

The LinkedIn logo is centered within a large, tilted blue rectangle. The word "Linked" is in a white sans-serif font, and "in" is in a white serif font with diagonal hatching. The logo is surrounded by white and blue technical drawing lines, including a crosshair, a circle, and various straight lines, suggesting a blueprint or engineering theme.

**LinkedIn**  
PROSPECTING BLUEPRINT

**LINKEDIN  
SCRIPT  
RESOURCE GUIDE**

# LinkedIn Script Resource Guide



## ● Messaging Your Prospects

I recommend starting off by messaging your warm market and your existing connections. Once you have exhausted that list, then you can move on to your cold market prospecting.

Download the LinkedIn mobile app to make easier to communicate with your prospects.

## ● Guidelines for Messaging Your Prospect

- You just want to “start the conversation”
- Make sure you aren’t raising resistance
- Reference whatever commonality that you have with them
- Keep your initial message brief and to the point

A decorative graphic element consisting of a blue circle with a white crosshair, positioned to the left of the section header.

## The Initial Connection / Introduction Approach

This is a great approach to take as your first interaction with a new connection This was BY FAR the approach that I used the most

- *Hey \_\_\_\_\_. It’s great to connect with you here on LinkedIn. I see we share a similar past having worked at ABC Company / worked in the same industry / etc. I’ve found LinkedIn to be a great source for networking and connecting with other sharp, successful people like yourself. If there’s anything I can do to help please let me know. How long have you been with ABC Company? / in the \_\_\_\_\_ industry? / etc....*

You are just looking to “start the conversation” and see if they are willing to engage with you. Whether or not they respond is your first indication as to their openness.

**Don’t be discouraged when far more people DON’T respond, than those that do. That’s totally normal for cold market prospecting.**

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If they respond back - build rapport for a message or two, then move right into saying this:

- ▶ *One of the reasons I wanted to connect is because I'm actually an entrepreneur now in the process of expanding my business into your area. I love working with really sharp, successful people like yourself. Would you be open to a short call sometime so I could explain what I do and what I'm looking for, and see if you or anyone you know comes to mind? It's an extremely lucrative opportunity for the right person. Either way, it would be great to connect!*



## “Touching Base” / Value-add Approach

You can use this approach anytime, whether working back through existing contacts or following back up with unresponsive people, or those that told you no.

You are offering to help them first and hoping that will open them up and make them more likely to respond.

- ▶ *Subject of the message : How can I help you?*  
*Hey \_\_\_\_\_. I hope all is well on your end and that you're enjoying (time of the year). I just wanted to check in with you and let you know that I've been actively using LinkedIn recently and I've found it to be a great networking tool. Especially when I use it to help people in my network connect with each other.*  
*So with that in mind, is there anyone in my network that you'd like to meet?*  
*If not now, feel free to reach out to me anytime in the future for an introduction. After all, if I can help you reach your professional goals, then I know I'll get to mine faster as well!*



## Work Anniversary Approach

This is an easy way to connect with someone in your network. Their work anniversary will show up in the notifications section. You'll see these every day as your network grows.

It uses a bit of humor which is always a great way to connect with someone.

- *Hey \_\_\_\_\_. I saw here on LinkedIn that you had a work anniversary and I just wanted to reach out and say congrats! I know LinkedIn says sometimes it's a work anniversary but it's really just when you signed up. Either way, congrats on going to work! One good thing about these updates is that I get a chance to look at your profile and see what you do. I see that you're working at \_\_\_\_\_. I have a pretty large network and refer business quite often. We should set up a short time for a call so I can learn more about what you do and see if there's any way I can be of assistance. Let me know what works for you!*



## “Who’s Viewed Your Profile” Approach

This is the approach that you can use while going through your “Who’s Viewed Your Profile” list It has a very high response rate because it acknowledges that someone actually looked at your profile - they want to explain why they looked.

Either way, it starts a conversation...

- *Hey \_\_\_\_\_. I was killing some time here on LinkedIn and I happened to see you come up on a list of people that viewed my profile.*

### **If you know the person**

*I wanted to reach out and say hello / see how things were on your end. It's been awhile, we should reconnect sometime soon. Let's set up a short call to catch up and see if there's anyway we can help one another. I find LinkedIn to be great for that sort of thing. Let me know a good time for you this week. I look forward to catching up!*

### **If you don't know the person**

*I just wanted to reach out and introduce myself, see if there was anything I can do to help. I've found LinkedIn to be a great tool for networking. I love connecting with sharp, successful people like yourself.*

*Let me know if you would be open to setting up a time for a short call to see if there is anyway we can help one another. I have a pretty large professional network and refer business quite often. I'd love to learn more about what you do and see if there's any way I can help. It would be great to connect either way. Let me know a good time for you.*



## Engagement Approach

Use this approach for anyone that comes up in the notifications section. This approach gives you people to reach out to pretty much every day.

You'll be surprised what a simple conversation will lead to for your business if practiced consistently over time.

My recommendation is to NOT use the canned language LinkedIn recommends when you are messaging people.

➤ *Hey \_\_\_\_\_. I just wanted to reach out and say happy birthday / congrats on the new job, promotion / etc. It just popped up here on LinkedIn. It's been awhile. We should set up a time to catch up by phone. I've found LinkedIn to be a great source for networking. Maybe there is a way we can help one another.*

**OR**

*I'm just realizing that we have never had a chance to formally meet. I've found LinkedIn to be a great source for networking. Maybe there is a way we could help one another. Would you be open to a short "get to know each other" call sometime?*



## Group Strategy Approach

With this strategy, you find relevant LinkedIn groups to join based on industry, profession, background, location, clubs, etc.

There's no limit to the amount of these groups you can become a part of. Each of the group is an entire new group of potential prospects.

Become an active contributor to the group once you join - this will help you stand out.

You can go through the members list (or just select "Groups" in the Advanced search section),

and look for people that you think would be good prospects. Send them a connection request and make mention of you both being a part of the group.

Be careful not to spam everyone in the group as soon as you join - that's the fastest way to NOT BE A PART of the group anymore.

- *Hey \_\_\_\_\_. We are both members of 'ABC Group' and I am reaching out to introduce myself. As an (local) entrepreneur I'm always looking to connect with sharp, successful people like yourself.  
I would love to connect here on LinkedIn. If there is anything I can do to help, please let me know. LinkedIn is such a great tool for that sort of thing!  
I look forward to connecting!*

When they respond, you can build rapport for a few messages then use one of the other scripts that you like the most.

If it's a local group - go right for the "let's meet for coffee sometime to see if there's any way to help one another!"

### The 3 Follow-up Scenarios

1. They are willing to get on a call
2. They want more information / ask a question
3. They don't respond

#### ● They are willing to get on a call

If they're open to having the phone call, say as little as possible and schedule a SPECIFIC time!

- *Great! Give me some times that work for you and we can schedule a call. I look forward to getting a chance to connect with you. Feel free to send me a text message with the potential times if that's easier for you. Here's my number (267) 701-1458*

If you can get them to start communicating with you by text message, that's much easier.

#### ● They ask for more information

Make sure you don't go into "presentation mode" here. Remember - the LESS you say at this point, the MORE you will make.

Our goal is to respond in a way that keeps it generic and creates curiosity.

➤ *I'm working with a (\$300 million wellness company, \$50 million skincare company, etc.) and I'm looking for someone to help me build, train, and develop sales organizations on a local, regional, and national level.*

*Let's set up a time for a short call so I can give you a better understanding of exactly what I'm looking for and see if you or anyone you know comes to mind. It's an extremely lucrative opportunity for the right person.*

You're looking to "paint the big picture" here, and use strong language to attract LEADERS. Enlarge the vision of what's possible from the very beginning for the prospect.

## At this point 2 things could happen:

### 1. They agree to the phone call

- *Go back to the previous script for when they agree to the call*

### 2. They ask another question / request more information

- *No problem. I've got some information that I can send over to you that will explain everything. What's your best email?*



#### **(after they respond back)**

*Great. When do you think you will have a chance to look everything over? It shouldn't take more than 30 minutes to go through everything. I just want to know when to follow up with you.*

- Set up a SPECIFIC time for the follow-up
- Send them over 2 - 3 different 3rd party tools for them to look over:
  - Initial exposure video or recorded call
  - Recorded opportunity presentation (if you have one)
  - Your company's website

### 3. They don't respond back

- If they're a good prospect - wait about a week and then send this message (you can schedule a reminder under the "Relationship" section of their profile)
- *Hey \_\_\_\_\_. I'm not sure if you saw my last message but I'm looking forward to connecting with you.*
- If there's no response again, circle back to them in 90 days using another approach

## The Conversation Outline for the Phone Call

Use this as a framework for your call with the prospect. There are different options / language for each step - use the one that you're most comfortable with.

Make sure you study and practice this so you are more confident and comfortable when you are actually on the phone with the prospect.

I realize for many of you using this language will feel totally unnatural and uncomfortable - you need to get over that. This is language that's been proven to work over and over again.

1. At the very beginning of the call it's important that you TAKE CONTROL. You want to ask them a question to get them talking (make it seem like you're interviewing them).

- *Hey \_\_\_\_\_. Thanks for taking the time to speak with me today! I have your LinkedIn profile pulled up here and was just looking it over. Tell me a little bit about yourself if you don't mind. Are you still with ABC Company?*

2. Move on to asking them additional questions (here are options):

- *Do you see yourself doing what you're doing now for the rest of your career?*
- *What do you like best about what you do? Is there anything that you don't like?*
- *How has the economy affected your industry over the past couple of years?*
- *If you had to say, what do you consider your 3 best qualities?*

**These questions allow you to qualify the prospect (see if THEY are open) :**

- *Are you looking for strictly employment type opportunities, or are you open to something more entrepreneurial IF the income potential was high enough?*
- *If I could show you something that had a bigger upside than what you're currently doing right now, and you could be doing it without the risk of leaving your current job / business, would you be interested in learning more?*
- *Is there anyone that comes to mind that has a sales or management background that may not be exactly where they want to be financially, that may be able to help me with a project that I'm working on now?*

3. Share your personal story with them once the conversation turns to you...

- *I can totally relate to your story because my background is very similar*

*I was exactly like you - I didn't have any free time / wasn't getting paid what I was worth / was in a dead-end job, career / wasn't excited about what I was doing.*

*I found myself working harder and harder each year for less money / I was making good money, but had very little free time to enjoy it / I didn't have a strong sense of security in what I was doing **(addresses 3 areas of "lack" for people)***

*I wanted to find something I could get excited about / a way to build a recurring stream of revenue that I didn't have to continue to work each month to recreate so I could get some of my time back / better sense of security*

4. Transition to sharing your opportunity with them:

- *All of that wasn't ok with me / I knew that I needed a change, so I started looking for another opportunity*

*The only problem was that there wasn't much out there that got me excited*

*I've always been more entrepreneurial at heart - I knew that working for someone else for the rest of my life wasn't going to give me the lifestyle that I wanted*

*I was introduced to / found out about a new company / came across an opportunity that I couldn't pass up*

*I felt like it was finally an opportunity for me to get paid what I was really worth / build a long-term career that I could be proud of / be compensated for my talents and abilities / increase my income WITHOUT sacrificing my lifestyle*

5. Share your company's 90 second commercial:

- *Highlight your products - what makes them special, unique / what do they do. If you have a personal testimonial related to them, share it now.*

*We teach people how to share products / services they believe in with people that they know to create supplemental, residual income*

*Allow people to build their own virtual distribution network, allowing them to earn a recurring income stream each month on potentially thousands of customers*

*The company provides all the infrastructure and support, so we don't have to do any billing, accounting, customer service, shipping or tracking*

*You can build a global business without ever leaving your home, right from your mobile device*

6. Tell them what you're looking for / what they would be doing (remember BIG PICTURE):

➤ *I'm looking for someone with a sales training / management background to help me build, train, and develop sales organizations for the company*

*I'm looking for a "front of the room" type person, preferably with public speaking experience*

*I'm not looking for someone to just "sell products to family and friends" / want someone who understands the big picture of what's possible / get paid an overriding residual commission on everything that we help create*

*Someone who knows what they're worth / not just looking for a "paycheck" / looking for the right vehicle to allow them to build a long-term successful and fulfilling career*

7. Sort them to see if they're interested:

➤ *Based off what I've shared with you so far, are you interested in learning more?*

*Interest scale 1 - 10, 1 being the lowest / 10 the highest - where would you say that you are right now?*

**Anything above a 5 is a good starting point**

*I'd like to send you some more information for you to look over so you can "fill in the blanks" and help you make an educated business decision whether or not this is a fit for you*

*What's the best email for you?*

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- If they persist with asking you questions:

*I have to run / have another call, meeting in a few minutes. The information that I'm going to send over will explain everything.*

*A lot of it is visual, you really need to see it for it to make sense. I want to make sure that you get a chance to see / hear it exactly the same way as me. You'll know pretty quickly whether or not you think it's a fit for you.*

- If they start asking you about the compensation structure:

*There are several different ways to be compensated, you really need to see it all laid out in the presentation. I will say this though... if all you are looking for is a "paycheck" then this is probably not the opportunity for you.*

*If you're looking for an opportunity to legitimately get paid what you're worth, and build a long term fulfilling career then I think you're going to like what you see.*

## 8. Schedule a specific time to follow up with them

- *When do you think you'll have a chance to look over everything? I just want to know when we can schedule a follow-up call.*

*Great. I'm putting it into my calendar right now. If you have any questions in the meantime don't hesitate to reach out.*

**If they're unwilling to commit to a specific time, just follow back up with them in 3 - 4 days.**

## 9. Send them the email:

- *It was great speaking with you today \_\_\_\_\_. Here is the information that we referenced during our conversation. If you have any questions let me know. I look forward to speaking with you on (scheduled day / time).*

- Include some 3rd party tools for them to look over:

- Initial exposure video / recorded call
- Recorded opportunity presentation (no more than 30 minutes)
- Link to the company's website
- Product information

- Connect with them on Facebook sometime in the next 24 hours. Send them a friend request.

## The Follow-up Call

Here is a framework for the follow-up call conversation:

- *Hey \_\_\_\_\_. It's great to speak with you again. Did you have a chance to look over the information that I sent?*

*What did you like best about what you saw and heard?*

**At this point, you'll usually know if they're actually interested**

- *Do you have any specific questions that I could help answer?*
- Do your best to use 3rd party tools to answer their questions (take them to the website - use additional videos, brochures, etc.)
- The simpler you make this, the more likely they will be to join.

Focus on relating to them and really painting the vision of what's possible

Move into the close:

- *Let me ask you this.... Based off everything that you've learned so far, do you see an opportunity for yourself?*

**If they say yes:**

*Great! Are you ready to get started today?*

**If they say no:**

*What information would you need to help you make that decision?*

- Find out what information they need, get them the tools to help answer their questions and schedule the next exposure!