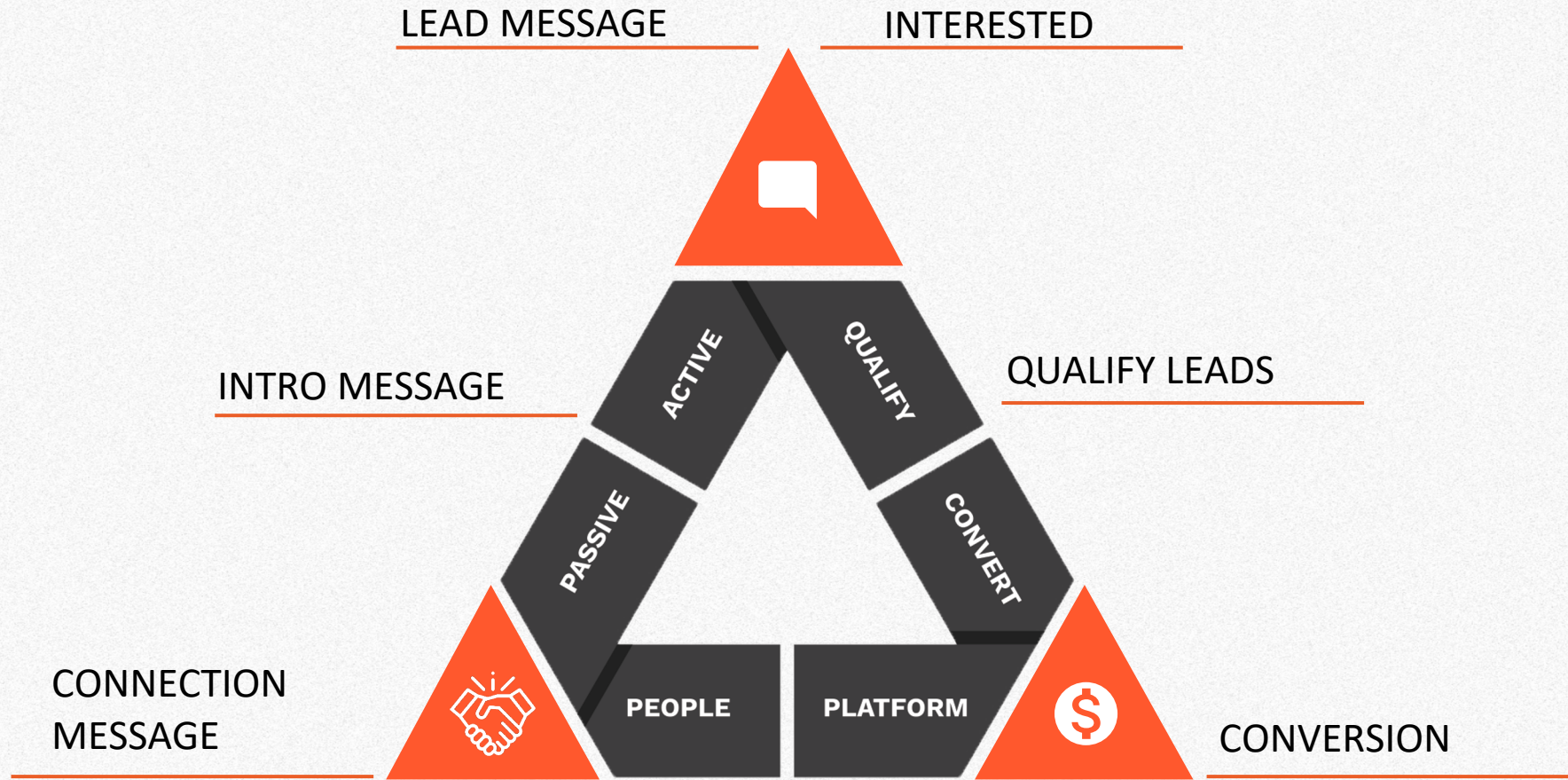
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CREATING THE MESSAGE

CREATE A COMMUNITY OF PERFECT FUTURE CUSTOMERS "PFC"



THE MODEL





ADVANCED CONNECTION FLOW

CONNECTION REQUEST
SHAKE HANDS

INTRO MESSAGE
INTRODUCE

LEAD MESSAGE
ASK

COMMUNITY
CONNECTIONS

INTRO CONVERSATIONS

CLIENTS CONVERSIONS



ACCEPT

80% THEM
20% YOU

POSITION

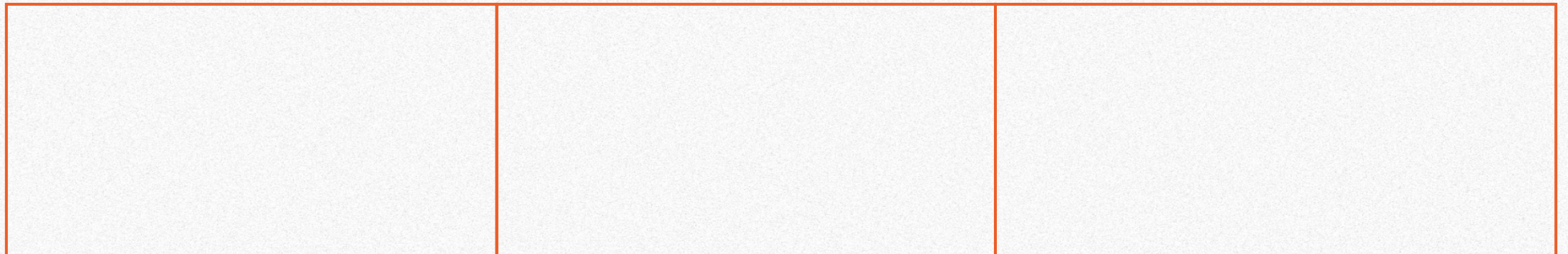
20% THEM
80% YOU

CONVERSE

NOW

AFTER 24HRS

> 14 DAYS



THE 4 PHASE MONEY MAP – PART 1

1. CONNECTION

2. INTRODUCTION

INITIATION
CONVERSATION
QUALIFICATION
CONVERSION



80% THEN

20% YOU



CHAT



CALL



BRAINSTORM
(10 MIN CALL)



LAUNCH
(45 MIN CALL)
\$\$\$





CONNECTION REQUEST TEMPLATES

Hi NAME,

I know we haven't met in person, but I'd really appreciate connecting with you here on LinkedIn and building both of our networks!

I'd enjoy following your activity on the feed.

Thanks again!

Hi NAME,

I hope you don't mind me reaching out to connect with you on LinkedIn, I noticed we have a few mutual connections and you seem like a great contact to have!

Thanks for accepting anyway.

Hi NAME,

You've come up in my feed a few times so I thought it might be worth connecting. I know we don't know each other however I hope you accept my connection request so I can follow more of your work!

Cheers!

Hello NAME,

I was hoping you would connect with me here on LinkedIn. I see your name coming up in my feed so I thought I would send out a request. I'd like to follow your work.

Cheers!



ANATOMY OF AN INTRO MESSAGE 24HRS LATER

<p>Thanks for connecting (Name).</p> <p>(Name of business) sounds interesting and I'd be keen to learn a little more about what you do.</p> <p>I work with (target market) to (result).</p> <p>Again, great to be connected and keep in touch!</p>	<p>Great to connect (Name),</p> <p>Would be keen to hear more about (name of business) and how it works.</p> <p>As for me, I work with (target market) to (result) in (timeframe) or less.</p> <p>Perhaps we'll catch up in person at some stage.</p>	<p>(Name) thanks for connecting!</p> <p>How long have you been running (name of business)?</p> <p>I'd be interested to learn more about it from a (your department) perspective.</p> <p>Reason is, I work closely with (target market) and together we (result).</p> <p>Might be a good synergy, so please keep in touch.</p>





INTRO MESSAGE TEMPLATES | EXAMPLE 1

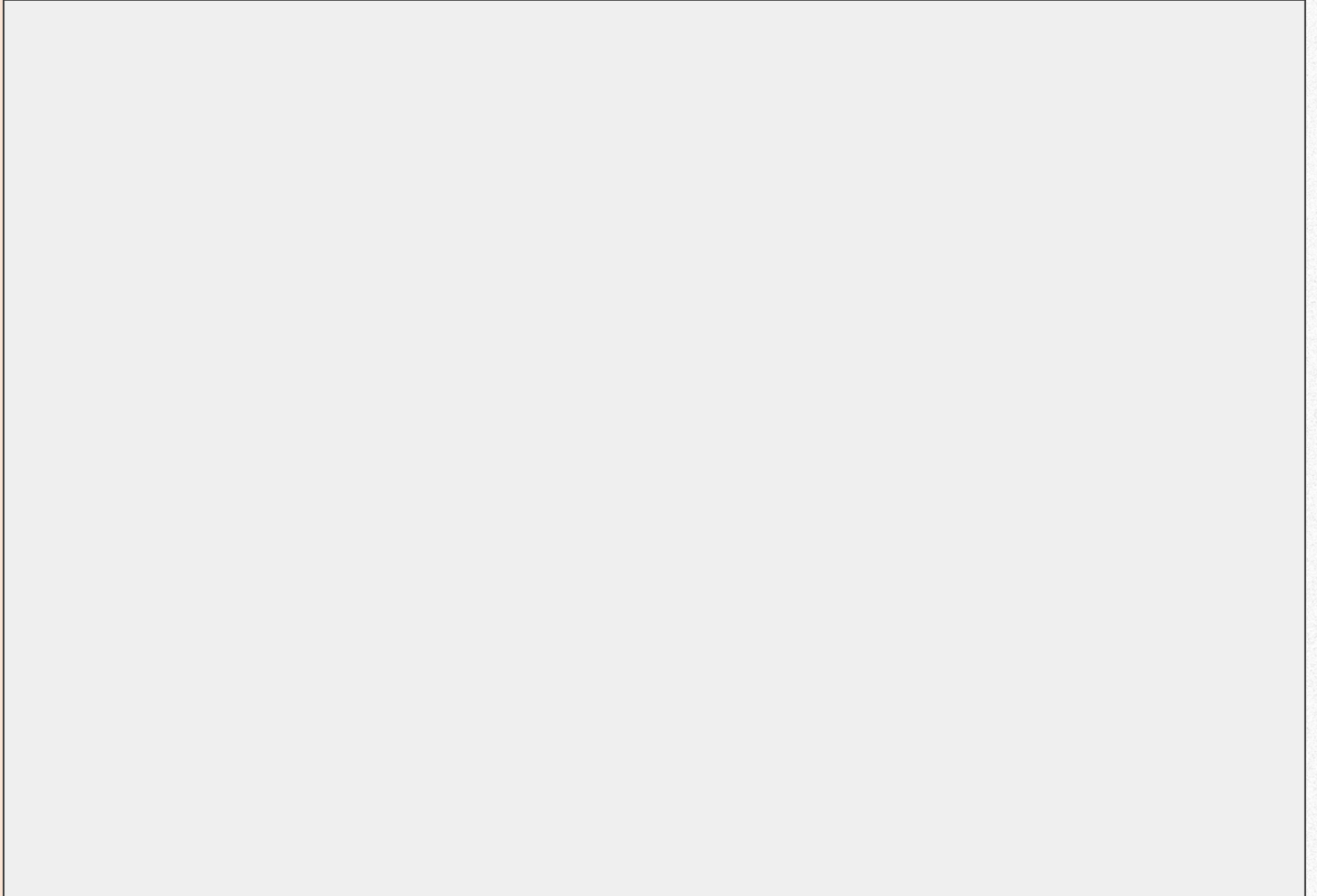
Hi Name,

Thanks for accepting my connection! I'd love to learn a bit more about you when you have a moment?

I help private practices generate business.

Anyway, thanks again for connecting and let me know if there are any skills on your profile you would like me to endorse you for.

Regards,
Jamie





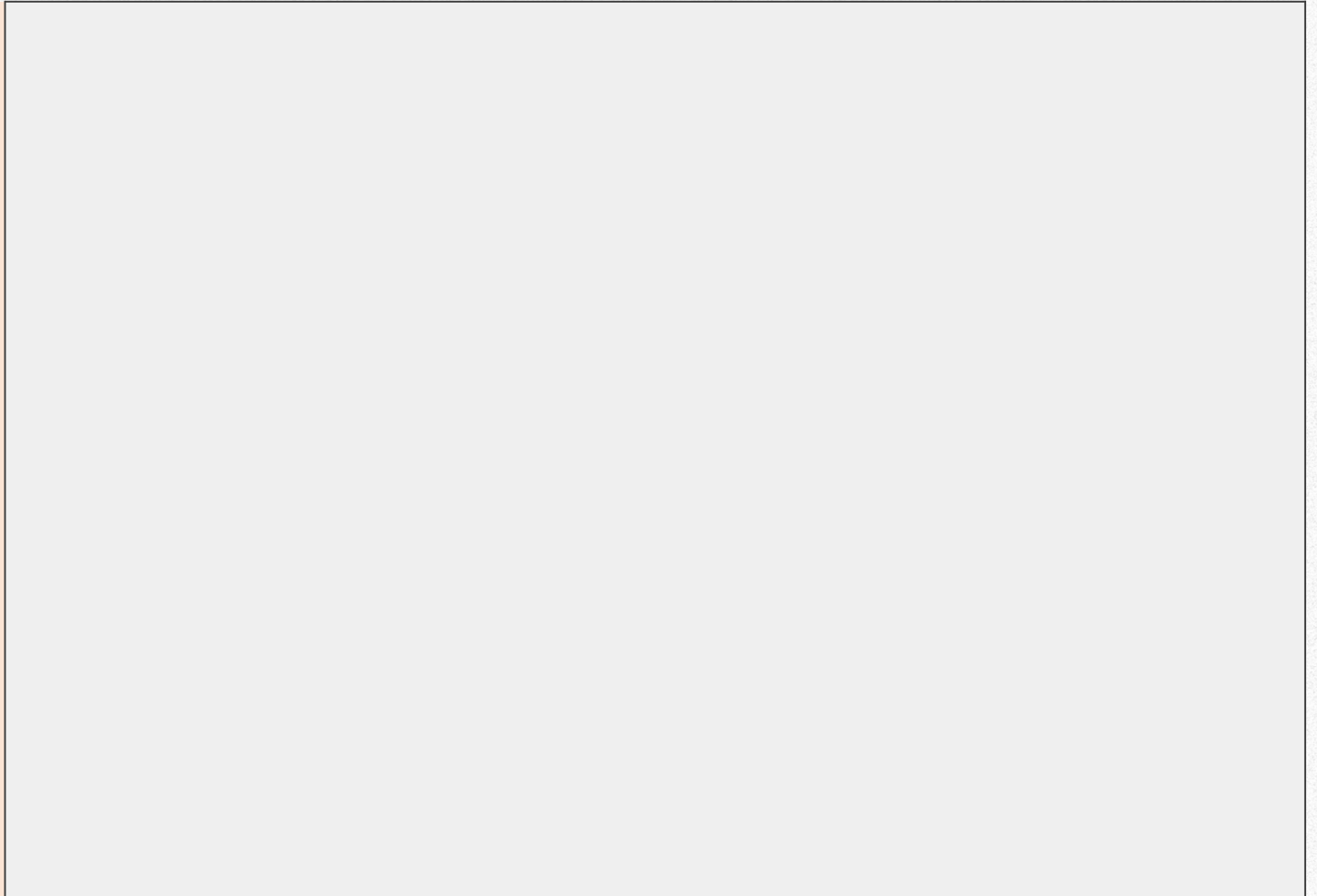
INTRO MESSAGE TEMPLATES | EXAMPLE 2

Hi (Name),

It's great to be connected with you. I'd love to hear more about what you do when you've got a moment? **I'm currently on the lookout for new partners within the MS PRODUCT SET.**

Again, thanks for connecting and let me know if there are any skills on your profile you would like me to endorse you for.

Kind regards,
Damien





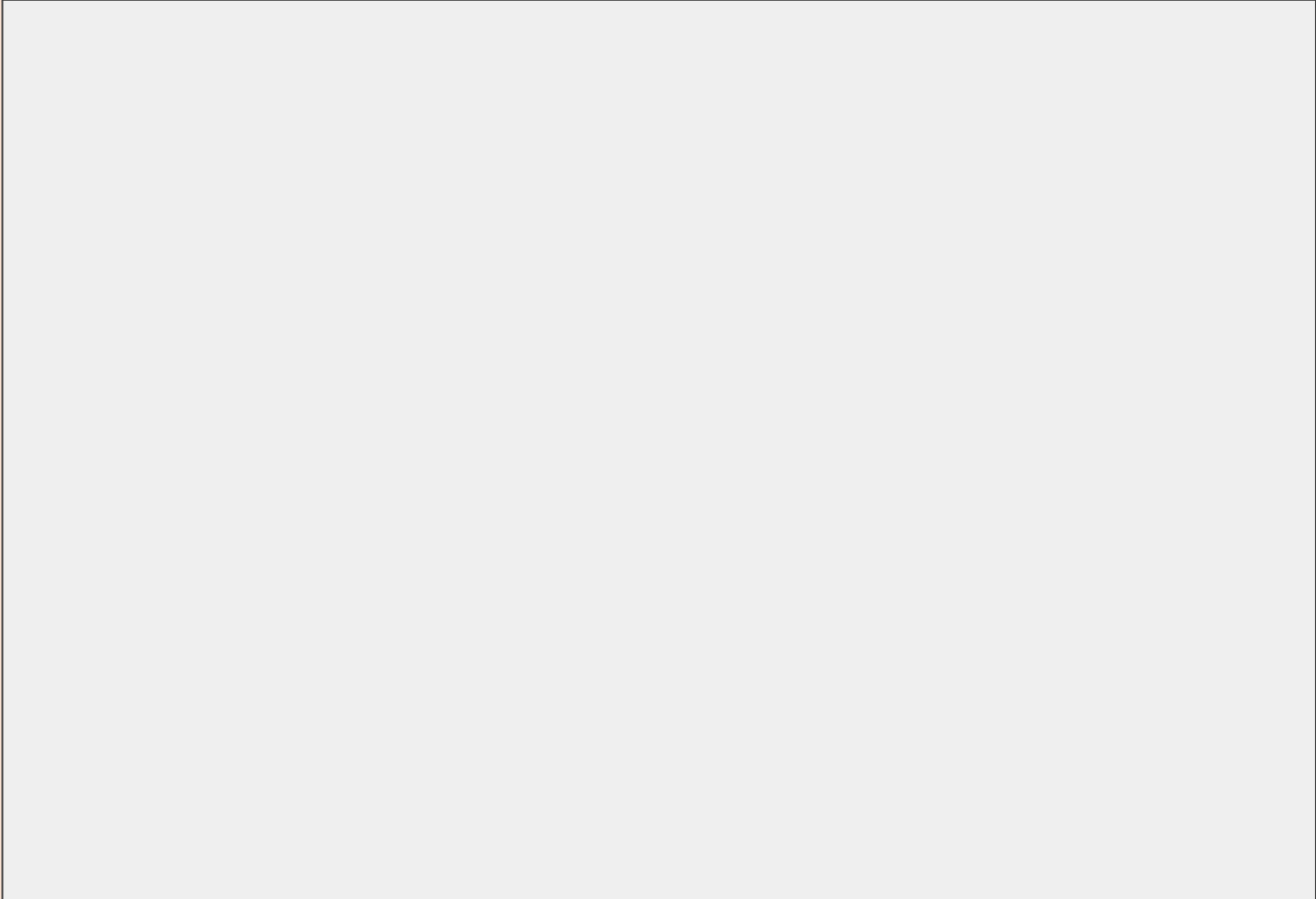
INTRO MESSAGE TEMPLATES | EXAMPLE 3

Hi Name,

Thanks for accepting my connection!
I'd love to learn a bit more about you
when you have a moment? **I help**
COMPANIES
XYZ.

Again, thanks for connecting and let me
know if there are any skills on your profile
you would like me to endorse you for.

Kind Regards,
Salena





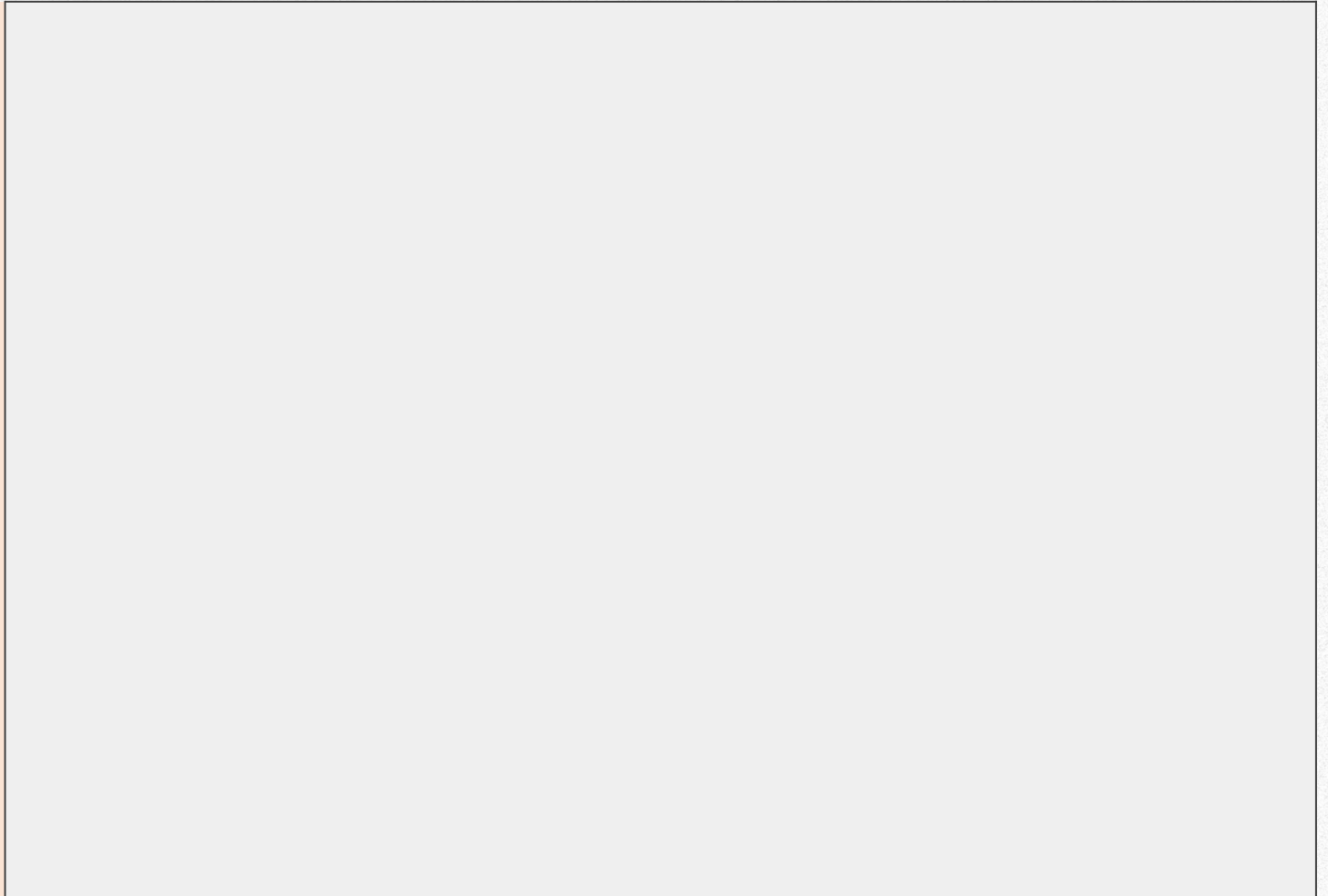
INTRO MESSAGE TEMPLATES | EXAMPLE 4

Hey Name,

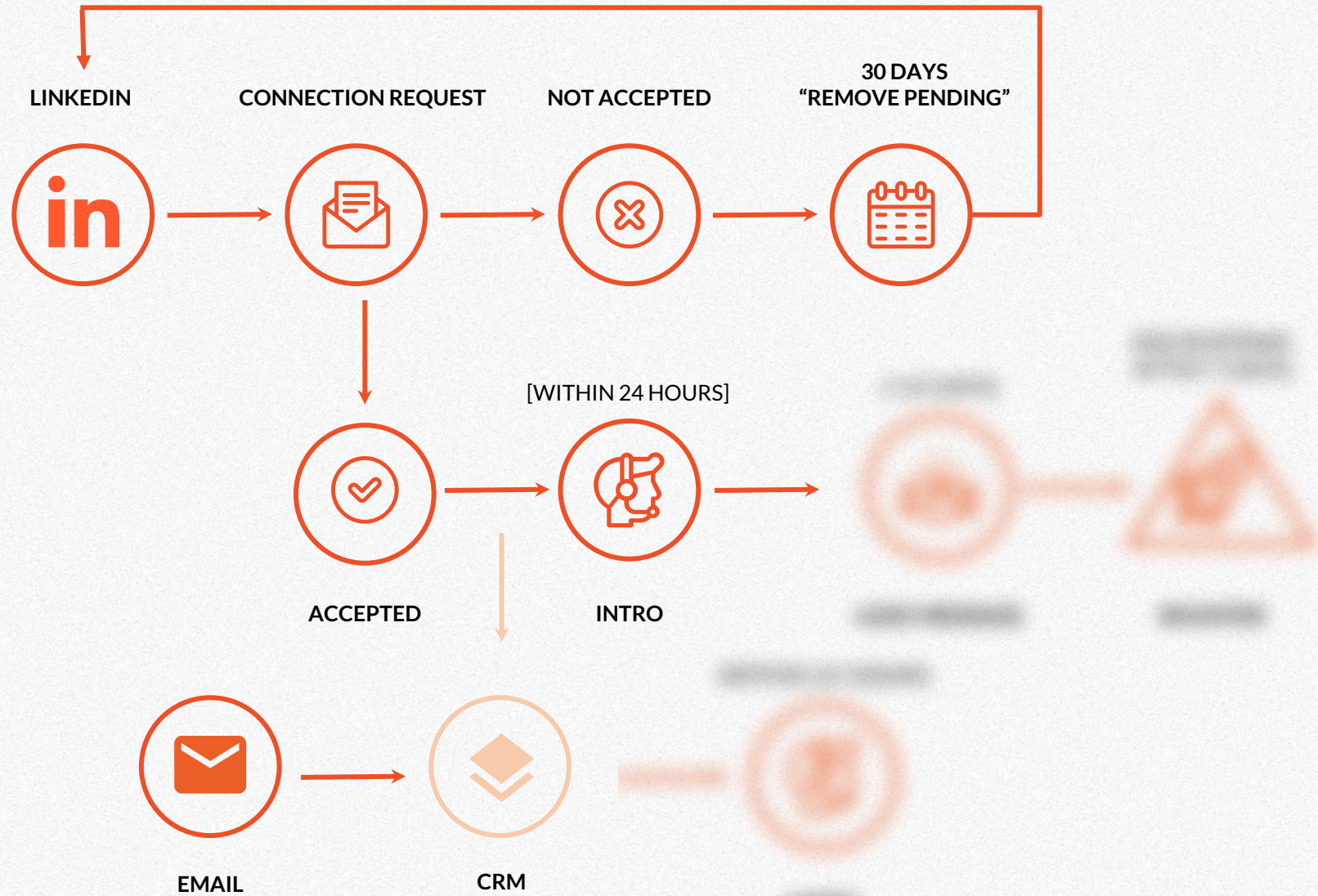
Thanks for accepting my connection! I'd love to learn a bit more about you when you have a moment? **I help people with moving to digital transformation.**

Anyway, thanks again for connecting and let me know if there are any skills on your profile you would like me to endorse you for.

Regards,
Alex



THE EMAIL ADVANTAGE - PART 1



✦ ✦ ✦ ✦ ✦

THE EMAIL INTRO

Hi (Name),

I saw we recently connected on LinkedIn and I shot you a quick message with regards to (Name of business).

Like me if you're not on LI everyday I thought I'd say hi and introduce myself via email too.

-

1. I work with (target market) to (result).
2. As for me, I work with (target market) to (result) in (timeframe) or less.
3. Reason is, I work closely with (target market) and together we (result).

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1. Again, great to be connected and keep in touch!
2. Perhaps we'll catch up in person at some stage.
3. Might be a good synergy, so please keep in touch.

-

(Sign Off)



YOUR PFC IS:

“Search for PFC then ‘Groups’ - choose groups with over 1000 members”

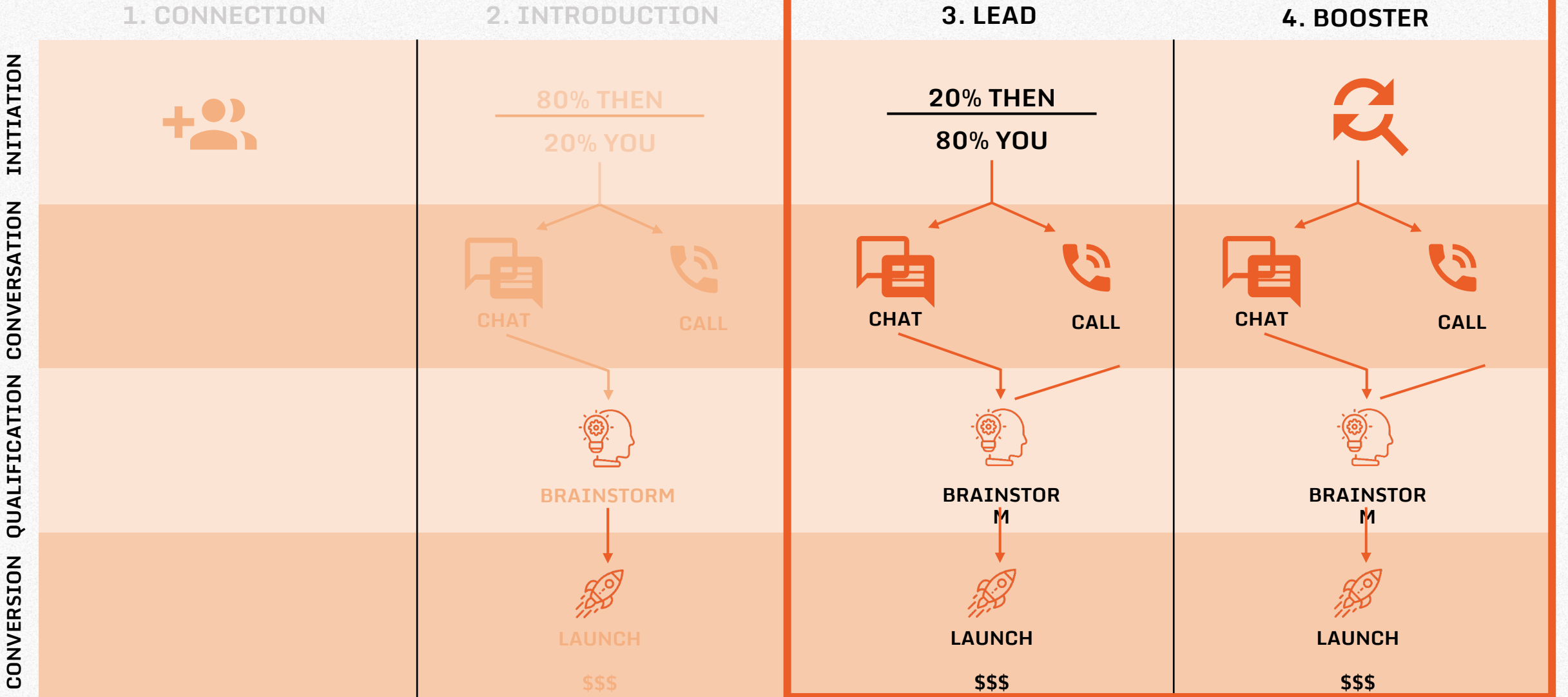
TOP 10 GROUPS:

TOP 10 GROUPS:							
		R	A			R	A
1.		<input type="checkbox"/>	<input type="checkbox"/>	6.		<input type="checkbox"/>	<input type="checkbox"/>
2.		<input type="checkbox"/>	<input type="checkbox"/>	7.		<input type="checkbox"/>	<input type="checkbox"/>
3.		<input type="checkbox"/>	<input type="checkbox"/>	8.		<input type="checkbox"/>	<input type="checkbox"/>
4.		<input type="checkbox"/>	<input type="checkbox"/>	9.		<input type="checkbox"/>	<input type="checkbox"/>
5.		<input type="checkbox"/>	<input type="checkbox"/>	10.		<input type="checkbox"/>	<input type="checkbox"/>

GROUP PROSPECTING MESSAGE:

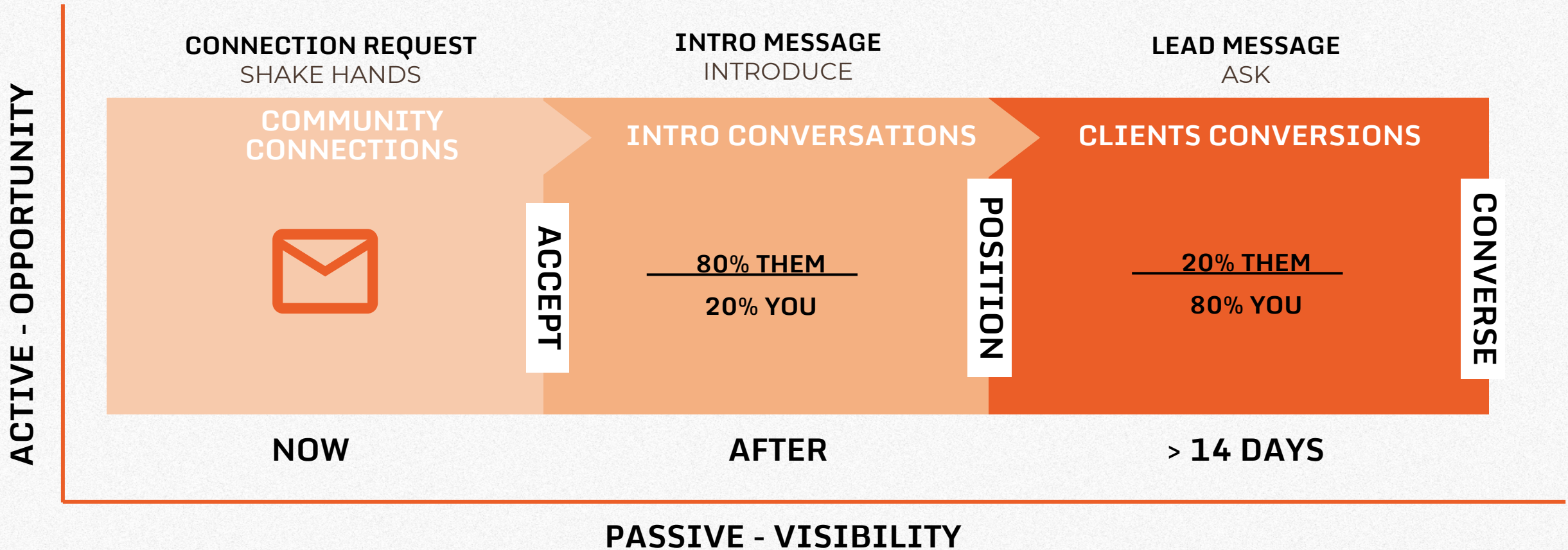
Hi (Name),
 I see you're also a member of (XYZ) group here on LinkedIn.
 I recently joined and would love to add you to my network.
 Thanks in advance.

THE 4 PHASE MONEY MAP - PART 2









➤ ➤ ➤ ➤ ➤

ADVANCED CONNECTION FLOW





THE EMAIL ADVANTAGE - PART 1

	NAME	→	Use their name to personalise.: e.g. Hi John	
	RELATE	→	Customise to them: Industry, Experience, Name of Company, Title, Location. e.g. How's [Location]? or How's thing at [Name of Business]?	
	OPPORTUNITY	→	Give context to why you're messaging. Problems you're solving, who your helping, results you're getting, things you're creating.e.g. I'm working with [TM] using (Your Process) and we're seeing [Tangible Results]	
	UNIQUE PROCESS	→	Seed how it works by revealing one benefit about your process. e.g. The good thing is that it only takes 10 mins per day. It's helping to increase bottom line profits by up to 30% in 90 day	
	ASK	→	Ask if they're interested, would like more info or like to learn more. e.g. Let me know if you're interested. Happy to share the approach.	
	SIGN OFF	→	Sign off simply, Casual is best. e.g. Cheers, Ian.	



LEAD MESSAGE EXAMPLE

1.

Sub: Interested?

(Name),

*I'm looking to [X result/s] to a small group of [X target market].
Would you like to be part of it?*

[your name]

2.

*Hi (Name),
Would love to know a little more about how things are going at (name of company)?*

Reason is, I'm working with (Target Market) inside a unique framework to help them (with problem/challenge).

*I thought I'd check in and see if this might be of interest to you too?
Happy to share the approach - let me know.*

*Cheers,
[your name]*



Hi
(Name),



How are things going at Fintec Industries?

Thought I'd run something past you...



I'm working with a private group of financial planners who feel stuck between advice & admin and finding it hard to scale.



We're implementing our 'back office advantage' process and giving them back 20 hours a week



I thought I'd check in & see if this might be of interest to you too?

Happy to share the approach, let me know.



Cheers,
Ian



BOOSTER MESSAGE EXAMPLE

(NAME),

I just realised I never heard back from you? Let me know if you would be interested in having a chat.

Cheers,
[your name]



Hi
(Name),



I just thought I'd follow up on that previous message as I didn't hear back from you



I understand you're no doubt busy so let me know your thoughts either way.



Thanks,
[your name]

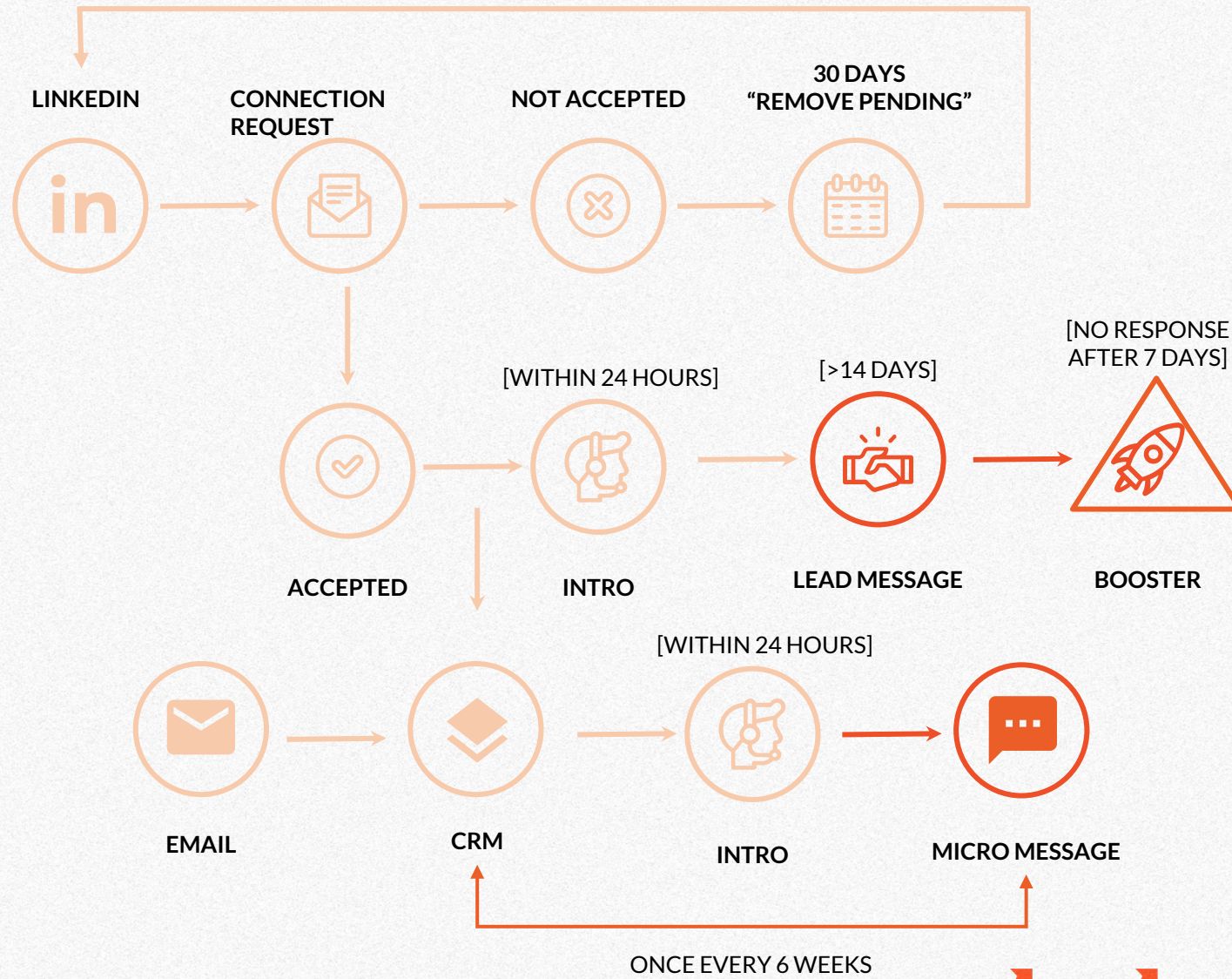
(NAME),

I hope you don't mind me reaching out again - thought I'd just float our conversation back to the top of your inbox in case you missed my last message?

[your name]

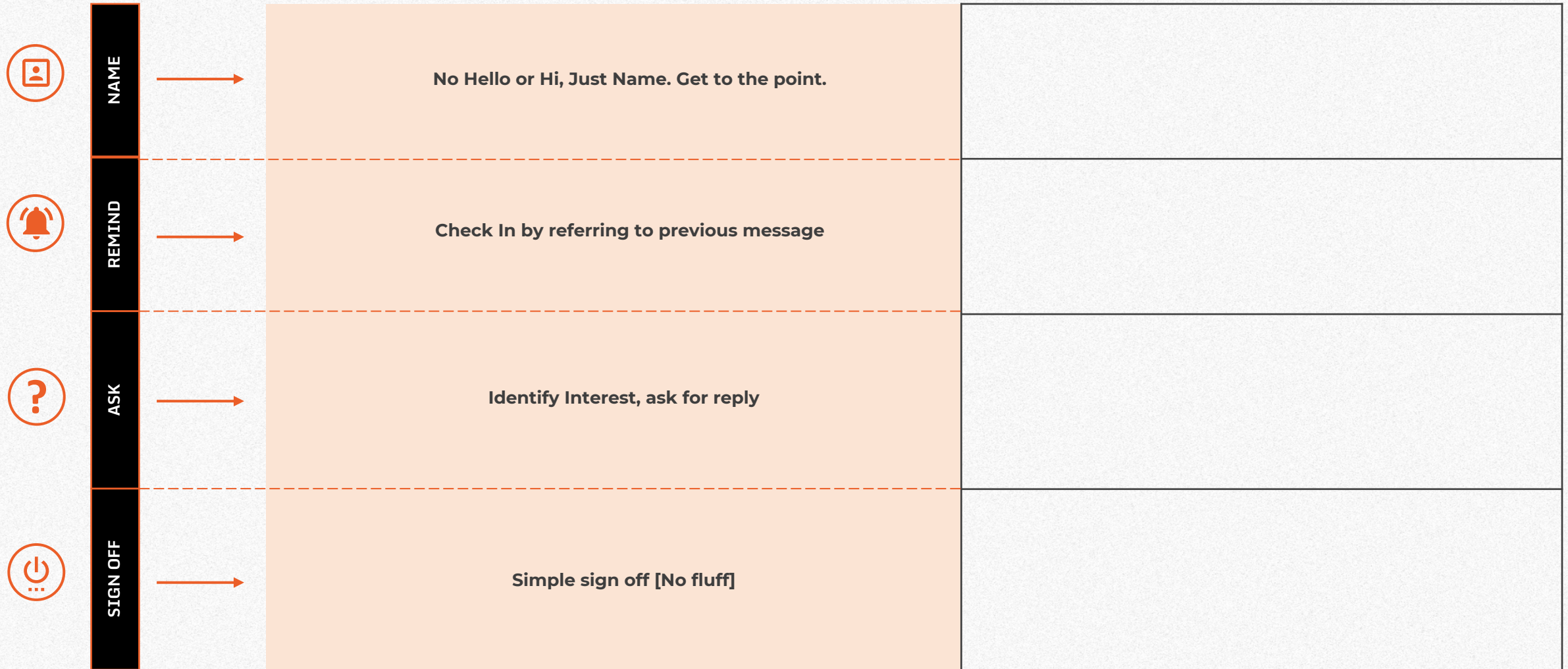


THE EMAIL ADVANTAGE - PART 2



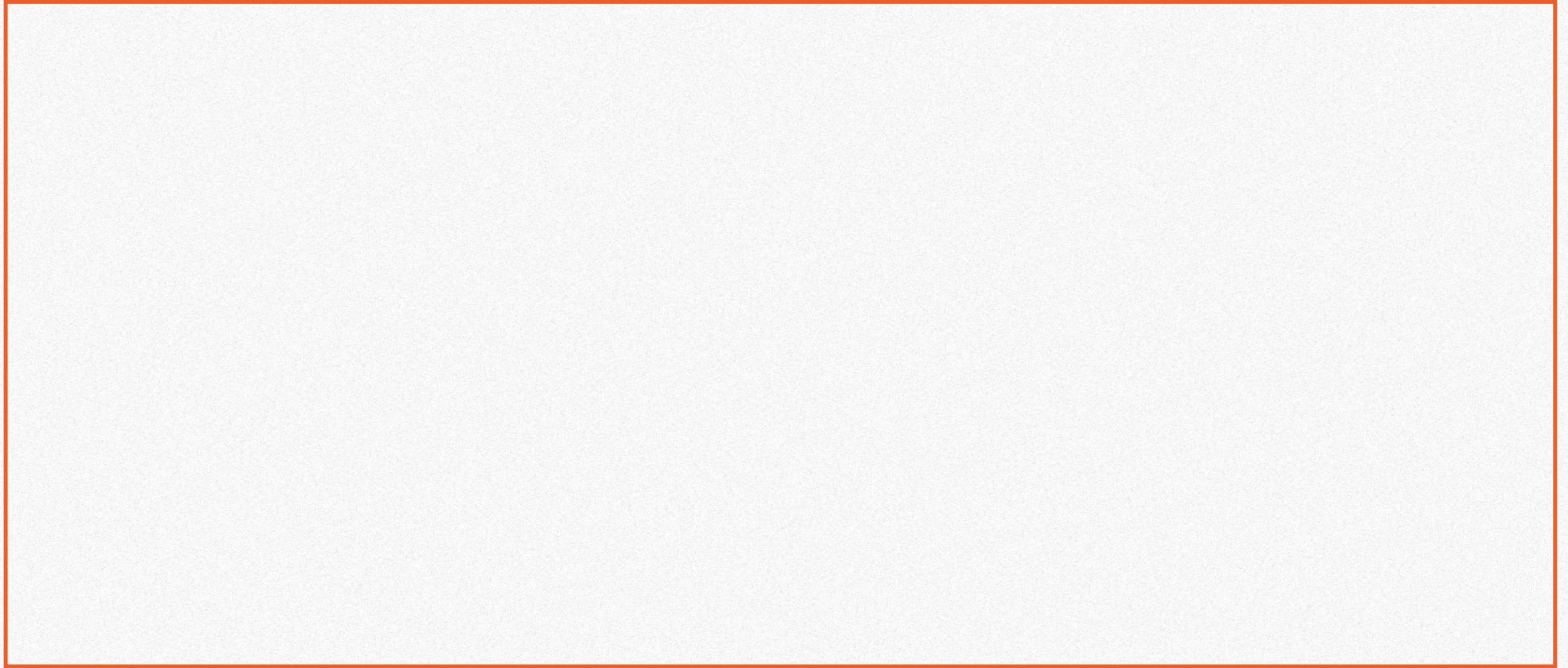


BUILDING A BOOSTER MESSAGE





EMAIL YOUR DATABASE WITH YOUR LEAD MESSAGE AT LEAST ONCE EVERY 6 WEEKS





TRANSITION TEMPLATE #1: CAN'T CALL

Sounds great.

**To make things easier here's a link to my calendar ==>
(Insert Calendar Link)**

Book a time that suits.

I'll keep this chat open, let me know how you go.

Thanks,



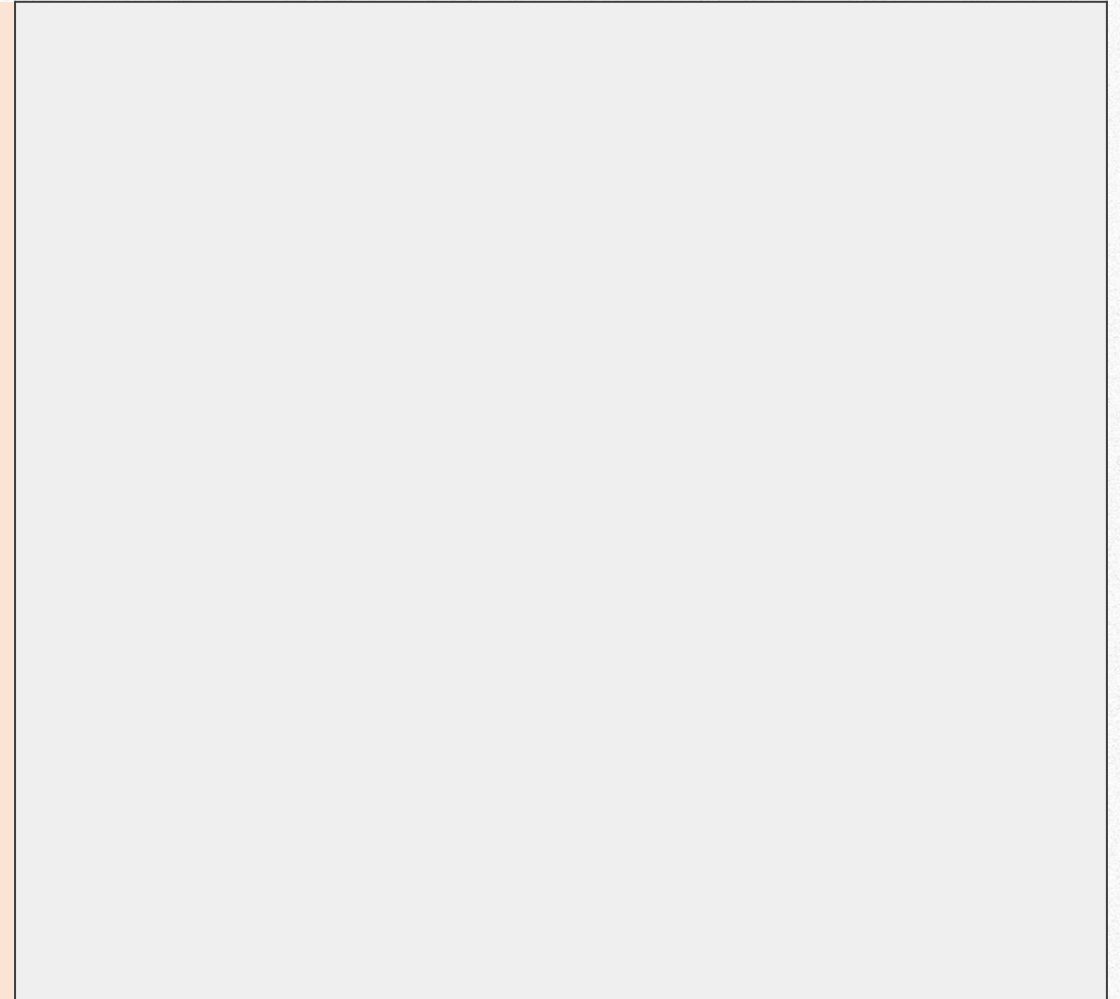
TRANSITION TEMPLATE #2: CALL TO CALENDAR

Hi (Name),

I just saw your reply to my LinkedIn message and was half way through a reply and thought rather than go back and forth I'd just pick up the phone, introduce myself and find out a little bit more about you and your business.

Is now a good time or (alternative) be better?

I saw you said you were interested in more information about (your product or service) and so I wanted to see 'if or how' I might be able to help just so I know I'm giving you the right information.



ACTIVITY STACKS

CORE OFFERS: 1.

2.

MONTHLY GOALS

WEEKLY GOALS

DAILY GOALS

LEAD MESSAGE	GOAL	ACTUAL	GOAL	ACTUAL	GOAL	ACTUAL
	400		100		20	
EMAIL DATABASE	4		1		1	
BOOSTER MESSAGE	200		550		10	