

From Hi To Hired:

The *Win At LinkedIn* Messaging Guide

for turning new connections into clients

Hi there, my name's Jonny Rose – and I'm the Head Coach at *Win At LinkedIn*.



Yes, that's me looking very pleased with myself after being invited to meet the Prime Minister of Great Britain, at 10 Downing Street.

But that's another story for another day.

Today, I want to talk about LinkedIn – and how this document is going to get you on the path to generating more sales appointments.

I've spent over seven years using LinkedIn to find leads, nurture prospects and close deals.

It's how Idio grew from a student startup in an Exeter basement to a multi-national technology company with client brands such as JP Morgan, Dell, Diageo and AllianceBernstein.



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It's how my not-for-profit organisation Croydon Tech City was able to grow from a community of 20 ppl to over six thousand venture capitalists, entrepreneurs, software developers and creatives; and change my South London hometown into the UK's fastest-growing economy.

It's how I ended up with regular by-lines in The Guardian, City AM and The Economist and a podcast ("In The Know") where I interview C-Level executives at The Telegraph, Zurich North America, UBM and more.



Why LinkedIn?

As an entrepreneur, freelancer or sales rep that is selling a high-value product or service – you need to be active on LinkedIn.

LinkedIn is home to over *500 million professionals*, of which 49% are “senior decision-makers”: y’know the economic buyers within an organisation that actually have the clout to make a high-value purchase.

Imagine that: 500 million people *just sitting there* ready to learn about *your* product or service. A captive audience *with money*.

Compare that to all the other ways you’ve been using to find new clients: networking events (no guarantee that anyone useful is in the room), SEO (takes ages to see results), blogging (there’s too much content to compete against), Facebook (you have to pay to get reach now), Twitter

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(no ability to target professionals), email marketing (GDPR is going to nuke your database), etc. Meanwhile, LinkedIn is by far the easiest way to win new business online FOR FREE.

Furthermore, LinkedIn is often people's first impression of you whether you like it or not. When someone Googles you or your company, invariably your LinkedIn profile appears higher in the search results than your website or blog. Try it now: Google your name and see what appears highest.....it's your LinkedIn page!

Inside From Hi To Hired

There's no great mystery to winning at LinkedIn: all it takes is understanding the nuances of "social selling", appreciating the functions of the platform, and applying strategies that work (i.e. the secret sauce that [I teach my students](#)) to find leads, nurture prospects and close deals.

This document shows a few of the successful messaging cadences you should be using to nurture new connections on LinkedIn. I know and have used many variations; but these are a *great start*.

This document has been written with high-value service providers (consultants, agencies, freelancers) in mind, i.e. anyone who is selling their expertise or time.

The character in the messaging examples below is "Jonathan", a blogger who writes articles to attract people to his site where he sells courses and consultancy to teach others how to blog.

But it could easily be "Joanna", the digital marketing consultant that is looking for new local SME clients, or "Terry", the web designer who exclusively serves clients in the automotive sector.

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N.B. If you are NOT selling a service, but are instead selling a high-value enterprise product (e.g. SaaS software) you may well find that you will need to modify this messaging approach. Or, better yet, **[[get in touch with me directly]]** to learn my exact strategies for selling high-value products to senior executives in large, complex organisations & B2B environments.

Happy selling!

Jonny Rose

Founder, Win At LinkedIn

“Let’s coach you to £1m ARR with LinkedIn”

<https://www.winatlinkedin.com/free-linkedin-training>

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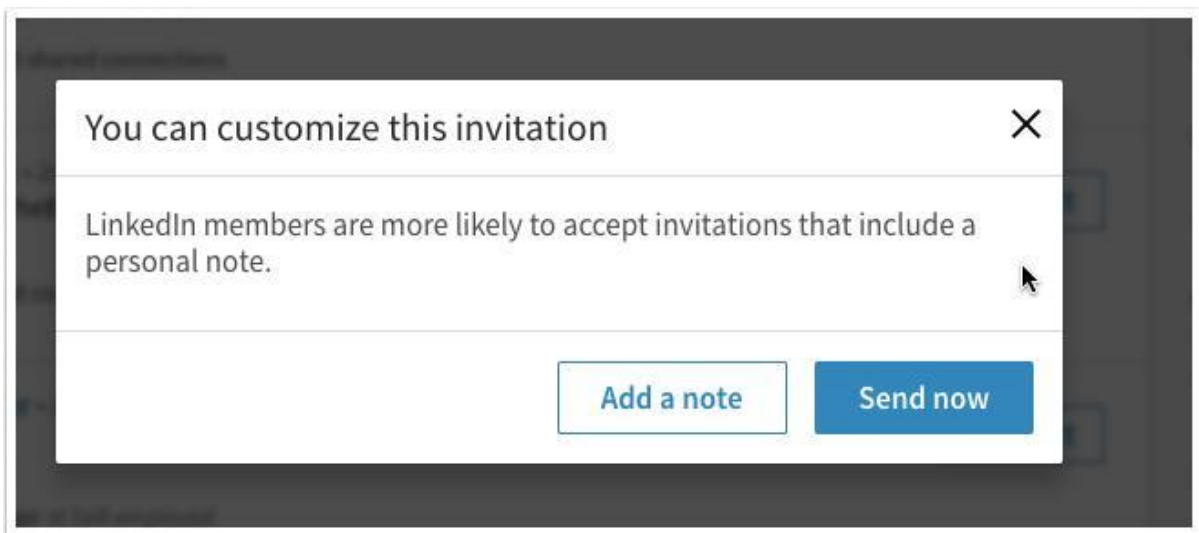
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STEP ONE: The initial connection request message

In order to build a relationship and regularly connect with your target market on LinkedIn, you'll need them to be a 1st level connection. When sending a connection request, be sure to hit "add a note" and include a version of this script:

Hi Joe - I saw your profile from our mutual connections and am impressed! I'd love to connect here on LinkedIn. I'm also a blogger as well. How long have you been blogging?

- Jonathan



This works because:

1) "Our mutual connections" – You've found a point of mutual commonality. People like connecting to people who share common bonds. Also, this adds a subtle pressure to not ignore you: no-one wants to be seen as rude – especially if you know the same people!

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2) “I’m *also* a blogger” – You’re probably not a blogger, and the people you want to connect with aren’t bloggers. So, FIND AN “ALSO” that works for you and your target prospect: maybe you are “ALSO in the PR industry”, maybe you “ALSO went to the same university” (you find stuff like this out by looking on their LinkedIn page), etc.

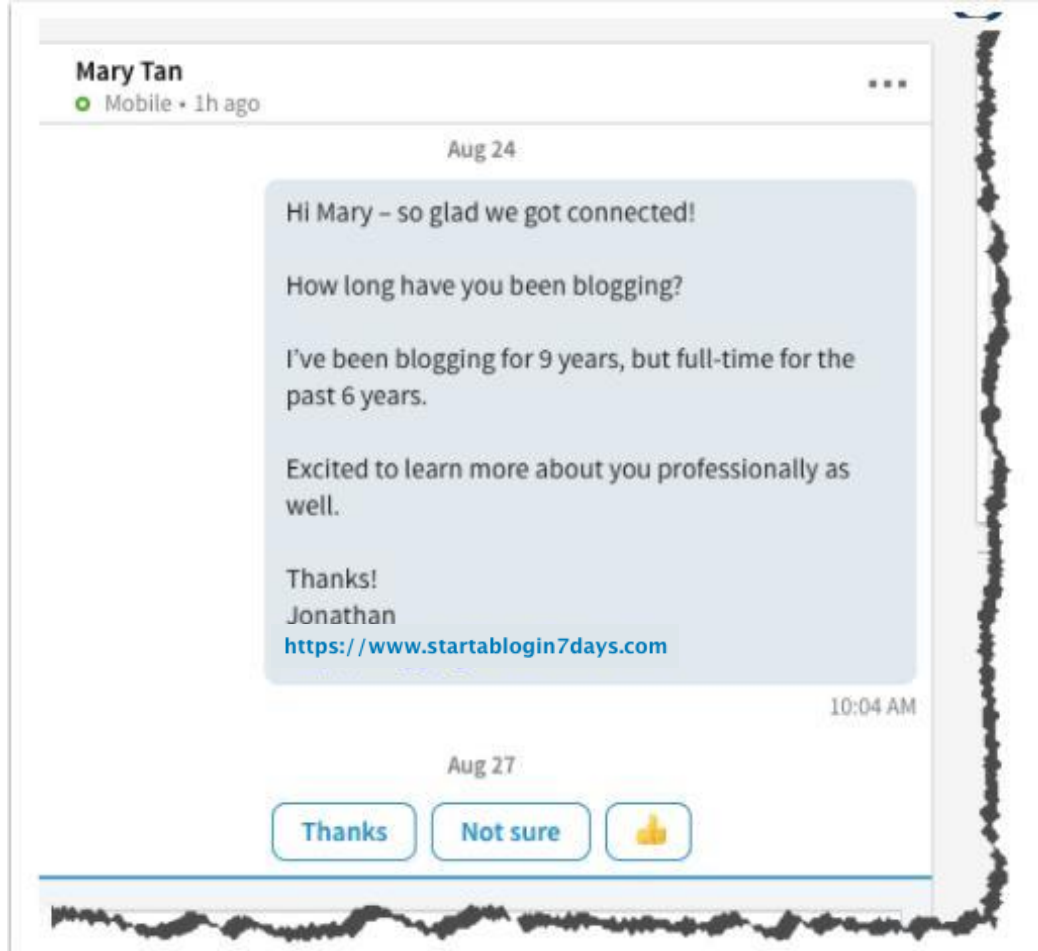
3) “How long have you been blogging?” – As above, modify this for your context. ASK A LEADING QUESTION to get the convo started.

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STEP TWO: Your 1st Message (after connection)

Once someone accepts your connection requests, you'll want to send a message to get the relationship started. Use your own "topic/niche" to create a message similar to what you find below:



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KEY STRATEGY: Understanding the GPS Message System

This is where 99% of people selling *services* on LinkedIn mess up (but not you after reading this *Win At LinkedIn* document)!

They often make the mistake of pushing a sale without building a relationship first.

(N.B. This is OK to do when you're selling a *product* e.g. SaaS software. You can just splurge your pitch in the opening message: if it's interesting, you'll get the meeting, if not, move on).

The easiest way to build a relationship on LinkedIn is with the GPS message system. (This is not an original framework invented by me: all credit goes to the *Relational Capital Group*).

GPS stands for:

GOALS - what are they working on right now?

PASSIONS - what are they excited about right now?

STRUGGLES - what are their biggest challenges right now?

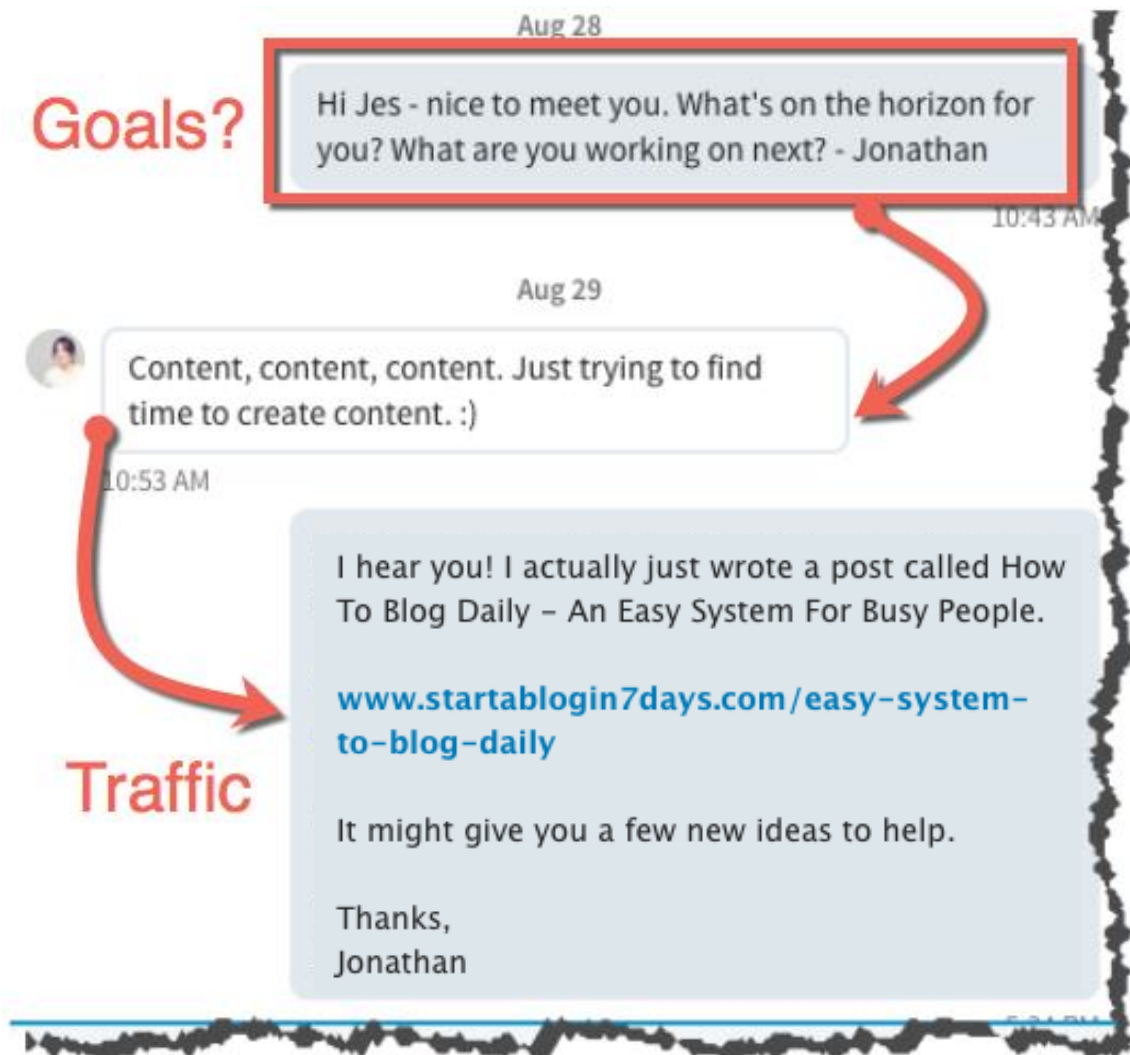
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GPS EXAMPLES

1) Goals (send a message related to their future goals)

Here's an example:

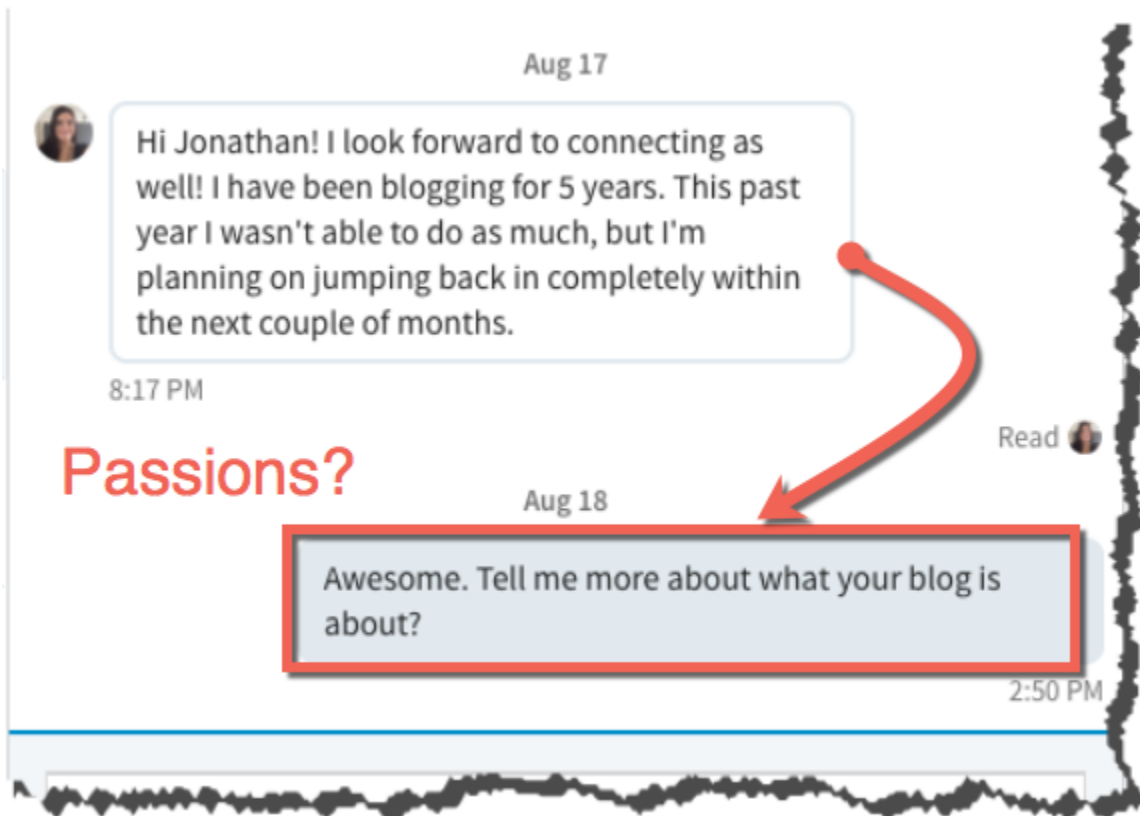


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2) Passions (send a message about their passions)

You can also work the angle of asking them about things they have a passion for:



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3) Struggles (send a message to find out what their challenges are)

This is the easiest message to send because people don't have to think long and hard about the current challenges they are facing.



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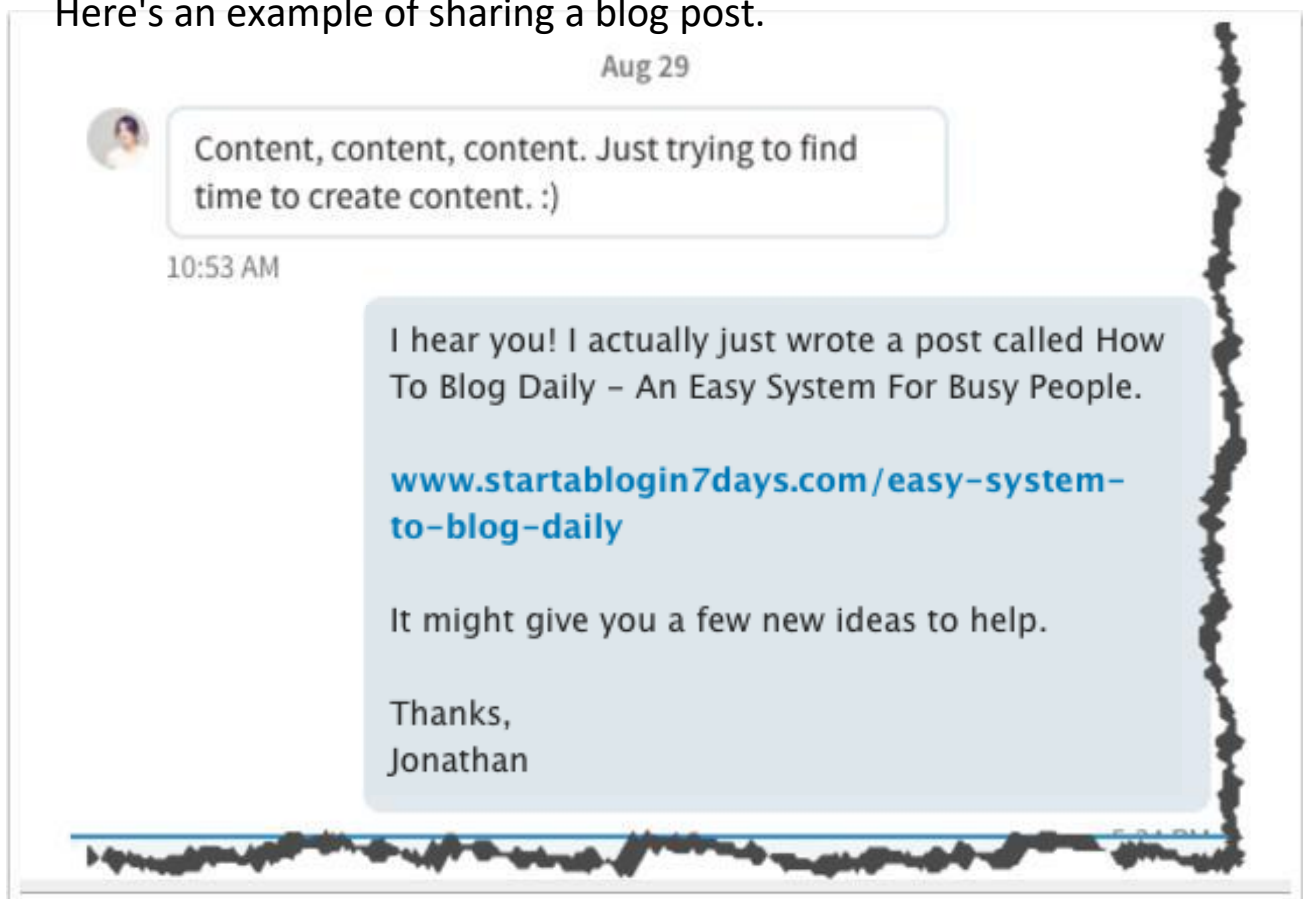
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The 3 main results from applying these methods

Why are we doing all of this? Well, the 3 main things you should be after are traffic, leads and sales. We don't start here, but as the conversation develops you'll find natural ways to include resources you have.

Result #1: Get More Traffic

Here's an example of sharing a blog post.

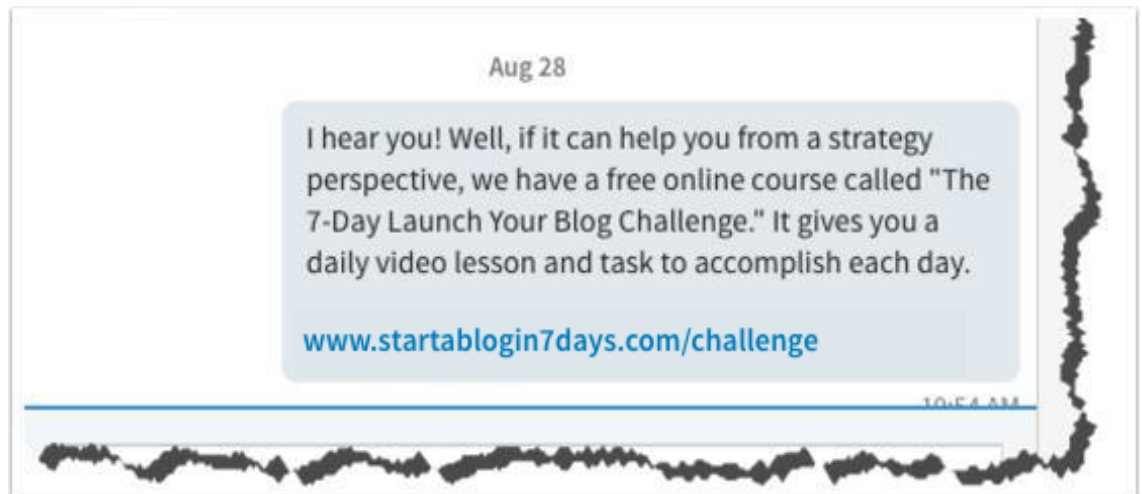


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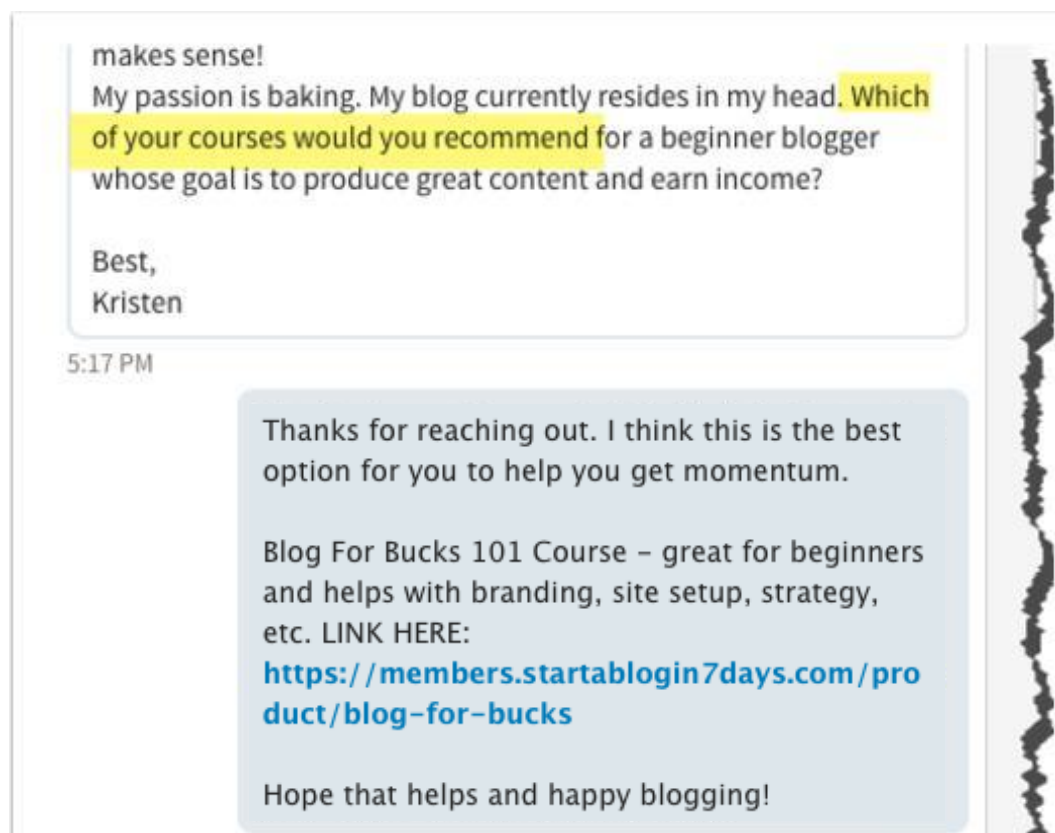
Result #2: Get More Leads

Here's an example of asking them to become an email subscriber:



Result #3: Get More Sales

Also, when it makes sense you can make an offer to a product or service.



BONUS TIP: Create a saved Google Doc of all of your message scripts

As you begin to use these scripts daily, it is nice to have them stored in one place so you can easily copy and paste them into LinkedIn. Use Notepad, Google Docs, or Evernote to always have your scripts at hand.

Invite & Message Script

Title and Location

- Came across your profile here on LinkedIn and would love to connect. I'm also a blogger a long have you been blogging? - Jonathan
- I saw your profile from our mutual connections and am impressed! I'd love to connect here as well. How long have you been blogging? - Jonathan

1st Connection Message

- so glad we got connected!

How long have you been blogging?

I've been blogging for 9 years, but full-time for the past 6 years.

Excited to learn more about you professionally as well.

Thanks!
Jonathan
<https://startablogin7days.com>

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Even though there are some tools that can help you automate some of this ([get in touch with me directly](#) if you want to know the tools and how to use them), all of the above can be done in just 10-15 minutes a day. Each evening you can log in to your LinkedIn account and see your unread messages and respond appropriately.

With LinkedIn's easy to use messaging system you will never lose the context of your conversation even though you will be carrying on several conversations at once.

CONCLUSION

Hi there, my name's Jonny Rose – and I'm the Head Coach at *Win At LinkedIn*.



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I know I already said that at the beginning of this booklet, but there was so much value delivered above that you might have forgotten all about the person behind it!

Last time, you saw me I was outside No.10 Downing Street after meeting the Prime Minister – now I want to be inside your laptop screen meeting you! 😊

Work with me - accelerate your LinkedIn success

I work with individuals just like you and teach them how to find leads, nurture prospects and close deals using LinkedIn.

I will coach you in private 1-2-1 sessions over Skype and teach you the *exact* strategies I have used to generate new business, build a personal brand and get featured in the press.



So long as you're prepared to put in the effort, you will be in a position to generate new sales appointments every month and ultimately grow your business to over £1m ARR with LinkedIn.

So, [\[\[book a coaching session with me here\]\]](#) – and let's accelerate your path to sales success today.

If you win just ONE new client with what I teach you, then you will have achieved 100% return on your investment.

[\[\[Book a *Win At LinkedIn* session with Jonny Rose\]\]](#)

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