



Over 50 Triggers  
To Get The Conversation Started.

# In this pdf you will learn.

1. Over 50 different reasons to start a conversation with people on LinkedIn.
2. About the importance of interaction with others on LinkedIn.
3. That it's so easy to get the conversation started without sounding like a 'pushy' salesman.
4. That LinkedIn provides valuable 'tools' to you to help you initiate interaction and conversation with your connections.



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# INTERACTION



# Remember.

Conversation on LinkedIn is all about

Interaction,

Establishing,

Building

& Nurturing the Relationship.



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# Social Proof.

To establish and enhance your credibility with the people your are conversing with, make sure you have some good examples of your 'Social Proof' that clearly demonstrates how competent you are at providing your services and the results achieved by satisfied clients or customers, etc.

Social proof can be in the form

- 1.) A Guarantee in writing,
- 2.) Case Studies,
- 3.) Testimonials, Recommendations or Reviews.

These should be provided at different times as the conversation progresses.







# Conversation Triggers Related to Your Profile,

1. After your profile has been viewed by people you are connected to you as well as people who are not.
2. To 'Thank' people for providing you with a recommendation.
3. By requesting a recommendation from a connection.
4. To offer to provide a recommendation to your connections.
5. To 'Thank' people for endorsing your skills.
6. To ask people to endorse you for your skills.
7. To offer to endorse the skills of your connections.
8. A connection updates or makes additions to their profile.
9. You realise you and another LinkedIn member have mutual connections.
10. You realise you and another member on LinkedIn have similar or mutual interests.
11. By offering to provide a referral.
12. To 'Thank' a connection for a referral.



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# Conversation Triggers Related to Your Profile cont,

- 13. By offering or to make an introduction between several connections.
- 14. By requesting to know more about a connection and their business, products or services and how they may be able to benefit you or how you may be able to assist them.
- 15. When you reply to a 'request to know more about you'.




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# Conversation Triggers Related to Your Feed

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9 Things That Successful people Do Every Day...  
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## 9 Things That Successful People Do Differently

- 1) They don't worry about other people's opinion
- 2) They don't follow others
- 3) They are not easily distracted
- 4) They don't waste energy feeling upset about things they can't control
- 5) They don't let the negativity and criticism stop them
- 6) They don't focus on impressing people
- 7) They don't let the fear of failure hold them back from trying
- 8) They don't give up after failure
- 9) They don't make the same mistakes

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 Messaging



# Conversation Triggers Related to Your Feed Examples,

1. When your posts receive either 'Likes', 'Comments', or 'Shared'
2. When your article receives 'Likes', 'Comments' or 'Shared'.
3. By making a 'comment' on other people's posts or articles.
4. A connection replies to comments in an article or post.
5. When you comment on topics of interest that are posted.
6. When you reply to comments about topics of interest that are posted.
7. A connection is mentioned in an article or post.
8. When a connection is mentioned in the media.
9. When a connection puts up a post.
10. When a connection posts or publishes an article.
11. When topics of interest are raised in the media or online.
12. When you see articles of interest shared online or on LinkedIn.



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# Conversation Triggers Related to Your Messages

Facebook Instagram WIX LinkedIn Bidsketch Crazy Domains FastTrack Your Face... Social Media Clients Banks Snappa Vimeo for Video Co... WeVideo ClipScribe – Autom... Canva



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Sales Nav

[eLearning Through DOING! - Create Instant Online Tutorials that Teach with Step-by-Step WalkThroughs](#) Ad ...

Messaging



Active now

Search messages

🎉 🎵 HAPPY BIRTHDAY 🎵 🎉

And because it is your birthday, I hope you have an amazing day, surrounded by family, good friends and loved ones.

Kind Regards from

Derick Mildred

P.S. Wishing you an enjoyable day for your Birthday... 😊 😊

TODAY



3:41 AM



Thank You, Derick!



Derick Mildred - Results Formula • 3:39 PM

Hi Kanat

My pleasure, I hope you enjoy your special day.

Regards from

Derick 😊 😊

Write a message...



GIF



Send



Promoted



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Messaging

# Conversation Triggers Related to Your Messages.

1. By sending a personalised 'Happy Birthday' message.
2. After you receive a Happy Birthday message.
3. By sending a personalised 'Congratulations on the New Work Position' message.
4. By sending a personalised 'Congratulations on the Work Anniversary' message.
5. After you receive a Congratulations message.
6. By sending a 'Congratulations' message to a 'connection' for any anniversary.
7. To celebrate the achievement or goals or milestones.
8. When your connections celebrate the achievement of goals, targets or milestones.
9. By sending a InMail.
10. When you receive an InMail and reply.



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# Conversation Triggers Related to Your Messages cont,

- 11. When you are looking for referral or JV partners.
- 12. When you're looking for people who can provide services etc.
- 13. When you're looking for staff to hire.



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# Conversation Triggers Related to Groups



[Back to LinkedIn.com](#)



My Groups

Discover

## Today's highlights

A personalized selection of conversations from your groups



Entrepreneurs HQ: Digital Marketing Small Business Startups S

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### Will saying no change your life?

I find many people in a supporting role find it difficult to say "no" - so I wrote a blog about how important this little word is, not just for our sanity, but for the people around us too.



Hannah Liversidge

Virtual Executive Assistant for coaches, trainers, and events hosts



How to feel comfortable saying no as an assistant.... by Hannah

If you're anything like me, your whole mentality at work is to say "yes". It can be for the smallest things, and saying yes is a necessity...

[Like](#) [Comment](#)

12



Reply to this conversation...



Black Belt POWER Networkers

... 2d

### YOUR MOST ACTIVE GROUPS



Entrepreneurs HQ: Digital Marketing Sma

80 new conversations today



Social Media Today

25 new conversations today



Entrepreneur's Network

22 new conversations today



B2B Sales, Marketing, Social Media & Lead

16 new conversations today



Strategy Consulting Network

14 new conversations today

### Promoted



**Run a family business?**

Join Family Business Australia for resources and strategies to succeed.



**Hard to recruit IT jobs**

The top 10 IT jobs & skills you'll be hard-pressed to fill on your team



**Losing young staff?**

# Conversation Triggers Related to Groups

1. To 'Thank' a group moderator for inviting you or approving your membership to a group.
2. When your post in a group is liked or commented on.
3. When you 'Comment' on other people's group post.
4. When you reply to other people's comments within a group.
5. When a member of a group you're not connected to looks at your profile.
6. When a member of a group messages you directly.



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Thank  
you



# Conversation Triggers Related to Just Saying 'Thank You'.

1. To 'Thank' people for connecting with you.
2. To 'Thank' people for following you.
3. To 'Thank' people for endorsing your skills.
4. To 'Thank' people for a recommendation.
5. To 'Thank' a somebody for a referral.
6. To 'Thank' people for their comments on your posts or articles.
7. To 'Thank' people for posting their post or article.
8. To 'Thank' people for sharing your article or post.



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# A Little 'Common Courtesy' Can Take You a Long Way.







# Important.

Once you have connected this is where  
your LinkedIn journey actually begins,  
so you should continue to communicate  
with your new connections,  
show them that you care about their business  
and their success.



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That's it for today.

Now You Have

Over 50 Different Ways to Get The Conversation Started.



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# A Quick Re-Cap.

After watching this video you should understand more about

1. How to recognise the many opportunities there are to actually start a conversation with people on LinkedIn.
2. How to nurture and build the conversation process.
3. Taking the conversation to the next level.



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Your Objective.



# Your Objective.

Is to

Interact,

Establish,

Build,

& Nurture the Relationship with Your Prospects & Connections,

So you can take the conversation to the next level, such as

1.) A direct email,

2.) A direct phone, Skype or Zoom call,

3.) Or ultimately a 'face to face' meeting.



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Remember:

The Fastest Way to Achieving  
Results is to Apply.  
Just Get Started and Implement.



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**NURTURE  
YOUR MIND  
WITH GREAT  
THOUGHTS.**

**TO BELIEVE  
IN THE  
HEROIC  
MAKES  
HEROES.**



**BENJAMIN DISRAELI**



**RESULTS  
FORMULA**