A Business Owners Guide To

LinkedIn

LEAD GENERATION

Proven strategies, tactics and scripts to generate quality leads...

...for

B2B Businesses

thebestofeastbourne

- **27 QUALIFIED LEADS**
- **16 PHONE CALLS**
- **4 NEW CUSTOMERS**
  (worth over £80k p.a)

Those were the results we achieved after 30 days of implementing the LinkedIn tactics that I'm going to share with you in this guide.

***[FULL DISCLOSURE:** one of the deals did take about 40 days to actually close, but it was a biggy!]*

GOOD NEWS: this guide is NOT going to tease you with the bare bone basics and then try and sell you a course to get all the juicy details.

Instead, I'm going to share with you the exact step-by-step method that we're using to generate leads and sales for our own business and for dozens of our B2B clients.

If you follow the steps and details outlined in this guide…

…if you use the templates, scripts and methods that I share...

..you WILL see results.

Because the methods outlined in this guide have been proven to work.

I hope you find it useful

David Ruddle

thebestof Eastbourne

WHO WILL THIS WORK FOR?

Here at thebestof we've used these tactics successfully for marketing agencies, consultants, coaches, accountants, HR firms, IT support service providers and many more.

And while the results do vary by Sector, we've found that any B2B business (i.e. a business selling to other businesses) can generate leads, sales and have success with these strategies as long as they follow the golden rule:

The Golden Rule:

Your business MUST have a well-defined NICHE.

Consider your niche as a multiplier of the results you'll see from this strategy on LinkedIn.

In our experience, the stronger and more well-defined your businesses NICHE, the more leads and sales you'll generate.

- **A well niched business** = **Massive Results**
- **A sort-of niched business** = **Good Results**
- **A non-niche business** = **Mediocre Results or Failure**

I promise you this is true – and we've seen it first hand when working with our clients.

In fact, here are three examples to hammer this home:

EXAMPLE #1:
The 'Generalist' Non-Niched Accountant

One of our first clients we used this LinkedIn Lead Generation strategy for was an accountancy firm. Their service was great – but their target market was *'any business in their county who needs an accountant'*.

We generated ONE solitary qualified lead for them in 30 days.

Their lack of a niche was a major issue.

EXAMPLE #2:
The 'Semi-Niched' Accountant

Around the same time we also worked with another accountant who was focussed on helping *'ambitious small business owners who are growing rapidly'*.
That was their niche.

They were targeting local businesses and thanks to their strong positioning we were able to generate 6 quality phone calls with qualified leads in the first 30 days.

EXAMPLE #3:
The 'Well-Niched' Accountant

The third accountant we worked with was VERY niche. We positioned them as the specialist accountant for one particular industry. Their results after just 30 days were completely different:

- **51 qualified leads**
- **29 quality phone calls**
- **11 meetings with potential new clients**

We literally had to turn the campaign OFF because it was generating too many leads and calls for his team to handle.

Their narrow niche helped drive these impressive results.

So…the FIRST thing you MUST do before even attempting to generate leads with LinkedIn is to get crystal clear on your businesses niche.

And the narrower, more specific you are, the more success this strategy will have.

How To Identify Your Niche:

There are many ways to go about niching and positioning your business.

You may already have a clear and proven niche – but if you don't here's a quick framework to help you identify it.

All you need to do is fill in the blanks:

"We help X do Y through Z"

X = Your Target Customer

Y = The Benefit You Bring Them

Z = How You Do It

WARNING WARNING

WARNING WARNING

** Please, please, please do **NOT** go forward with any of the tactics in the rest of this guide until you have narrowly defined your niche.

If you do you will waste time and money and will most likely fail **

The Proven LinkedIn Lead Generation Process

Before we dive into the details of this process, I want to make it clear that I did not invent this strategy.

It has been developed and honed by thebestof team through trial and error, experimentation and testing of dozens of approaches – compiled together to create this ‘super strategy’ that takes the best bits of each to generate the largest results with the lowest amount of effort.

The strategy actually boils down to three core areas:

1. Optimise

This is when we upgrade and polish your LinkedIn Profile.

It’s all about building your ‘shop-front’ and foundations – properly.

2. Engage

This is about reaching out directly to your target market, getting your ideal prospects to connect with you and visit your LinkedIn profile.

[Doing this BEFORE you’ve got your profile right (above) is really dumb. Please don’t do it.]

3. Convert

This is about turning engagement into proper sales conversations. Getting qualified prospects into your sales process.

This is the trickiest, most sophisticated, part of the strategy but also the one that delivers the results. It’s also where most people struggle and go wrong...

Let’s look at each section in detail...

1. Profile Optimisation

A MUST DO before you start any campaign on LinkedIn

You simply MUST properly define your niche/s and then optimise your LinkedIn profile for conversions within that niche.

Now there are LOTS of things you could do to improve and optimise your profile. The more boxes you fill in, the more recommendations you ask for, keeping it fresh with new content regularly all help…

…BUT for the purposes of these campaigns and this strategy we'll focus on just THREE key optimisations that will actually get your profile 80% of the way there VERY quickly.

Profile Optimisation #1: Your Tagline

> **Your Name Here**
> Financial Advisor at [XYZ] Financial Services

This little sentence is the single MOST IMPORTANT part of your entire LinkedIn profile.

Why? Because your tagline shows up **EVERYWHERE** on LinkedIn.

- **When you post in the newsfeed...**
  ...your tagline is there.
- **When you send someone a LinkedIn message...**
  ...your tagline is there.
- **When someone checks *'who has viewed my profile'* and see you...**
  ...your tagline is there.
- **When you show up in 'Recommended People To Connect With"...**
  ...your tagline is there.

Your tagline is all over LinkedIn and it's your chance to hook your prospects attention, show that you're relevant (and interesting!) and get them to visit your profile.

Without a good, compelling tagline it is almost impossible to achieve significant results with LinkedIn. It is VERY important.

Where most people go wrong:

The common mistake most people make with their tagline is they think of it like a 'Job Title' box. You know the sort of thing:

> **"CEO of ABC"**
> **"Founder of XYZ"**
> **"Marketing Automation Software Developer"**

Those taglines do NO good for you because your prospects do NOT care about you, your title or your business.

How to make a tagline work:

This goes back to your niche and positioning.

You want a tagline that is going to appeal to, and hook-in, your audience.

Here are some good examples:

Personal Travel Consultant helping people to find their dream holidays, tours & honeymoons.

Acquisitions Strategist Working With Successful Business Owners To Grow Faster By Buying Other Businesses

Freelance Finance Director helping business owners understand their business finances properly

Making it simple for you to get results from social media & online marketing

Nigel Botterill
★ I help ambitious small business owners to get and keep more customers ★
Birmingham, United Kingdom · 500+ connections
Entrepreneurs Circle
Temple Moor High School
Websites

In the example above, you can see the tagline:

"I help ambitious small business owners to get and keep more customers"

This positioning talks to the benefit that the customers get from Nigel. Yours should do the same.

Your tagline should encapsulate the B-E-N-E-F-I-T your customers get when they work with you. It should be a strong positioning statement that shows how you help people.

Don't make your tagline your job title.

A great model to use for your tagline is:

"I help X do Y through Z"

(Hmm, where have we come across that one before?)

Profile Optimization #2:
Your Profile Is NOT About You

When was the last time you visited someone's LinkedIn profile and actually read the HUGE, long bio paragraph that they have?

No one does.

Despite this people often make the mistake of thinking their LinkedIn profile should read like a CV.

It shouldn't. CV's don't convert very well – I promise.

Instead, treat your profile more like a sales page.

The 4 Rules of a Great LinkedIn Profile:

1. Make it all about your prospect
2. Ensure it's clear and CONCISE
3. It should set you up as the obvious solution to their challenge or problem
4. If you can deliver some value *(i.e actually help people in your profile)* then you're on to a real winner

FACT:

99% of LinkedIn profiles fail on all of these counts!

The Principle with your Profile:

Use the same language and terminology that your prospects use, talk about the problems your prospects are facing and how YOU and your business can solve them.

The Framework to Use:

Here's the best framework that we've found to convey all the right information in an effective way:

- **Explain what you do in 2 sentences – focusing on the value that you provide;** →
- **Explain how you do it – with a SHORT overview from your customers perspective. Benefits not features here!!** →
- **Tell 'em who you work with – a clear articulation of your target market/ niche;** →
- **What people are saying about you – awards, testimonials, reference to review sites maybe;** →
- **Your background and credentials – why people should trust you;** →
- **Contact** →

WHAT I DO:
I help B2B businesses crack the 'rhythmic acquisition of customers'.

By using LinkedIn as a consistent, rhythmic, lead-generation channel we help you connect with new prospects and close more sales.

HOW I DO IT:
My team of outbound marketing experts create tightly targeted messages that we use to reach out to, and connect with, your ideal customers using LinkedIn.

As a result, your network grows steadily and sales-ready opportunities are delivered directly to you for you to close.

WHO I WORK WITH:
We have experience with businesses across many sectors but what they all have in common is that they are all

- B2B
- with a meeting, or substantive conversation/demo, taking place before their ideal customer gives them money.

WHAT PEOPLE ARE SAYING:
We have lots of very happy customers. This recommendation is typical of the responses we get:

"The LUDIFY Linkedin service has transformed my business and given me the rhythmic acquisition of customers that I so badly wanted. We get a regular flow of high quality meetings now each month which is fantastic…"

MY BACKGROUND:
I'm an accomplished marketer and have been part of Nigel Botterill's team at Entrepreneurs Circle for several years now and have seen at close hand how intelligent, well thought through marketing can be completely transformational for businesses…

CONTACT ME:
Feel free to contact me at EMAIL ADDRESS or by connecting here at LinkedIn.

(and yes, you can include the headers – it makes it easier for people to read and 'get' you!)

Profile Optimization #3: **Your Photo**

This bit is easy – but overlooked by many.

Here's the Golden Rule for photos on LinkedIn:

- **Model your photo on the same type of pictures your prospects have.**

For instance, if your ideal prospects wear suits and ties to work then wear a suit and tie in your photo. If they don't, then don't!

Straightforward huh!

You want to be RELATABLE.

It's only a small thing but in our experience it helps you to get connections when people's first impression is that you're like them.

Oh, and get a professional head shot done.

(Please don't scrimp on this. There'll be photographers in your town who will sort you out for less than fifty quid).

Now, with those three Optimisations done properly we're ready to engage with your prospects…

2. Engage

The BIG bit. The simple process that generates quality leads through LinkedIn.

IMPORTANT:

The strategy is to use LinkedIn to START CONVERSATIONS.

The Strategy is NOT to puke sales messages.

Don't try to close a deal on LinkedIn

One of the biggest mistakes I see people make is that when someone engages with them on LinkedIn and says, for instance, "Tell me more about what you do" they write a novel of an answer trying to 'sell' their product or service.

Dumb thing to do.

REMEMBER:
"People don't like being sold to, but they love to buy."

Your goal with LinkedIn is to create just enough interest and intrigue to move the conversation from LinkedIn to a phone call or meeting where you can THEN have the sales conversation.

Don't try to close the deal on LinkedIn.

Here's how we do it:

Once you have your niche identified and your profile optimised for that niche, the next step is to start generating conversations.

(The process is simpler than you might think!)

1. **You send out 20 - 40 connection requests per day to the right targeted people with a friendly and non-salesy message.**
2. **You then drip them friendly, casual, messages over time.**

This is the magical secret that's going to generate a massive amount of leads, calls, meetings and sales for your business.

Let's get into the details...

Step #1:
Find Your Target Market on LinkedIn

You need to use LinkedIn Sales Navigator for this outreach.

This is one of LinkedIn's premium tools that gives you a whole heap of additional search criteria to help you get highly targeted as to who you want to go after.

Sales Navigator doesn't lend itself to print and so to see the full walkthrough of how to use it properly go to:

thebestofacademy.co.uk/linkedin

where you can see a Video Walkthrough Demo.

Trying to generate business systematically and sustainably through LinkedIn without using Sales Navigator is like trying to run a race with your legs tied together. You are massively handicapped and can never win.

Step #2:
The Drip Sequence

Once you have identified a list of your ideal target customers, the next step is to send them connection request messages.

At a high level, here is the structure of the campaign.

1. **Casual connection request**
2. ***'Thanks for connecting'* message**
3. **Share a useful content/article with them**
4. **Ask for a meeting**

How many to send...

At the start, you want to send around 20 connection requests per day and slowly ramp that number up to 50 MAX over 2-3 week period.

****If you go from not using your LinkedIn at all to sending 50 connection requests per day, LinkedIn may flag your account for unusual activity. So take your time and build gradually!****

What to say...

The key is to NOT BE SALESY.

We've all received countless cold emails, and spammy LinkedIn messages that make your eyes glaze over. You delete 'em and move on.

So don't send those types of messages!

Our goal is NOT to be looked at as a spammy salesperson - so we reach out in a very casual and friendly way.

Messaging Principles

Here are the principles that we use in all our LinkedIn messaging:

1. **Keep it real.**
2. Your message needs to read like **you typed it out in 2 minutes and hit send while eating a bagel in the queue at Starbucks...**
3. **Anything that looks remotely like web copy or a polished marketing email will see very limited response.**
4. **It needs to feel completely personal,** believable and one-to-one and must be free of even the slightest hint of marketing hype.
5. **Hyperlinks are a dead giveaway** - don't use 'em.
6. We need to put ourselves in the mind of a busy recipient literally skim reading the text. Use their voice not ours, bullet points, rushed… hence fragmented sentences being a useful tool.

This is soooooo easy to screw up.

It's classic Bananarama Syndrome* waiting to happen.

**Bananarama Syndrome: "It ain't what you do it's the way that you do it, that's what gets results"*

Ask questions and talk about them more than you talk about yourself.

Here are examples of messages we've sent that have worked well:

Message #1 - The Connection Request

The first step of the process is to send a casual connection request to each prospect.

For example, we may say something like:

> Hi {{First_Name}},
>
> I was browsing your profile and noticed we're in a similar space so I thought I would reach out to connect.
>
> {{Your_Name}}
> {{Your_Tagline}}

Notice how this message has zero sales pitch in it.

Instead, all we do is add the tagline under our name as a sort of ***"Signature"***.

This helps position you properly in your prospects mind without going out and saying "buy from me!!"

It's not salesy, and not pushy and as a result it encourages people to come to you.

We've found that this next example works well for prospects that have

common interests:

Hi {{FIRST_NAME}},

I stumbled on your profile whilst browsing.

I see we have a similar interest in {{mutual_interest_found_by_keyword}} and thought I'd reach out to connect. I look forward to following your journey!

{{Your_Name}}
{{Your_Tagline}}

This one works well for us when we're targeting based on

common industry:

Hi {{FIRST_NAME}},

I was browsing other companies in the {{mutual_industry}} industry and stumbled on your profile.

You look like a very interesting person so I thought I'd reach out to connect...

{{Your_Name}}
{{Your_Tagline}}

Message #2 - Thanks For Connecting…

Once someone accepts your connection request, you want to respond with a casual and friendly ***'thanks for connecting'*** message.

Remember those Messaging Principles from earlier.

They still apply here.

The following are examples of messages that have all worked well for us and our clients.

Hi {{FIRST_NAME}},

Thanks for connecting. I look forward to staying in touch! Have a great week.

{{Your_Name}}
{{Your_Tagline}}

Hi {{FIRST_NAME}},

Thanks for connecting.
I am curious, {{question related to your value proposition}}?

{{Your_Name}}
{{Your_Tagline}}

Hi {{FIRST_NAME}}, Thanks for connecting.

I've put together a free resource, INSERT TITLE & HOW IT WILL HELP THEM would you like me to send it to you?

{{Your_Name}}
{{Your_Tagline}}

Hi {{FIRST_NAME}}, Thanks for connecting.

Are you currently using (e.g. Specific Sector Software)? If so, I was wondering what your thoughts are on it?

{{Your_Name}}
{{Your_Tagline}}

Hi {{FIRST_NAME}}, Thanks for connecting. We helped XYZ company (i.e a company like theirs/a competitor of theirs) achieve RESULT.

We wrote up a Case Study that shows exactly how we did it. Would you like me to send it over to you?

{{Your_Name}}
{{Your_Tagline}}

Hi {{FIRST_NAME}}, Thanks for connecting. My company does X. Would you like to see our portfolio?

{{Your_Name}}
{{Your_Tagline}}

Message #3 - Send A Useful Article

If someone doesn't respond or engage with you, then the next step is to create value.

You can do this by sending them a useful article that would be valuable to your target prospects.

Ideally you want to use an article that both:

- **Delivers value to the prospect;**
  and
- **Positions you and the product/service you are selling;**

The article doesn't have to be written by you – in fact it's often better if it isn't. But it does need to be highly relevant.

For example, if I'm an accountant focused on helping small business owners, then I might send over an extremely high quality guide to saving on taxes as a way to build trust and create value for our prospect.

Note: the article rarely produces many responses or leads directly in itself, but it does built trust so that you have a higher conversion rate in step 4.

These messages will vary greatly based on the specific content you decide to send over but here are a few real world examples that have produced results.

> Hi {{FIRST_NAME}},
>
> I recently stumbled on this article that I thought you might enjoy. It's a simple 15 point list on how to think about {{article_topic}}. It's high level but gets you thinking in the right mindset.
>
> {{Article Link}}
>
> Hope it's useful
>
> {{Your_Name}}
> {{Your_Tagline}}

Hi {{FIRST_NAME}},

The {{industry_trade_publication}} recently featured an article I wrote about how to {{Article topic}}.

You can read it here {{link}}.

I think you'll find it useful because {{REASON}}

Let me know if you ever want to talk more.

{{Your_Name}}
{{Your_Tagline}}

Ask questions

One of the fastest ways to kill a LinkedIn conversation is to just give someone your pitch and wait for a response...

Instead, what you want to do is ask questions.

Every single response you send should have some sort of question you are asking the other party.

You could ask about their business, their goals, mutual interests or about a specific thing you read about them online.

The key is to ask a question, because that will keep a conversation going.

And eventually you ask for a phone call or to take the conversation over to email, to schedule a time to talk.

Questions are the foundation of a good conversation.

And a good conversation is how you build trust with your prospects.

FACT:

Asking questions about them is way more effective than 'puking' about yourself

Inbound Engagement

Here's a simple trick to generate even more leads on LinkedIn…

Running the outbound connection requests, as we've already described, is the real catalyst for what is going to drive results in your business, but in addition to that there's another tactic that can produce brilliant results.

It's also a very passive tactic that requires little work on your part.

The tactic is to find a software tool that can visit your prospects profiles automatically for you (there are several of these tools available).

It doesn't send messages, connection requests or anything like that.

The tool just visits the profiles of your target prospects.

Now why would you want to do that?

Well because of the *"Who's Viewed Your Profile"* notifications that LinkedIn sends out.

You may have received an email yourself with these or seen the notification come through in your alerts section of LinkedIn.

If you set the tool to visit 100 prospects a day then a notification with your name (and tagline) will be pinged to around 2,500 of your target prospect's inboxes and phones each month!

What happens next?

Some of those prospects, once notified that you've visited their profile, will add YOU as a connection.

They'll approach YOU looking to connect which totally shifts the dynamic.

As a result, you can often see anywhere from 5-30 inbound connection requests per week.

Responding to inbound connection requests

The next question is

"What do I say to these people who add me as a connection?"

First, you want to take some time to research them a bit before responding so you can personalise your message.

Take a look into their profile, Google their business and website for a bit of background.

Then you can respond with something like:

> Hi {{FIRST_NAME}},
>
> Thanks for reaching out to connect.
>
> I just took a look at {{company_name}} and I noticed {{mention interesting things you saw about them and their business.}}
>
> Can I ask why you reached out to add me as a connection on LinkedIn?
>
> {{Your_Name}}
> {{Your_Tagline}}

Once again, no heavy pitch here. Instead you're just engaging in a conversation and then probing the prospect by asking a question.

At this point, don't forget, they have **ADDED YOU** as a connection so you can use this as a way to frame a question to them and start a conversation.

Not everyone will engage with this, (and in some cases the person may be looking to sell to you), but this framework does a great job of getting conversations started.

If you have a strong tagline, you 'll get responses like:

"Your bio caught my eye because we currently need help with X"

...which is exactly what you want!

Research your prospects before you respond

When you have several unread messages, it's tempting to just fire off a copy and paste response to each one quickly and be done with it.

But if you really want to see the best possible results, you should take just 2 minutes to research each prospect and craft a PERSONAL response according to what you learn about them.

In some cases, that 2 minutes will actually help you realise that this prospect isn't worth pursuing and will actually save you time.

In other cases, they will be an amazing prospect and your personalised response will help build trust and create a more dynamic conversation.

3.Convert

The final step is to actually ask for a meeting or call.

At this point, you still don't want to give a full sales pitch. **You're NOT selling your product or service – just the meeting or call.**

So you want to ask for a meeting with a 1-2 sentence explanation on why it would be beneficial for the other person to hop on a call with you.

REMEMBER:

Your prospects don't care about you. They only care about themselves. So frame your meeting request in a way that will be BENEFICIAL to them.

Here's an example that has worked really successfully for multiple B2B businesses:

Subject: UK partnership intro/call

Hi {{FIRST NAME}},

I hope you don't mind the direct note - I wanted to discuss the logic of {{THEIR BUSINESS NAME}} working with {{YOUR BUSINESS NAME}}... LinkedIn pointed me in your direction.

{{YOUR BUSINESS NAME}} are a {{20 words descriptor of what you do}}

We have over {{Impressive fact/s to give you credibility}} a clever approach that can add significant value to a business like yours.

I'd see us as a complimentary offering and a logical partner - and revenue stream for {{THEIR BUSINESS NAME}}, so I thought I'd drop you a line to at least discuss it.

Since we're {{TOWN/COUNTY}} based perhaps a call in the first instance... I can work around your diary.

Is there a good time for a quick chat?

Best Regards,

{{Your_Name}}
{{Your_Tagline}}

DON'T FORGET:

Put your tagline in EVERY message.

This helps keep you well positioned and top of mind in your prospects eyes.

What To Expect

From Using These Strategies and Tactics

In simple terms, if you are a well niched B2B business then this is likely to generate a LOT of qualified leads for your business.

On average, you can expect to see **4 - 10 properly qualified leads** each month.

BUT, I also want to warn you that it is going to generate a lot of **UN**qualified leads as well.

Typically we find that about 50% of the responses that come through end up being unqualified leads, people trying to sell you something, or prospects who just aren't the right fit for your business.

Even with all of the narrowing of your LinkedIn search in the Sales Navigator, non-ideal prospects will still find their way into the mix.

Don't forget, LinkedIn is a social network, not a database.

That means each person gets to 'self-classify' their own profile.

For example, it's not uncommon for a one man band consultancy to list themselves with a company size of 11-50 just so they look bigger than they are.

This "Self-Classification" will lead to some unqualified leads coming through regardless of how narrow you get with your search criteria.


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