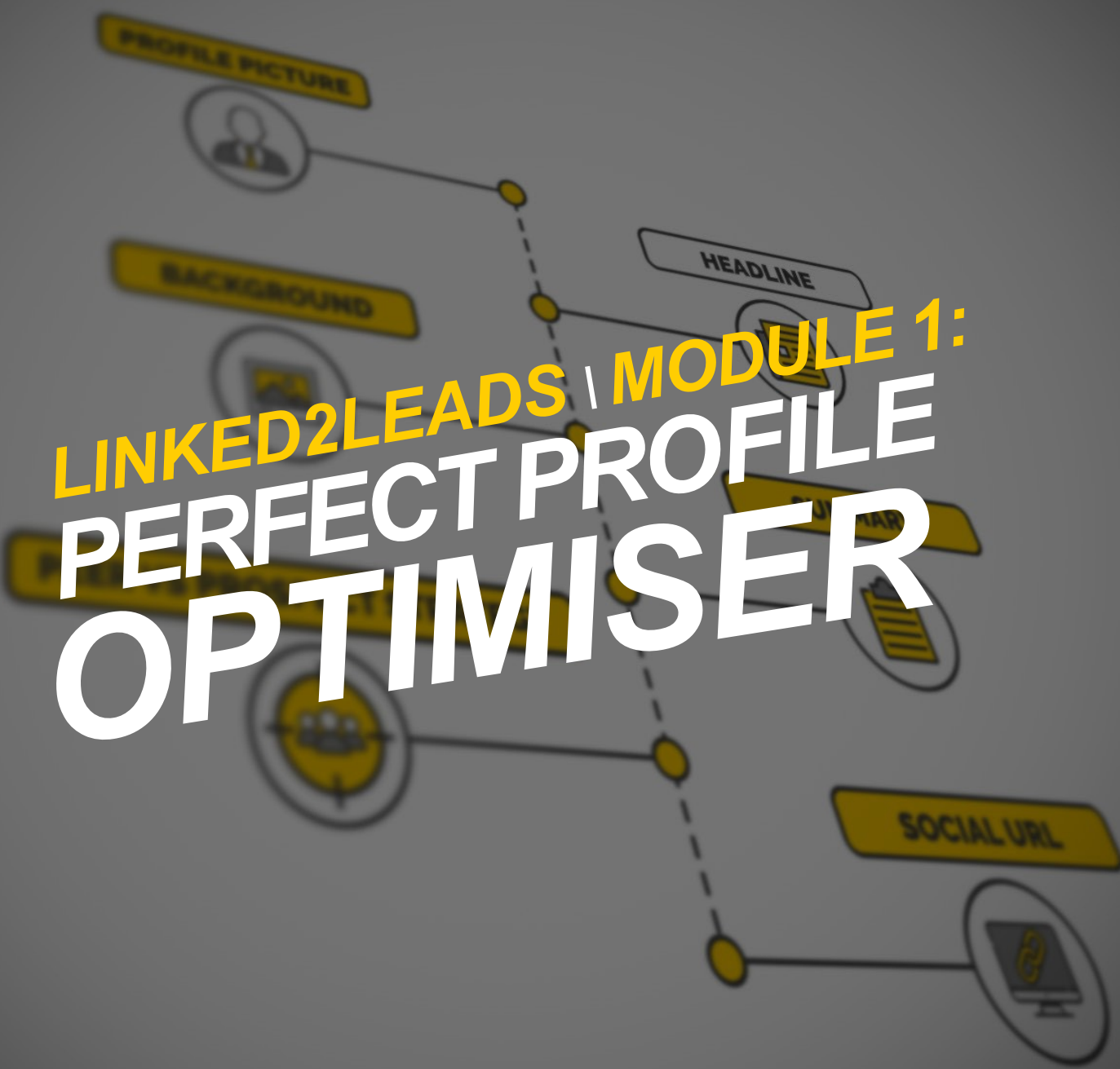


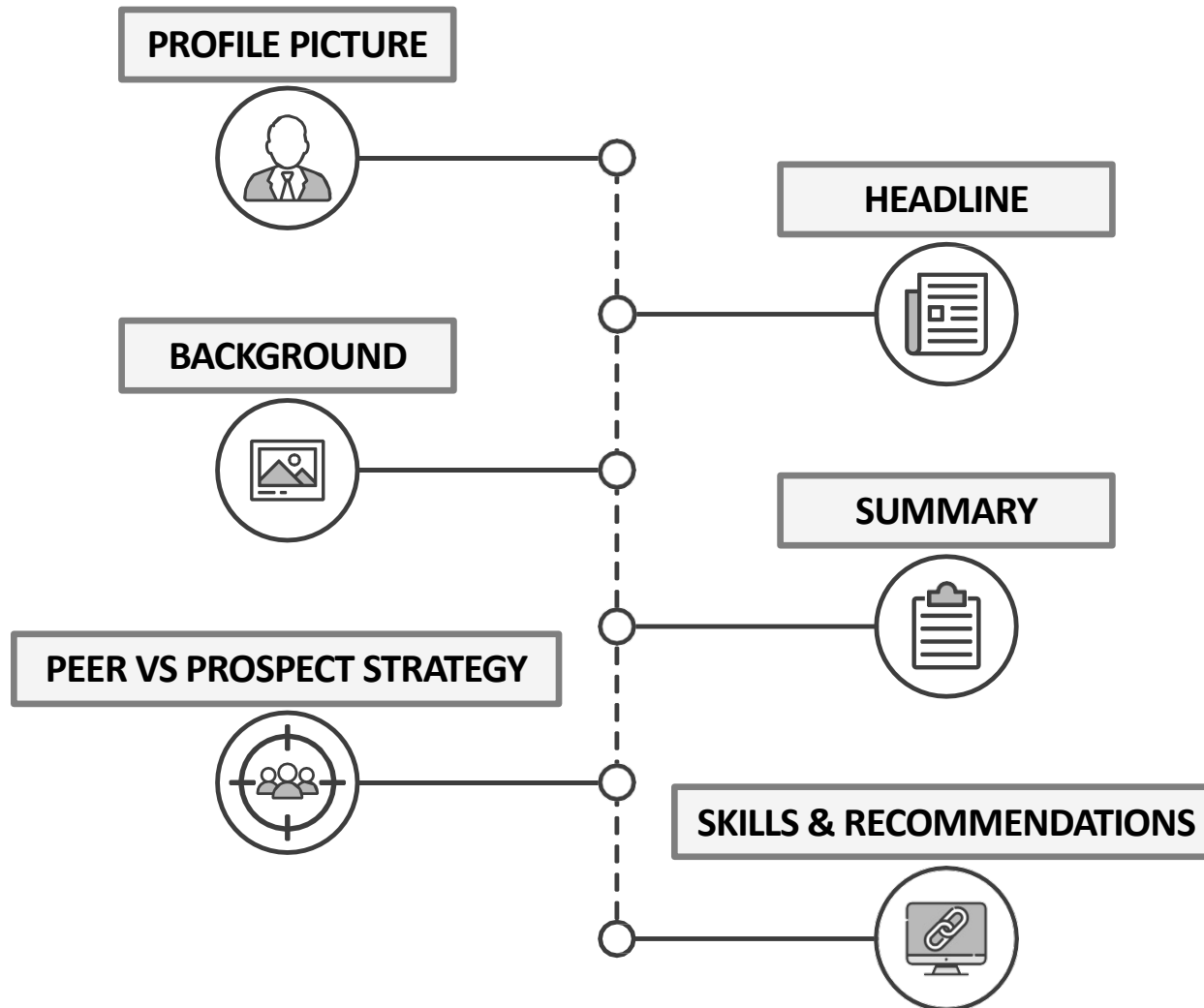
# LINKED2SALES





**LINKED2LEADS | MODULE 1:**  
**PERFECT PROFILE**  
**OPTIMISER**

# THE PERFECT PROFILE FRAMEWORK™



## THE PERFECT PROFILE FRAMEWORK™ | PROFILE PICTURE

### DO YOU HAVE A PROFESSIONAL PROFILE PHOTO?



#### KEY TIPS:

*NEVER use your company Logo as your profile picture*

*Choose a photo that actually looks like you.*

*Make sure your face takes up at least 60% of the frame.*

*Choose the right expression.*

*Wear what you'd wear to work.*

*Choose a background that isn't distracting.*



#### SAMPLE



#### CREATE YOUR OWN



## THE PERFECT PROFILE FRAMEWORK™ | HEADLINE

**WHAT IS THE BEST WAY TO DESCRIBE THE PROBLEM THAT YOU SOLVE - FOR WHO?  
120 CHARACTERS**

*Your Headline. It's your tagline, follows you around on LinkedIn and the first thing anyone on LinkedIn sees about you.  
If you need the format in a simple way it's: I help XYZ achieve XYZ by XYZ | Keywords*

### SAMPLE

 **Tony Goodwin**

I help organisations scale and grow by building their sales teams, processes and systems

York, England, United Kingdom · [Contact info](#)

### CREATE YOUR OWN



## THE PERFECT PROFILE FRAMEWORK™ | BACKGROUND

WHAT KEY WORDS WOULD BE MOST RELEVANT FOR YOU AND SHOULD BE USED ON YOUR BACKGROUND?

THE CORRECT SIZE FOR THE BACKGROUND IMAGE IS 1400 X 425 PIXELS - CANVA.COM

*Choose Key words that your target market would use if they wanted to search for a solution to their problem.*

*Please note corporate guidelines may apply*

### SAMPLE

- Sales Training
- Management and leadership training
- Strategy development
- Business development training
- Negotiation training
- Customer service training
- Coaching and mentoring
- Creating sales cultures

### CREATE YOUR OWN



## THE PERFECT PROFILE FRAMEWORK™ | SUMMARY

### WHAT QUESTIONS WILL YOU THROW IN YOUR SUMMARY? 2000 CHARACTERS

*You can use the simple format: About, free resources, call to action.*



PROFILE PICTURE



HEADLINE



BACKGROUND



SUMMARY



PEER VS PROSPECT



SKILLS &  
RECOMMENDATIONS

### SAMPLE

#### About

I work with ambitious organisations to grow and scale their businesses – by growing and scaling their sales and customer service teams. I've worked with everyone from solopreneur start-ups to multi-million pound multi nationals implementing sales strategies to consistently keep, attain, recapture and expand clients.

#### ► ON AN INFORMATION HUNT? 📍

Great! I have plenty of 📍 FREE RESOURCES 📍 that you can check out to see if this is something that can work in your business.

📍 Check out these resources to see if this sounds like something you want: <https://bit.ly/3z4c3DX>

#### ► WANT TO CHAT? 🗨️

If you are more of an ACTION TAKER, let's move a little faster...

Let's have a chat to see IF or HOW you can put us to work in your business.

Apply here and give me some details about your business: <https://bit.ly/3z2ZlQt> and we can jump on a call.

### CREATE YOUR OWN

## THE PERFECT PROFILE FRAMEWORK™ | PEER VS PROSPECT STRATEGY

**PEERS / PROSPECTS - WHO ARE YOUR IDEAL PROSPECTS YOU SHOULD BE CONNECTING TO?**

*Surround yourself with people you would want to do business with, not people who are your peers.*

### SAMPLE

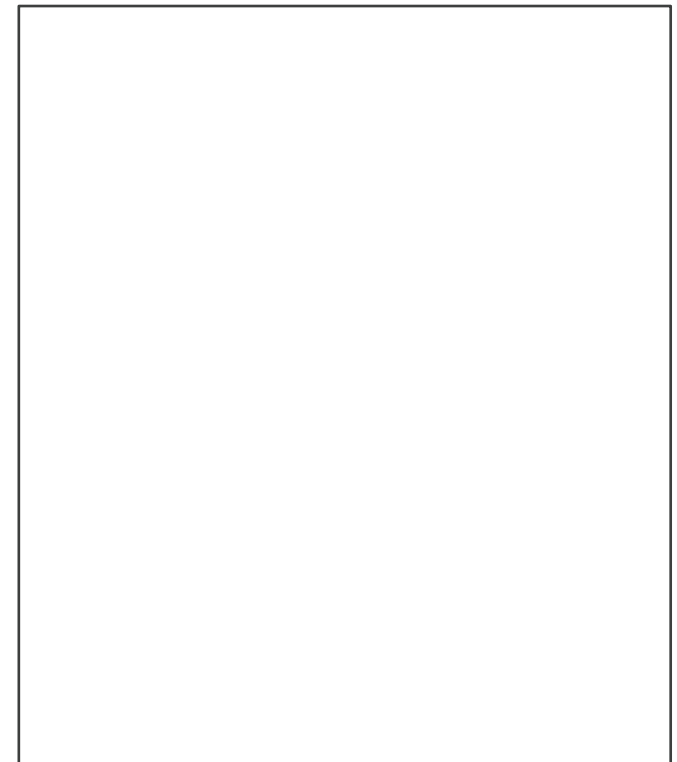
People ▾ Australia ▾ 1st ▾ Current companies ▾ All Filters Clear ?

UK Pension Transfer Test - Take a 3-minute eligibility test now, immediate results. Not St.

Showing 249 results

- Nicholas Grives** • 1st  
CEO at Fixarim Pty Ltd  
Brisbane, Australia  
Current: CEO at FIXARIM Pty Ltd  
91 shared connections
- Simon Moore** • 1st  
President and CEO at Squire Mining LTD  
Queensland, Australia  
Current: President and CEO at Squire Mining Limited  
120 shared connections
- Ian Perkins** • 1st  
Director at Blurb Consulting  
Brisbane, Australia  
Current: CEO & Chief Strategic Advisor at Blurb Consulting  
115 shared connections
- Richard Lindner** • 1st  
Chief Executive Officer at YUPI  
Brisbane, Australia  
226 shared connections
- Dr. Mike Gosling** • 1st  
Leader in Emotion Management - Executive & Relationship Coach  
Brisbane, Australia  
Current: CEO and Founder, Executive Coach & Trainer at Gosling International  
64 shared connections
- Peter O'Neill** • 1st  
Owner - Lextar Consulting  
Brisbane, Australia  
58 shared connections

### CREATE YOUR OWN





## THE PERFECT PROFILE FRAMEWORK™ | SKILLS & RECOMMENDATIONS

**SKILL ENDORSEMENTS ARE A POWERFUL CREDIBILITY BUILDER.  
WHAT SKILLS WOULD YOU LIKE TO BE ENDORSED FOR?**

*Select up to 20 skills and put them in the order you want to be ranked for*

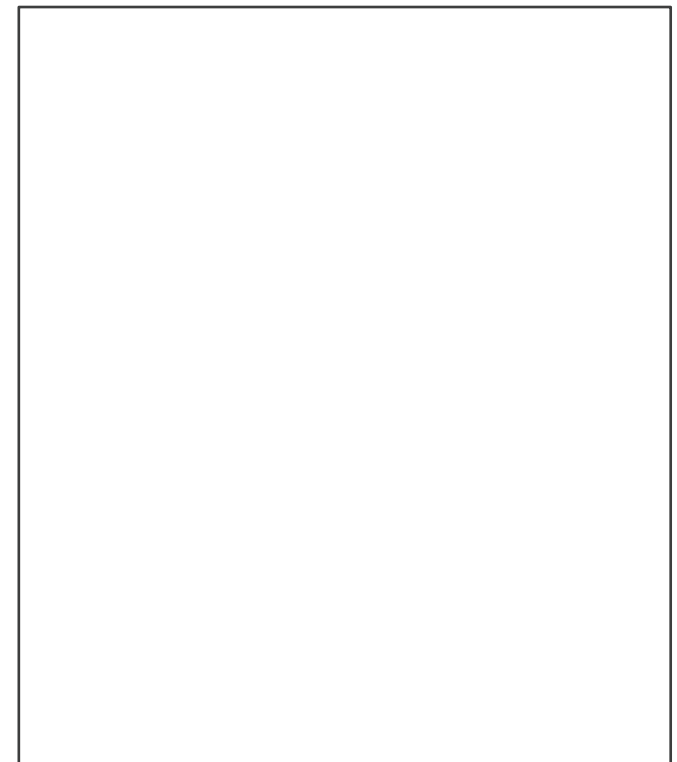


### SAMPLE

A screenshot of a LinkedIn profile's "Skills" section. At the top, there is a back arrow, the word "Skills", a "Demonstrate skills" button, and a plus sign. Below this are two filter tabs: "All" (selected) and "Interpersonal Skills". The main content lists several skills with their respective endorsement counts and details:

- Sales**: 30 endorsements
- Sales Management**: 13 endorsements. Endorsed by Martin Hall and 1 other who is highly skilled at this.
- Business Strategy**: 49 endorsements. Endorsed by Michael Cotler and 1 other who is highly skilled at this. Endorsed by 3 colleagues at Sandler.
- New Business Development**: 62 endorsements.

### CREATE YOUR OWN



## THE PERFECT PROFILE FRAMEWORK™ | SKILLS & RECOMMENDATIONS

**RECOMMENDATIONS ARE THE ULTIMATE CREDIBILITY BUILDER AND PROVIDE 'SOCIAL PROOF' TO YOUR PROSPECTS.**

*Request recommendations from colleagues and clients.*



### SAMPLE

**Recommendations**

Received Given

**Paul Alexander Carr Pickering** · 1st  
 Providing sustainable, natural solid format solutions for personal care, haircare & beauty brands. Shampoo & conditioner bars, facial cleansing bars, baby bars & soaps. Brand or manufacturer we can help.  
 October 7, 2021, Paul Alexander Carr was ✔ Tony's client

Tony is an infectious business coach and extremely inspiring. Many of these coaching and mentoring businesses are delivered by uninspiring, failed leaders living on past merits but with Tony the experience is totally different. ...see more

**Neil Turnbull** 👤 · 1st  
 UK Sales Manager at Metal Work UK Ltd  
 August 27, 2021, Neil was ✔ Tony's client

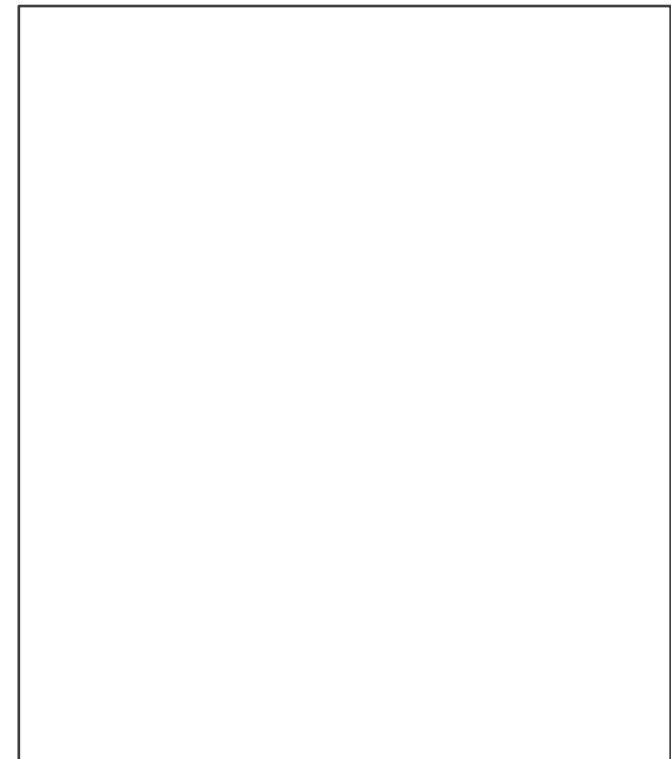
The Sandler training course ran by Tony and backed up with continual weekly support by Nigel Thomason for our team has proven to be the best investment we have made as a business in a long time. ...see more

**Neil Latcham** · 1st  
 Sales Director, Tomrods Ltd  
 August 26, 2021, Neil was ✔ Tony's client

We have worked with Tony for a number of years to successfully develop our business selling systems and would highly recommend his services. Working closely with both management and the individual team members, Tony has gained a true understanding of our business, it's markets along with the challenges and opportunities it presents. This personal approach along with good humoured ...see more

Show all 33 received →

### LIST 10 TO ASK FOR A RECOMMENDATION



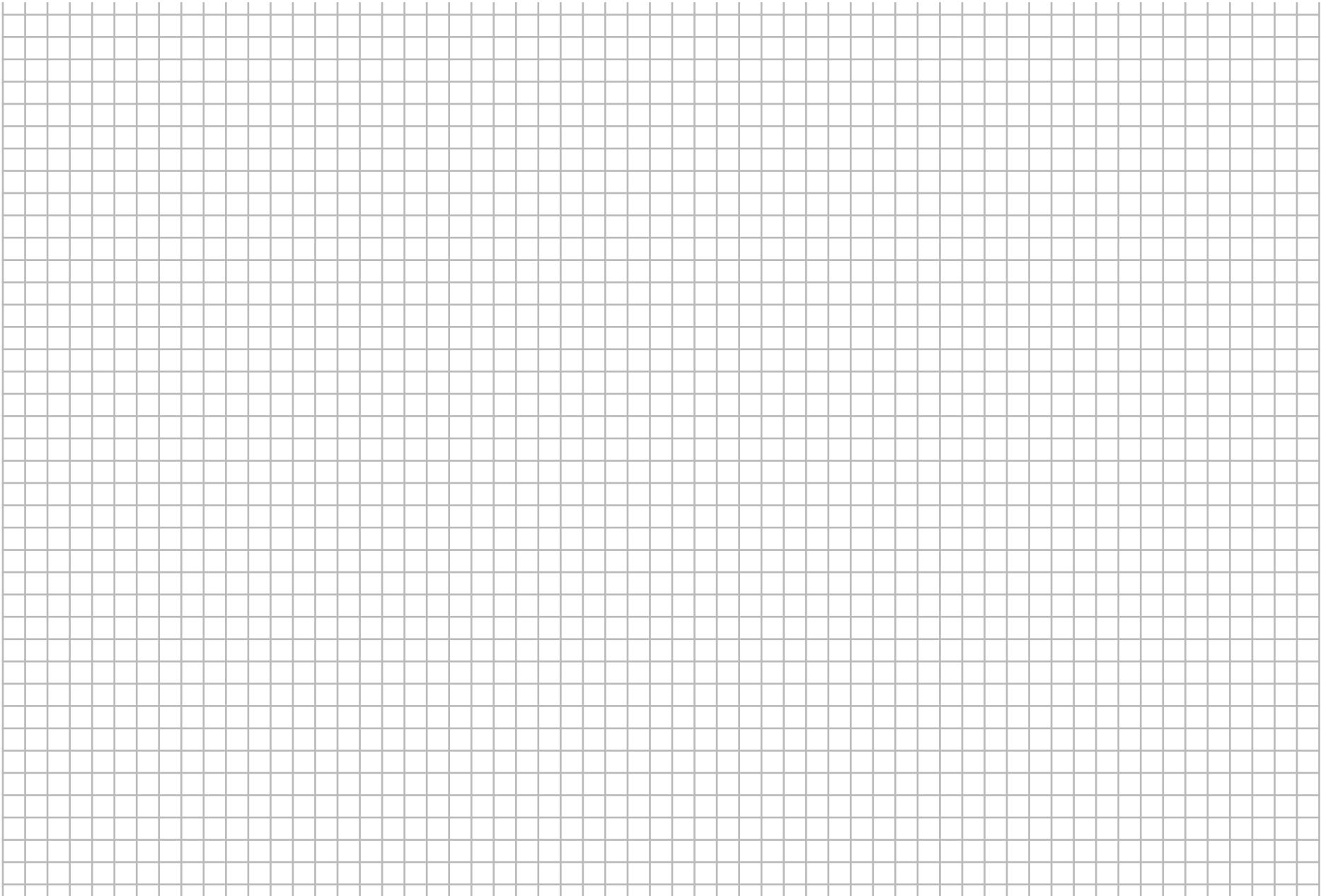
## THE PERFECT PROFILE FRAMEWORK™ | CHECKLIST



## USE THE FOLLOWING CHECK LIST TO PERFECT YOUR PROFILE

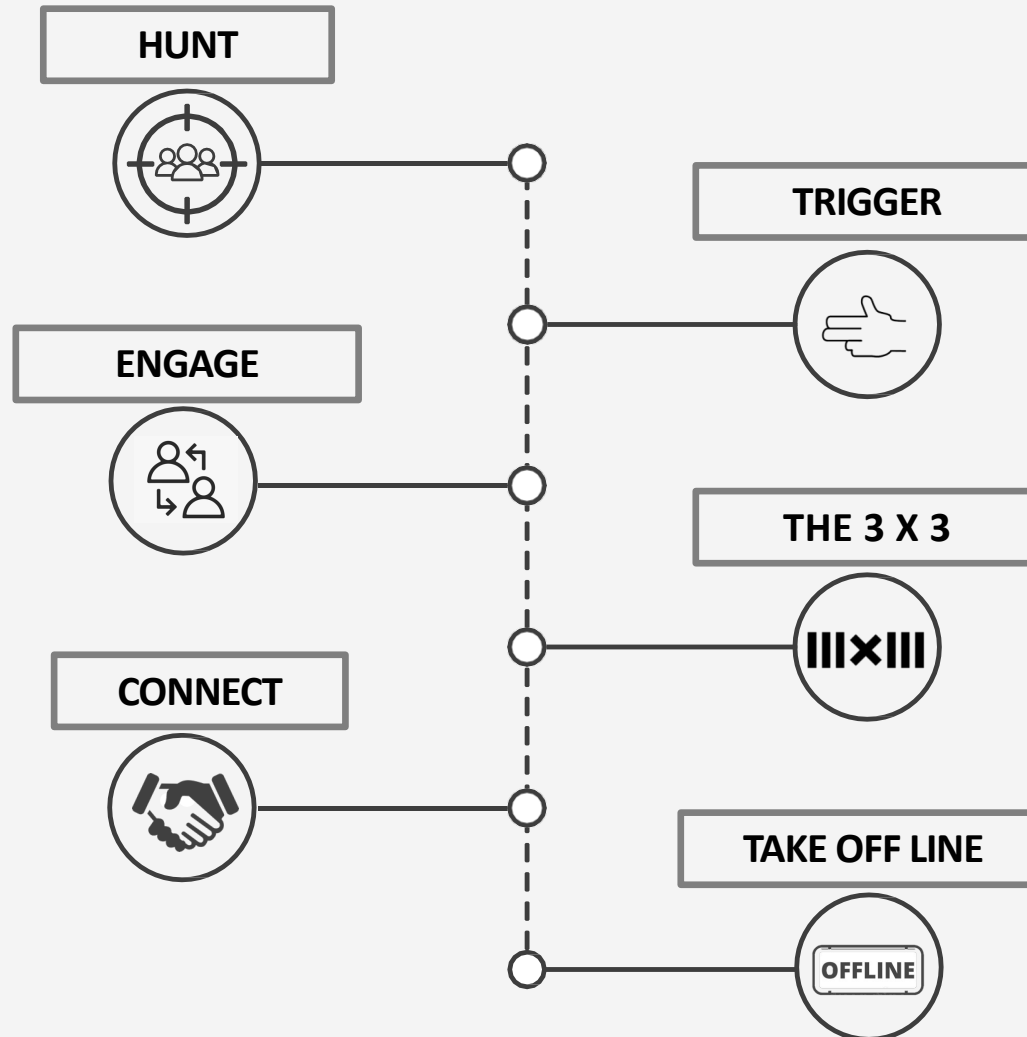
*Check your Social Selling Index score before and after you complete your profile  
<https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>*

- YOU HAVE A PROFESSIONAL HEADSHOT AS YOUR PROFILE PICTURE
- YOU HAVE A COMPELLING LINKEDIN HEADLINE
- YOU HAVE A CUSTOM COVER PHOTO
- YOU HAVE A PROSECT FOCUSED SUMMARY SECTION
- YOUR CURRENT WORK EXPERIENCE DESCRIBES WHAT YOU DO
- YOU HAVE ADDED MEDIA TO YOUR PROFILE (PDF, VIDEO ETC)
- YOU HAVE ADDED AT LEAST TEN SKILLS TO THE SKILLS SECTION
- YOU HAVE REQUESTED RECOMMENDATIONS FROM PEOPLE YOU'VE WORKED WITH
- USE THE LINKEDIN SOCIAL SELLING INDEX TO SCORE YOUR PROFILE

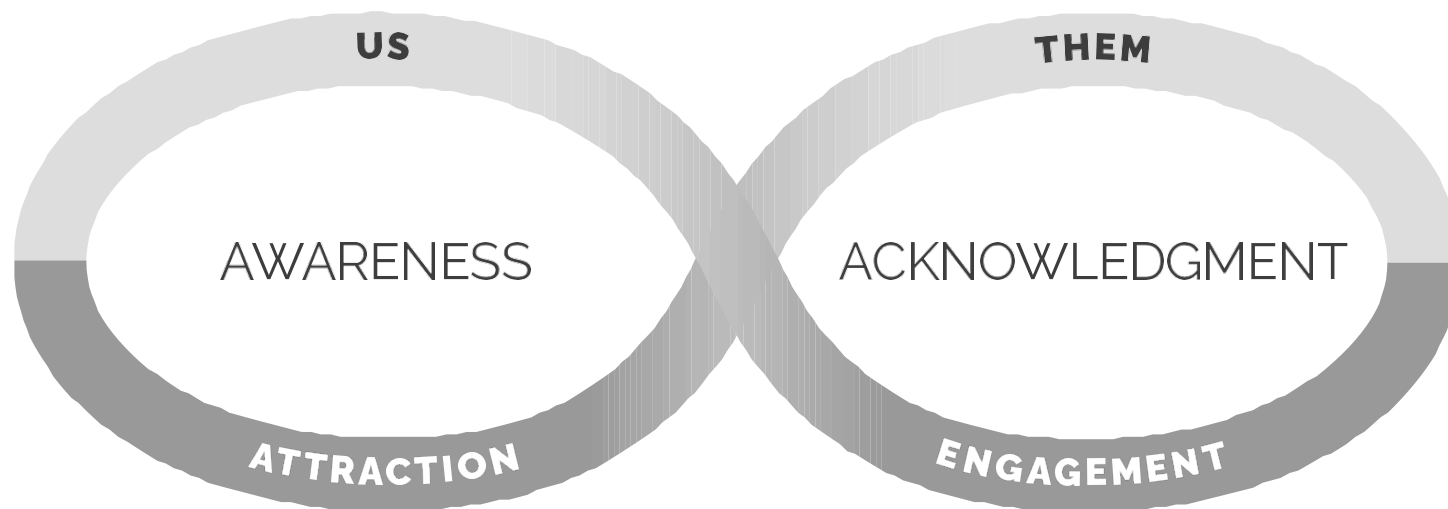


**LINKED2LEADS | MODULE 2:**  
**FIND AND ENGAGE**  
**BUYERS**

# THE FIND & ENGAGE FRAMEWORK™



# THE ATTENTION & ATTRACTION LOOP™



## THE FIND & ENGAGE FRAMEWORK™ | HUNT

### DO YOU HAVE A CLEARLY DEFINED TARGET?



#### KEY TIPS:

- Use the advanced filters*
- Search the company*
- Search individuals*
- Search 'people also viewed'*
- Don't connect yet!*

#### SAMPLE

- 1** Enter your keywords in the search bar and run the search
- 2** On the search results page, click the All Filters button and select the categories you want to search within
- 3** If you want to filter by location, click the Locations section and enter the area, city or country in the pop-up window. You can add multiple locations in the same search
- 4** Click apply and LinkedIn will start generating your results

#### CREATE YOUR OWN SEARCH







## THE FIND & ENGAGE FRAMEWORK™ | TRIGGERS

### TRIGGERS TO LOOK FOR IN ORDER TO ENGAGE

Profile viewed	LinkedIn blog post is shared by a contact	You received a recommendation
Invitation to connect	Comment or Like on your LinkedIn blog post by a contact	You have an opportunity to ask for a recommendation from a contact
Your invitation to connect is accepted	LinkedIn update is liked by contact	You are invited to join a LinkedIn group
Contact's job change	LinkedIn update shared by contact	A shared group member reaches out to you
Contact gets promoted	LinkedIn update is commented on by your contact	You receive an InMail or a message
Contact's birthday	Group post is liked	2 <sup>nd</sup> or 3 <sup>rd</sup> degree connection likes a post
Contact's work anniversary	Group post is shared	2 <sup>nd</sup> or 3 <sup>rd</sup> degree connection comments on a post
Contact is mentioned in news	Group post is commented on	2 <sup>nd</sup> or 3 <sup>rd</sup> degree shares a LinkedIn update post
Contact updates their profile photo, summary, etc.	Group member makes a comment in a group	Your contact writes a blog/ post
LinkedIn blog post is liked by a contact	You're endorsed for a skill	LinkedIn's People You May Know feature presents a contact which is connected to someone in your network



## THE FIND & ENGAGE FRAMEWORK™ | ENGAGEMENT GRID

### KEY WAYS TO ENGAGE WITH PROSPECTS

ENDORSEMENTS	LIKES	ARTICLE POST	IMAGE POST
POST COMMENTS	STATUS UPDATES	VIDEO POSTS	SHARE POSTS
GROUP FIND & ENGAGE	BLOG POST	IMAGE POST	GROUP INVITES



# 6 MESSAGE MATRIX™

PERSONAL

## PERSONAL BELIEF



In [#business](#) sometimes people come into your life for a moment, a day, or a lifetime.

It really doesn't matter how long they spend with you... what matters is how you impacted each other's lives during the time you had. 📌

As a busy business owner, it's easy to forget your purpose when you strive for profits...

It's easy to take what you do for granted...

...and it's easy to stop valuing the real impact you can have on people and the real value you offer.

But gratitude can change the course of someone's life with a word, idea or action.



Starting the week: [#Grateful](#). Have a ripper week!



## GOOD/BAD EXPERIENCE



MY DAILY BATTLE WITH RESISTANCE - can you relate?



23 Likes · 1 Comment · 948 Views

## PROFESSIONAL LIFESTYLE



Date Night is non-negotiable! ❤️

Don't let your business be the reason why you can't do things... make it the reason why you can, and share the benefits of doing good business with the ones you love and who support you.

[#FridayDateNight](#) [#DateYourWife](#)

PROFESSIONAL

## RESULT/CASE STUDY



### How To 10x Your ROI

There are no guarantees in business...

But if you have the right strategy, backed by a proven marketing system, then you're working smarter - not harder.

It just makes sense. See Less

12

2 Shares · 11K Views

## DEMONSTRATION OR WALKTHROUGH



To kick off the 2018, I'll share to you the three core elements that help drive more [#Business](#) from [#LinkedIn](#) that we at The Influencer Project use and have had success with.

Questions or comments? Post below and let's discuss! 📌



21 Likes · 1,213 Views

## INVITATION (CTA)

*P.S. Whenever you're ready... here are 4 ways I can help you grow your business with LinkedIn:*

1. *Join Us Inside Our [Pivotal Free Private Training](#): We'll show you the profile optimization secrets and how to connect with prospects, engage with and convert new clients, and amplify your business on LinkedIn. - [Click Here](#)*
2. *Join the Influencer Boardroom and connect with other advisors and consultants who are scaling too. It's our new Facebook community where smart advisors and consultants learn to generate more purpose, profit and power. - [Click Here](#)*
3. *Join Our [Implementation Program](#) and be a Case Study: I'm putting together a new consulting case study group inside The Influencer Project this month... stay tuned for details. If you'd like to work with me on your client getting and business growth plans using LinkedIn... just send me a message and put "Case Study" in it and I'll get you more info.*
4. *Work with me and my team privately. If you'd like to work directly with me and my team to take you from 6 to 7 figures and level things up... just reply to this message and put "Private" in the first line... tell me a little about your business and what you'd like to work on together, and I'll get you all the details.*

# 6 MESSAGE MATRIX™

CREATE YOUR OWN

PERSONAL	PERSONAL BELIEF	GOOD/BAD EXPERIENCE	PROFESSIONAL LIFESTYLE
	RESULT/ CASE STUDY	DEMONSTRATION OR WALKTHROUGH	INVITATION (CTA)
PROFESSIONAL			

## THE FIND & ENGAGE FRAMEWORK™ | THE 3 X 3

### HOW WILL YOU ENGAGE DIRECTLY WITH THE PROSPECT?



**KEY TIPS:**

*Review a prospect's profile*

*Use the 3 x 3 strategy*

*Find 3 things in 3 minutes that you can use to find insights to connect with*

*Look at their summary section, activities and posts, interest and languages*

### TRY YOUR OWN 3 X 3



HUNT



TRIGGER



ENGAGE



THE 3 X 3



CONNECT



TAKE OFFLINE

