

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.





Remember.

Conversation on LinkedIn is all about

Interaction,

Establishing,

Building

& Nurturing the Relationship.





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.



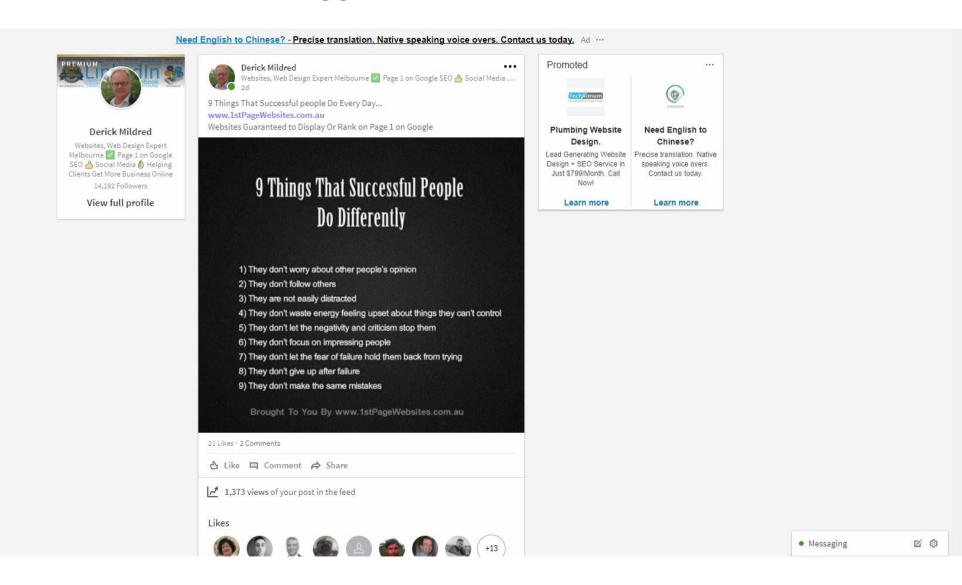
Conversation Triggers Related to Your Profile cont,

- 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'.





Conversation Triggers Related to Your Feed



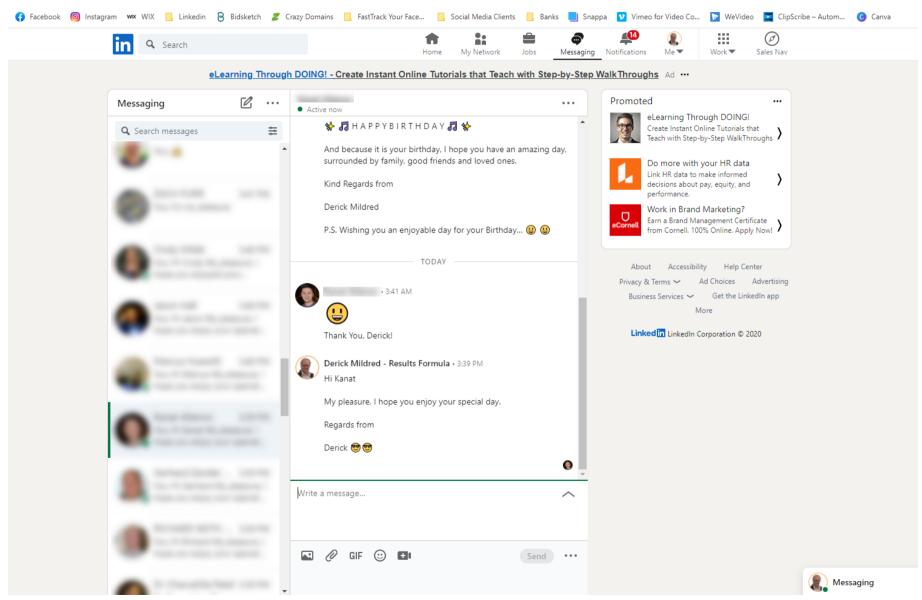
Conversation Triggers Related to Your Feed Examples,

- 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.





Conversation Triggers Related to Your Messages



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.

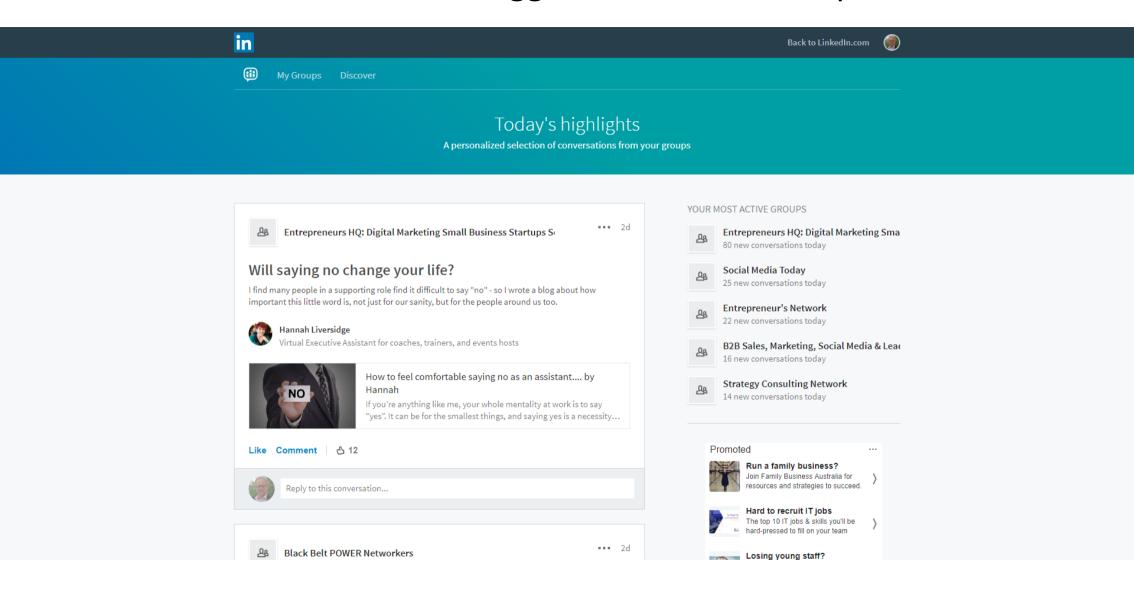


Conversation Triggers Related to Your Messages cont,

- 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.



Conversation Triggers Related to Groups



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.



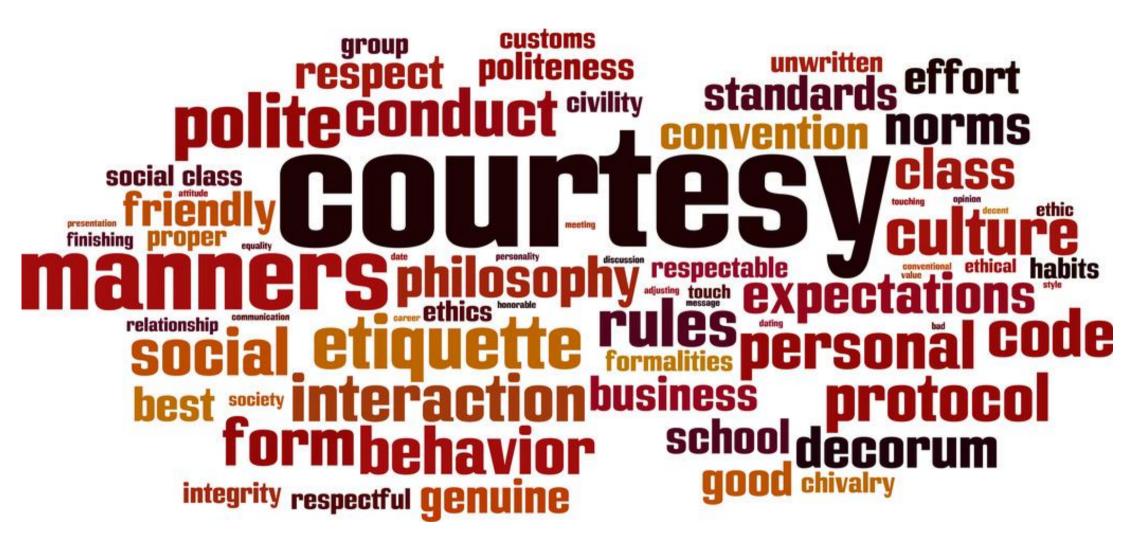
Shank YOU

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.



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.



That's it for today.

Now You Have

Over 50 Different Ways to Get The Conversation Started.

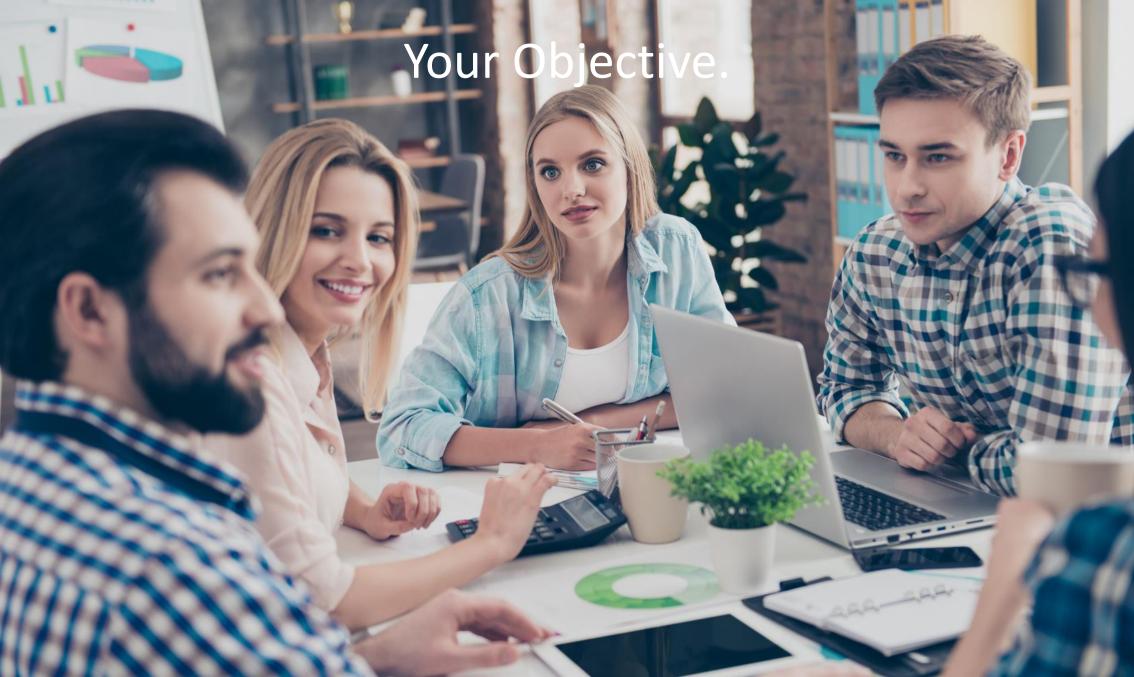


A Quick Re-Cap.

After watching this video you should understand more about

- 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.





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.



Remember:

The Fastest Way to Achieving

Results is to Apply.

Just Get Started and Implement.





TO BELIEVE
IN THE
HEROIC
MAKES
HEROES.

BENJAMIN DISRAELI

