

Increase your Connections.

Increase your Followers.

Generate Leads.



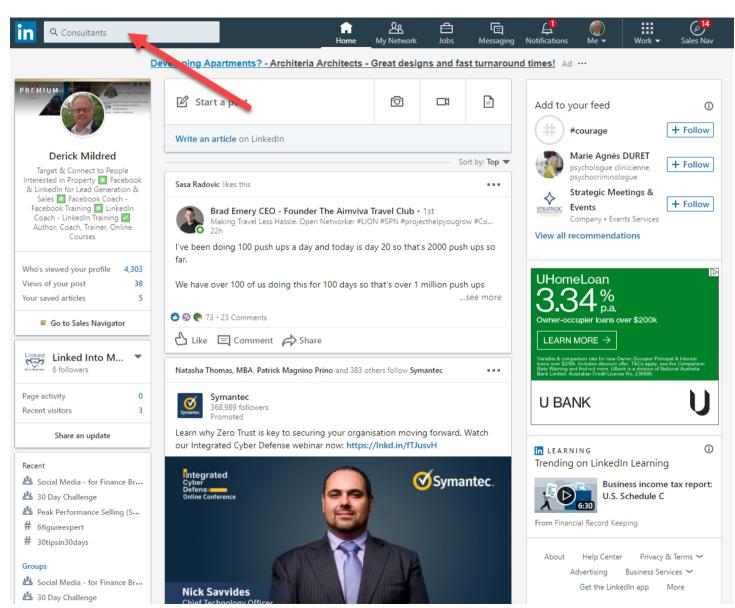
5 Stage LinkedIn Sales Funnel.







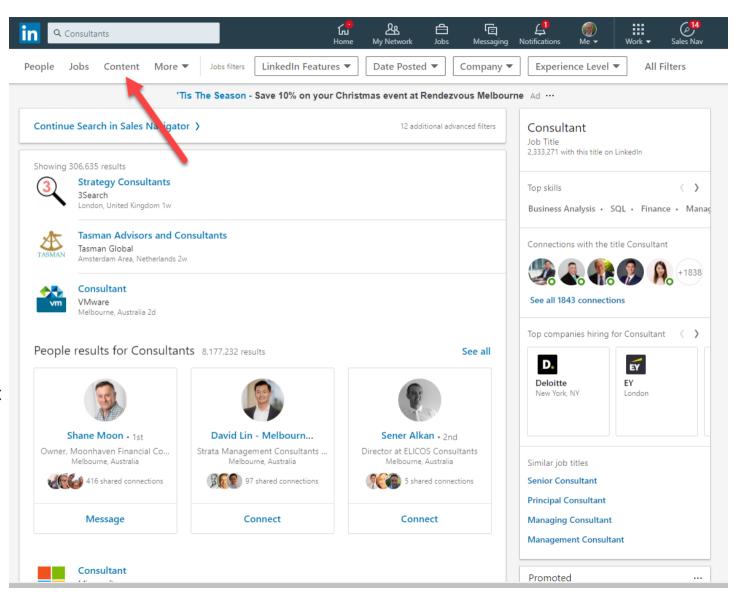
1a.) Enter your 'target audience' into search.







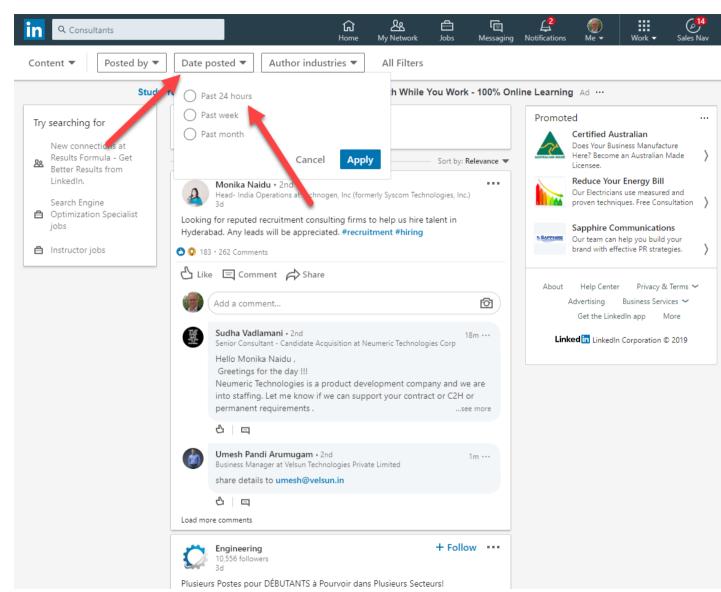
1b.) Click on 'Content' to find content published by your target audience.







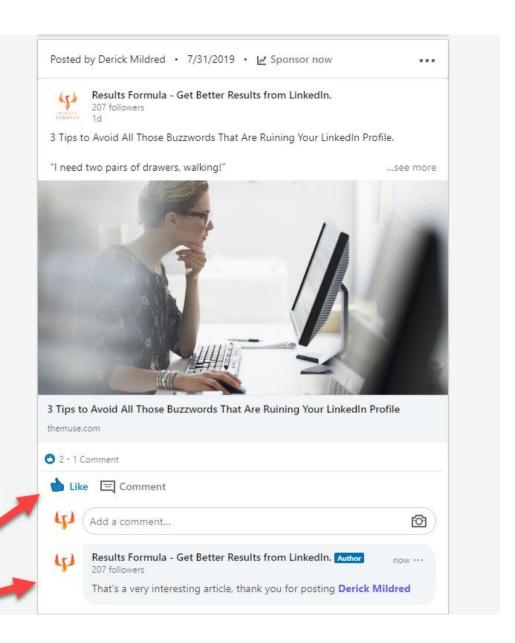
1c.) Click on 'Date Posted' then click on 'Past 24 Hours' to display content published by your target audience within the last 24 hours.







1d.) Interact with 'Likes & Comments' then hover your mouse icon over their name, right click, open their profile and 'Follow' them

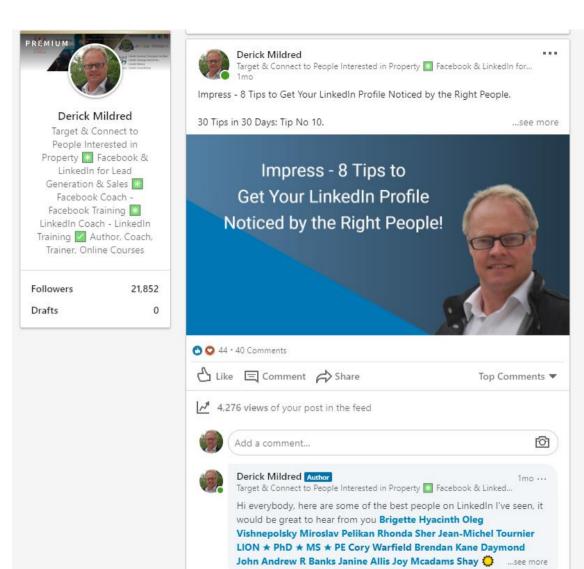








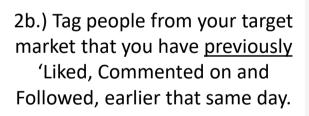
2a.) Post your own 'Content' that is beneficial and useful to your target audience.

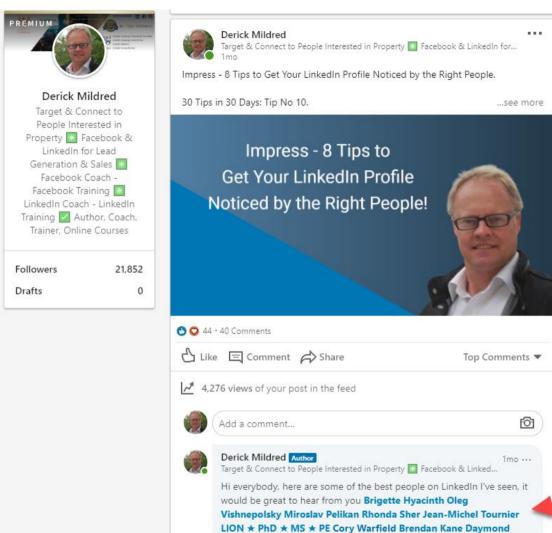


△ - 3 Likes 🔲 - 2 Replies









△ + 3 Likes 📮 + 2 Replies

John Andrew R Banks Janine Allis Joy Mcadams Shay (... see more

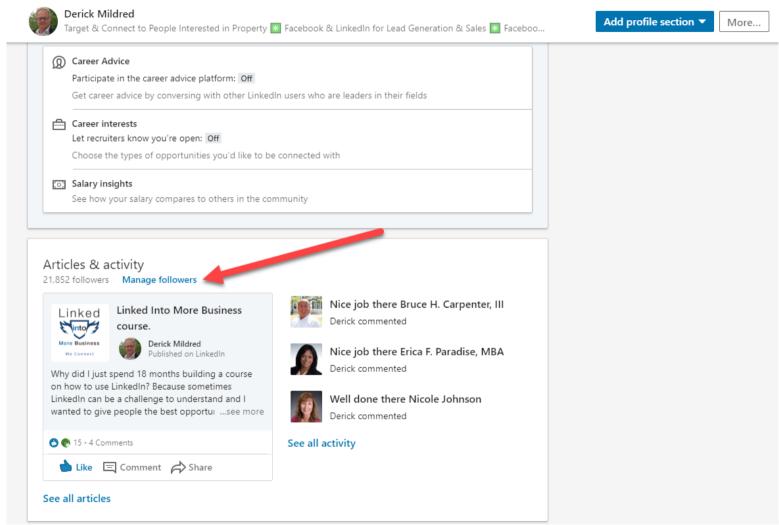


Manage Followers





3a.) Go to Your Profile, scroll down and click on Manage Followers.



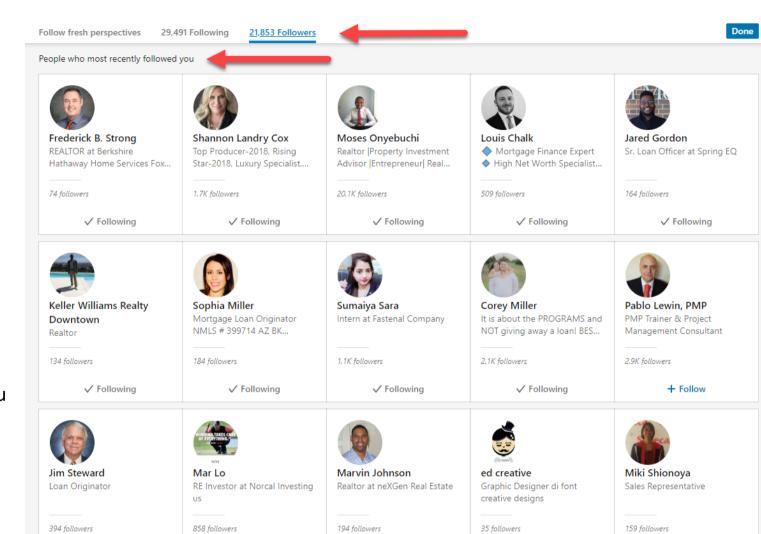




3b.) You will see a list of the people that have Followed you and the people you are Following.

✓ Following

✓ Following



✓ Following

✓ Following

✓ Following

FORMULA



3c.) Scroll down until you see people you are not yet Following, if they match your target market, you should Follow them back.

Follow fresh perspectives 29,491 Following 21,853 Followers

People who most recently followed you



Frederick B. Strong
REALTOR at Berkshire
Hathaway Home Services Fox...

74 followers

✓ Following



Shannon Landry Cox Top Producer-2018, Rising Star-2018, Luxury Specialist,...

1.7K followers

√ Following



Moses Onyebuchi

Realtor |Property Investment Advisor |Entrepreneur| Real...

✓ Following

20.1K followers



Louis Chalk

♦ Mortgage Finance Expert♦ High Net Worth Specialist...

✓ Following

509 followers



Jared Gordon

Sr. Loan Officer at Spring EQ

164 followers

104 /0110

✓ Following



Keller Williams Realty Downtown

Realtor

134 followers

✓ Following



Sophia Miller

Mortgage Loan Originator NMLS # 399714 AZ BK...

184 followers

√ Following



Sumaiya Sara

Intern at Fastenal Company

1.1K followers

✓ Following



Corey Miller

It is about the PROGRAMS and NOT giving away a loan! BES...

2.1K followers

✓ Following



Pablo Lewin, PMP

PMP Trainer & Project Management Consultant

2.9K , Wwer.

+ Follow



Jim Steward
Loan Originator

394 followers

✓ Following



Mar Lo

RE Investor at Norcal Investing us

858 followers

√ Following



Marvin Johnson

Realtor at neXGen Real Estate

194 followers

✓ Following



ed creative

Graphic Designer di font creative designs

35 followers

✓ Following



Miki Shionoya Sales Representative

159 followers

✓ Following

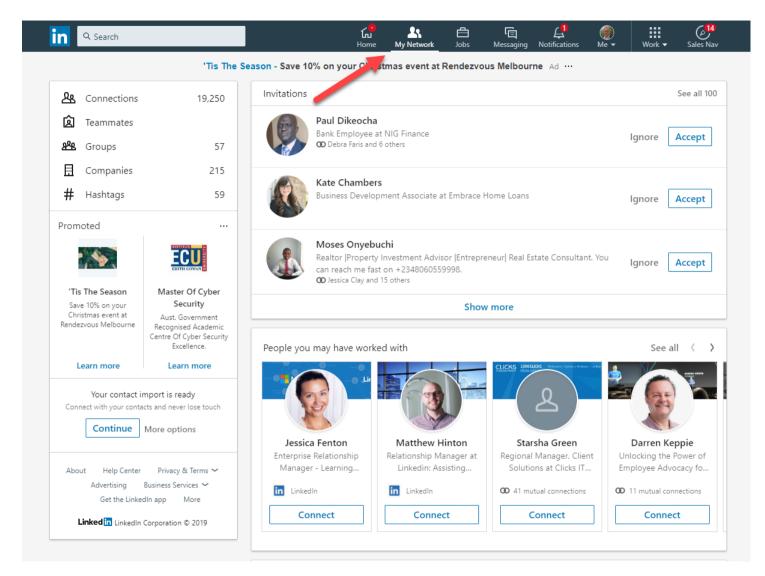






4a.) Check 'My Network' for Connect Requests and accept those that match your target audience, then send them your 'Welcome' message.

Establish, build and nurture the relationship.





Interact, Establish, Build & Nurture the Relationship.

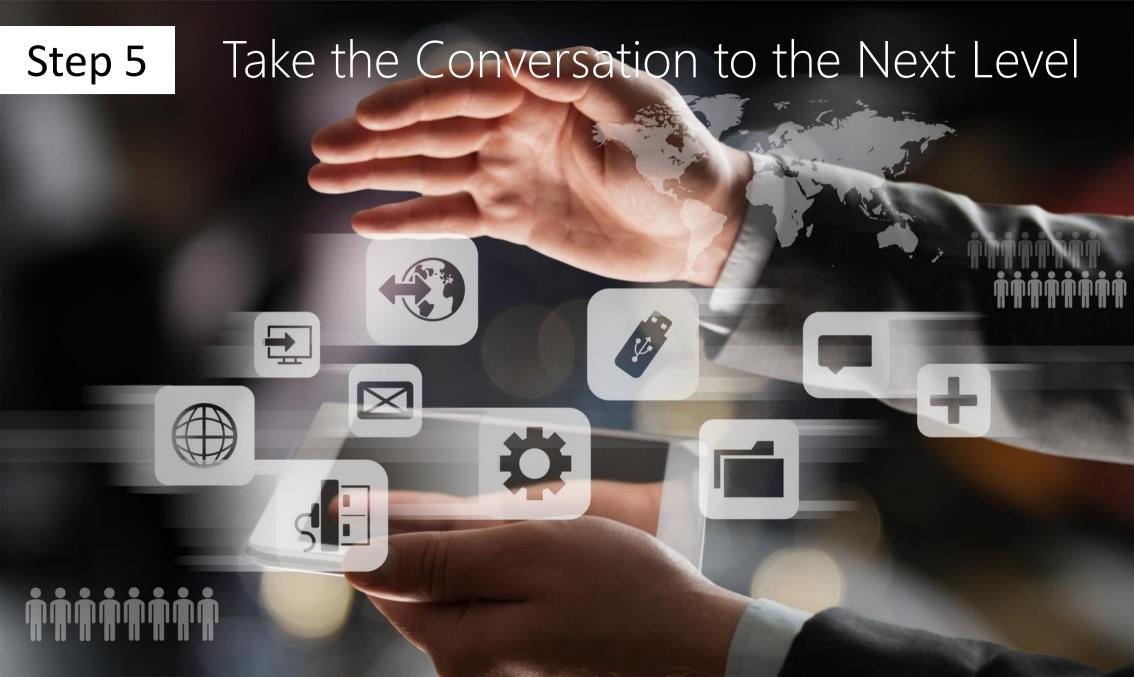
Some ideas to help you interact with your new connections include,

Firstly, check their profile and look for mutual areas of interest.

Share beneficial, helpful or useful content (importantly, without any kind of sales pitch attached) including

- a.) Articles, industry updates etc specific to the industry of your connections,
- b.) How to articles updates, videos etc,
- c.) Papers, Case Studies, pdf's,
- d.) Anything that may be of benefit or use to them.





Interact, Establish, Build & Nurture the Relationship.

Now that you have established conversation/interaction, your can apply permission based marketing and simply ask your new connection

Would you mind if I sent through some information about the area you specialise in?

Make sure you have a Case Study ready. (Your Case Study should include)

- A common problem experience by your target market.
- The solution you provided.
- The results achieved.
- Culminating with a testimonial or recommendation from your client.
- Do not include pricing of any kind in your case study.



Step 5 – Take the Conversation to the Next Level.

The best time to ask the prospect about taking the conversation to the next level is when the prospect has agreed to allow you to send through some further information about what you do.

In other words, now that they have agreed for you to send through some further information, this is the best time to ask about setting up a call, offer them a choice of 2 different timeslots to discuss your ideas.

For Example:

"Would you be available for a call to discuss some ideas I have, I have 2 timeslots available, does 10.30 am on Tuesday or would 2.30 pm on Wednesday suit you better?"

Important:

You have NOT asked for a call to discuss the information you want to send through, because this can sound a bit 'salesy', it can sound like you just want to 'pitch them' on the information about what you do. <u>Instead</u>, you are asking for a call to discuss some ideas you have.



Step 5 – Take the Conversation to the Next Level.

Your objective with your prospect is to get them to agree to either



A direct Email from you,



A 1 on 1, Skype, Zoom or Phone Call,



An Invitation to an Event,



An Invitation to a Webinar,



An Invitation to a Seminar,



Or a Face to Face meeting.



Have fun, be personable & be patient, work the funnel and the funnel will work for you!



#GottaLoveLinkedIn #30Tipsin30Days

www.resultsformula.social







Copyright Notices

Copyright ® 2019 by Derick Mildred & Results Formula. All rights reserved.

This publication is copyright, no part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968 and with the express permission of Derick Mildred and Results Formula.

No part of any of the information contained within this workbook and publication may be reproduced or transmitted in any form by any means, mechanical or electronic, including printing, photocopying and or recording, or by any information storage and retrieval system, without the express permission in writing of either Derick Mildred and or Results Formula.

Published by Results Formula. 6/18 Westbury St East St Kilda Victoria. 3183 Australia

E-mail: derick@results-formula.com

Legal Notices

While all attempts have been made to verify information provided in this module/workbook or publication, neither the author nor the publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This workbook and publication and its contents is not intended for use other than that which it is intended. The publisher wishes to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's business.

The purchaser or reader of this module/workbook or publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal, state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in Australia or any other jurisdiction, is the sole responsibility of the purchaser, reader and or user.

The author and publisher assume no responsibility or liability whatsoever on the behalf of any purchaser, reader or user of the information contained within the publication.



The unauthorized reproduction or distribution of a copyrighted work is illegal. Criminal copyright infringement, including infringement without monetary gain, is investigated by the FBI and is punishable by fines and federal imprisonment.