

Unlock the Power of LinkedIn Networking

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1

Get the Most Out of Our Session Today



2

What to Expect

- 60 minutes
- Rapid fire
- Q&A
- Recorded



3

Today's Objective

- The Numbers: Does LinkedIn even make sense?
- LinkedIn Messaging: Discover the art of sending engaging and value-driven messages that spark conversations and build relationships.
- Voice Notes: Explore the power of voice notes to add a personal touch and make a lasting impression on your prospects.
- Video: Use video for greater differentiation and connection

4

Why LinkedIn for Prospecting

LinkedIn offers a powerful platform for prospecting, allowing you to directly engage with your target audience, build relationships, and uncover valuable insights about their needs and pain points.

By leveraging this professional network, you can effectively identify and connect with potential clients or partners.




5

Poll

- Who uses LinkedIn for prospecting?
- Who uses LinkedIn for prospecting daily?



6




Potential Outcomes and Importance of Tracking

- 1 Increased Leads**
 Effective LinkedIn prospecting can generate a steady stream of qualified leads, expanding your sales pipeline.
- 2 Improved Conversion Rates**
 By understanding and addressing your target's pain points, you can craft more personalized outreach, leading to higher conversion rates.
- 3 Measurable Growth**
 Tracking your prospecting efforts and results allows you to optimize your strategies and measure the impact on your business.

7

Understanding Your Target's Pain Points

- 1 Identify Challenges**
 Thoroughly research your target's industry, role, and current challenges to gain a deeper understanding of their pain points.
- 2 Empathize and Relate**
 Demonstrate that you genuinely understand and can empathize with your target's unique struggles and concerns.
- 3 Offer Tailored Solutions**
 Propose solutions that directly address your target's pain points, positioning your offering as the ideal fit for their needs.



8

Crafting Connection Requests That Get Accepted

Personalized Messages

Personalize your connection requests by referencing shared interests, mutual connections, or specific details about the recipient's background or professional journey. But make it short.

Blank Requests

While a personalized message is preferred, a well-crafted blank request can also be effective, as it may appear more casual and less intrusive.

Split Testing

Experiment with different approaches to see which type of connection request performs better in terms of acceptance rates and subsequent engagement.

9

The Maths – Per Week

Stage	Average Percentage	Actual Number (out of 100)
1. Connection Requests Sent	100%	100
2. Connection Requests Accepted	38%	38
3. Initial Message Response Rate	20%	7.6
4. Meeting Conversion Rate	15%	1.14

Stage	Average Percentage (Personalized)	Actual Number (out of 100)
1. Connection Requests Sent	100%	100
2. Connection Requests Accepted	33%	33
3. Initial Message Response Rate	30%	9.9
4. Meeting Conversion Rate	15%	1.5

10

Engaging LinkedIn Messaging

Personalization

Craft personalized messages that demonstrate your understanding of the recipient's needs and interests, building a genuine connection.

Consistency

Maintain a consistent tone and messaging style across your outreach to establish a professional and trustworthy brand image.

Value Proposition

Clearly articulate the value your product or service can provide, focusing on how it can solve the recipient's pain points.

Call-to-Action

Include a clear and compelling call-to-action, encouraging the recipient to take the next step in the sales process.



11

Using Voice Notes for Personalization



Authenticity

Voice notes add a personal touch, allowing you to convey your sincerity and build a stronger connection with the recipient.



Engagement

Voice notes can capture the recipient's attention and encourage them to actively listen to your message.

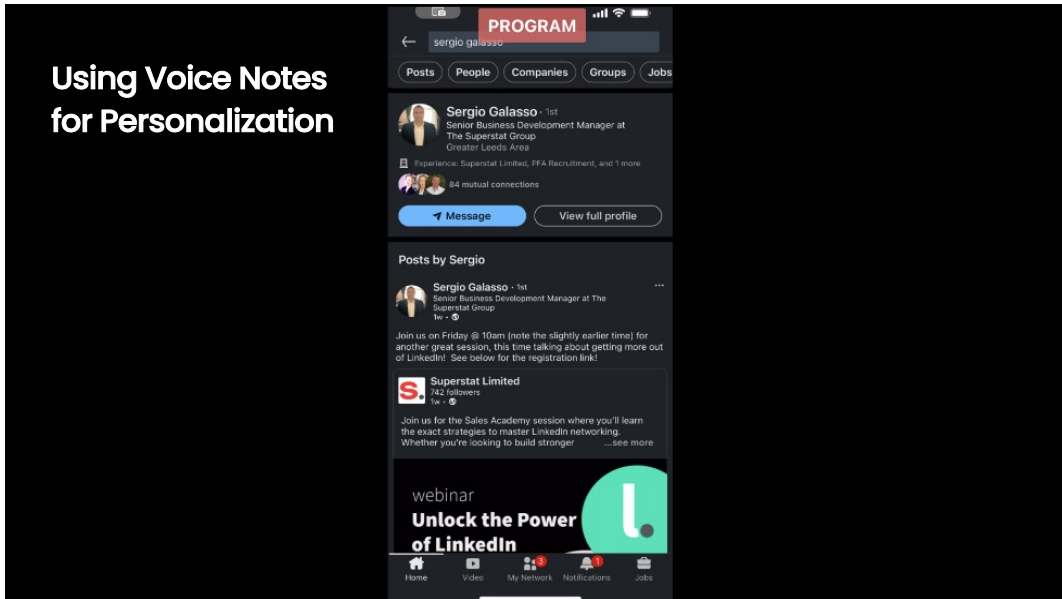


Differentiation

Using voice notes can help your outreach stand out in a sea of text-based messages, making it more memorable.



12



13


Using Video for Personalization

- 1 Personalization**

Video messages allow you to showcase your personality, build rapport, and create a more personal connection.
- 2 Authenticity**

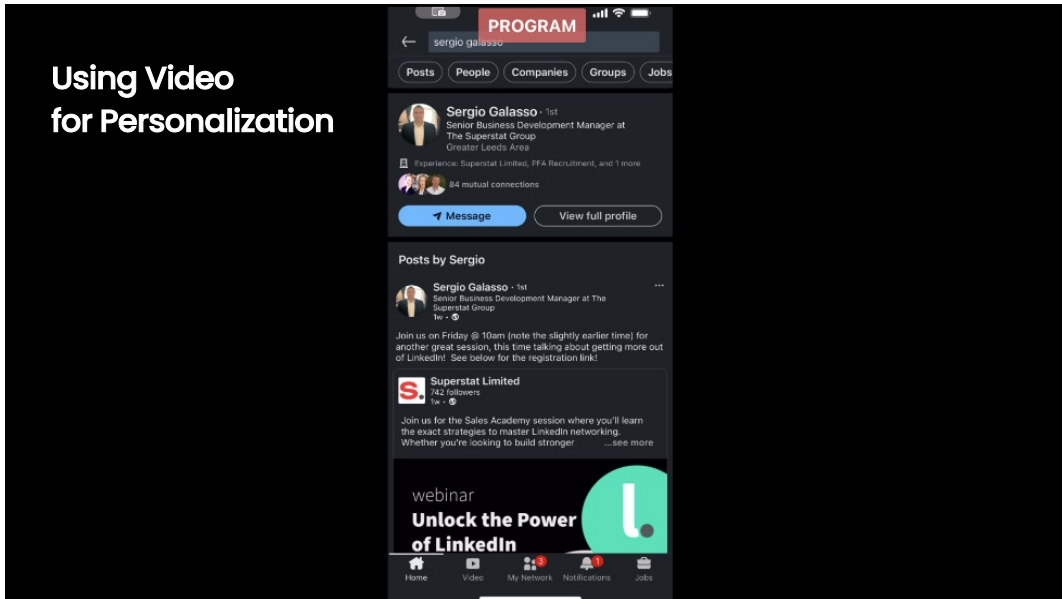
By appearing on camera, you can convey your sincerity and demonstrate your commitment to the recipient.
- 3 Engagement**

Videos tend to have higher engagement rates compared to text-based messages, capturing the recipient's attention.



The image features a woman with long brown hair, wearing a blue blazer over a light blue shirt. She is smiling and looking towards the right, holding a black smartphone in her hands. The background is dark and out of focus.

14



15

Q&A and Best Practices

Consistency	Maintain a consistent brand voice and messaging across all your LinkedIn outreach efforts.
Timing	Be mindful of the recipient's work load and optimal times to reach out for better engagement.
Personalization	Tailor your approach to each individual, addressing their unique needs and pain points.
Patience	Building relationships on LinkedIn takes time, so be persistent and patient in your outreach.

16

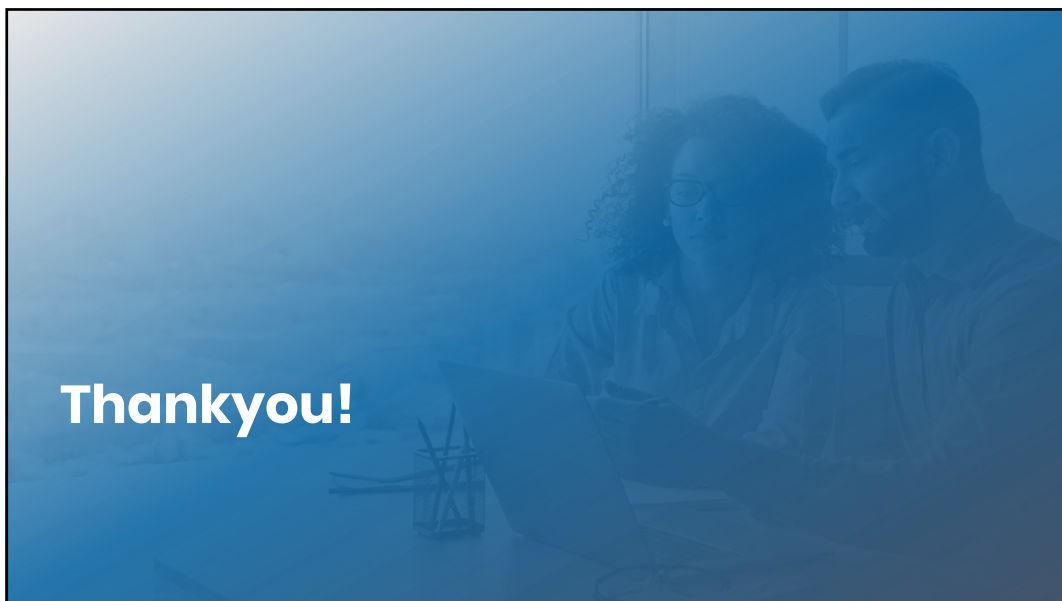


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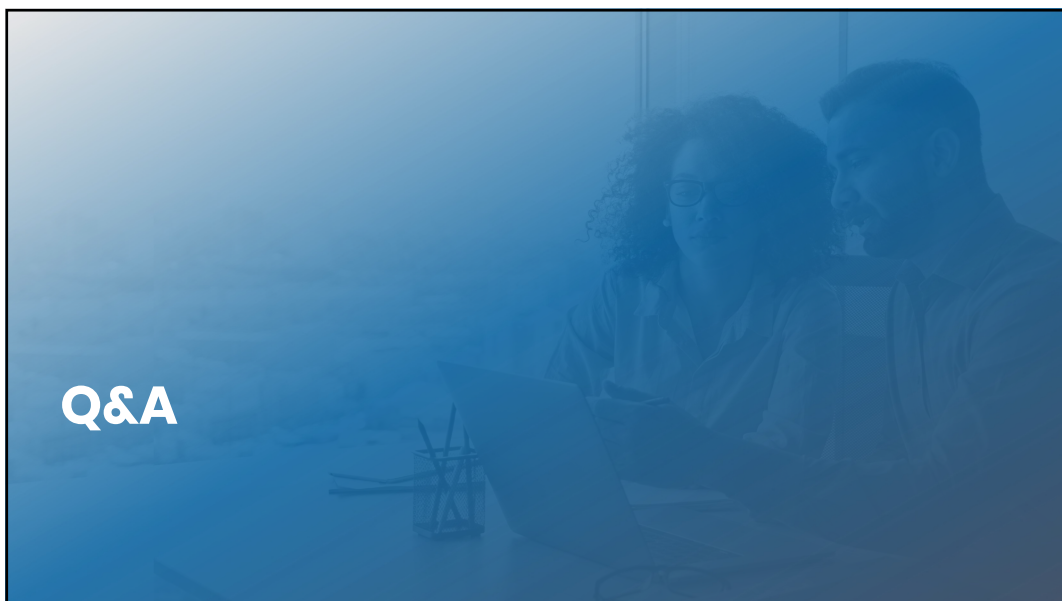
Summary

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18



19



20