ONLY ONE 1st IMPRESSION:

5 Tips for LinkedIn Prospecting

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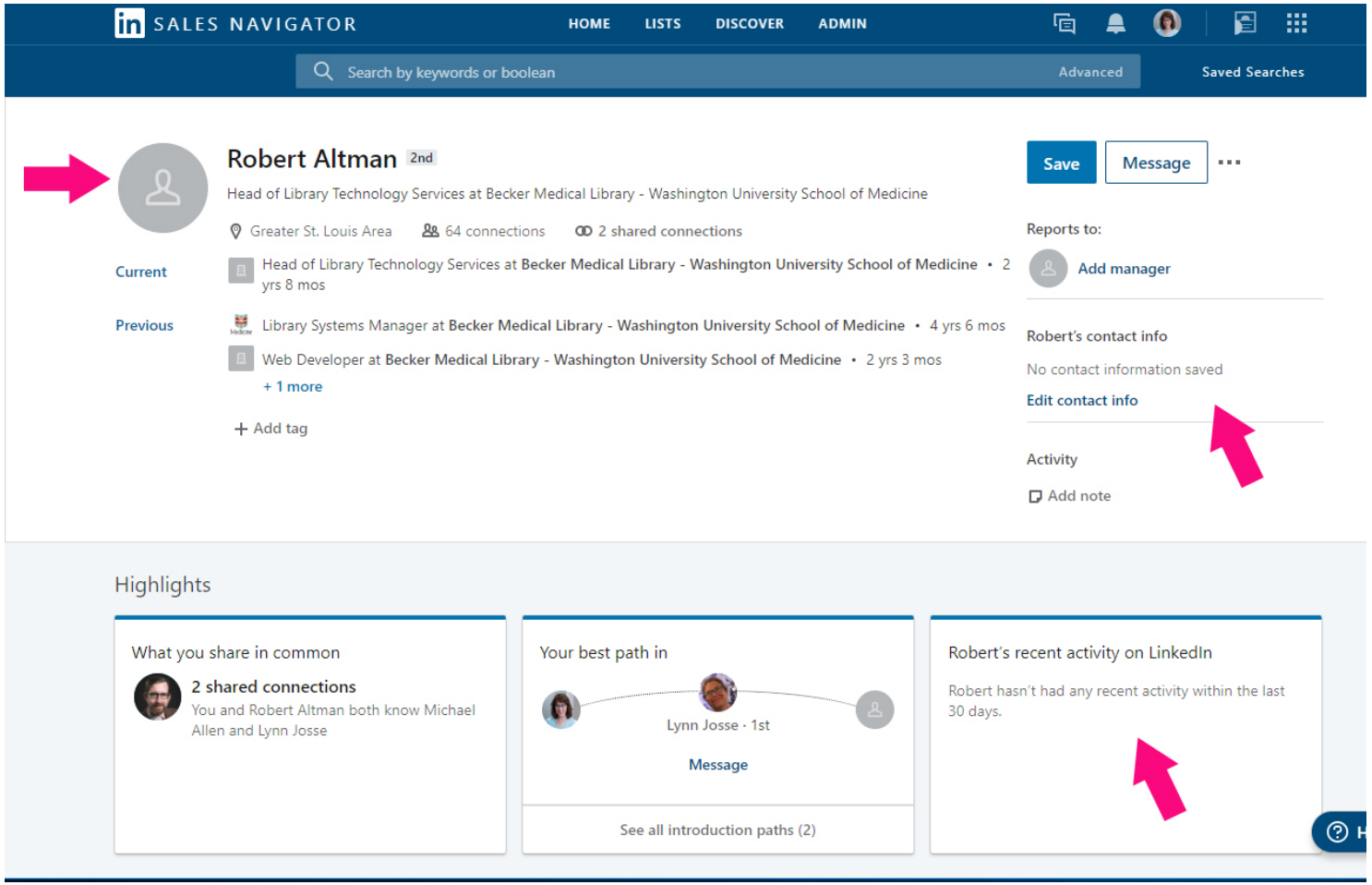
Tip #1: How Will YOU Look to Your Prospect?

What's the first thing you do when a stranger pops up? You look at their profile to learn something about them.

If your prospect does that to **you**, what will they find?

Do you actively share information and engage with others? Is your profile up-to-date?

Think of your LinkedIn profile as a house for sale: **have curb appeal so your prospect doesn't drive off.**



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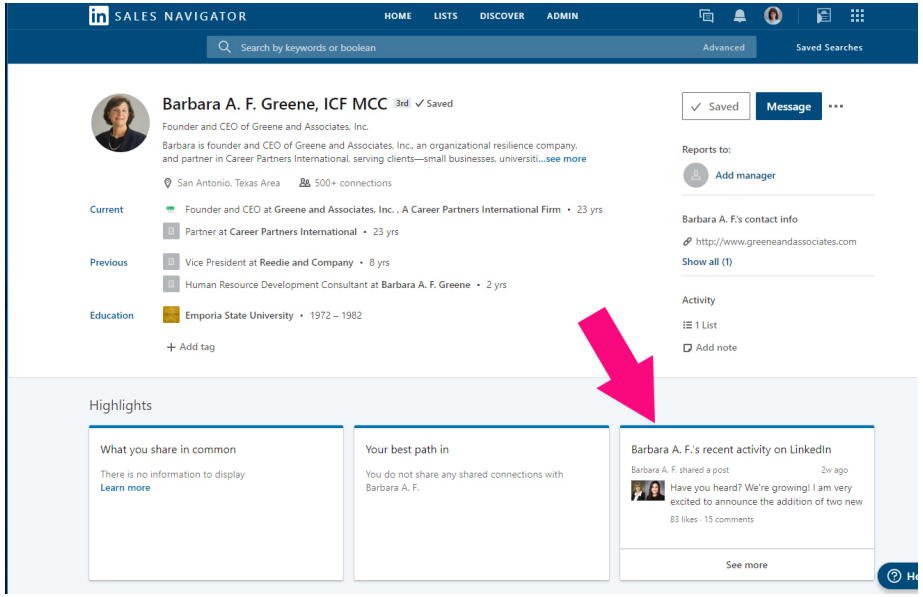
Tip #2: Get to Know Your Prospect

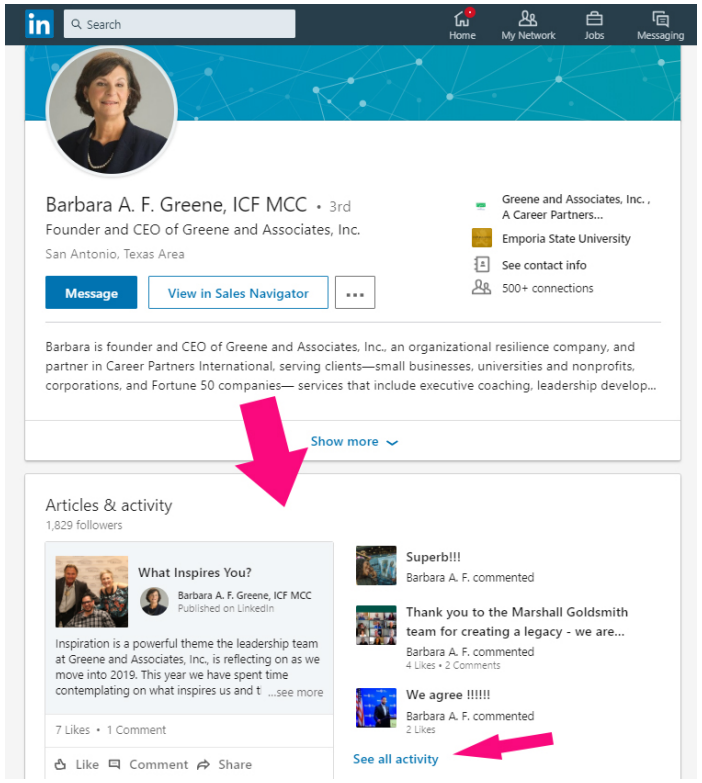
Sales Navigator shares clues about the person, their company and what interests them in and out of the office. The more you want to make contact, the more digging you do to find your best angle in.

If you and the prospect have a shared connection, consider asking them for inside tips or an introduction.

How Active Are They?
Check their activity for levels of engagement. Do they post? Comment? Like? And if so, how often?

The more engaged they are the more likely they will see your inquiry.
The unengaged will require more leg work… and bravery.





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Tip #3: Why Did You Pick Them?

There had to be something about them or their company that sparked the idea you should reach out.

Constantly asking and answering these three questions will keep you focused on the **goal**:

What ignited the spark to pick them? (inspiration)

What do I have that could help them? (motivation)

How do I say it effectively and succinctly?
(this is a cold call, so don't waste time and breath)

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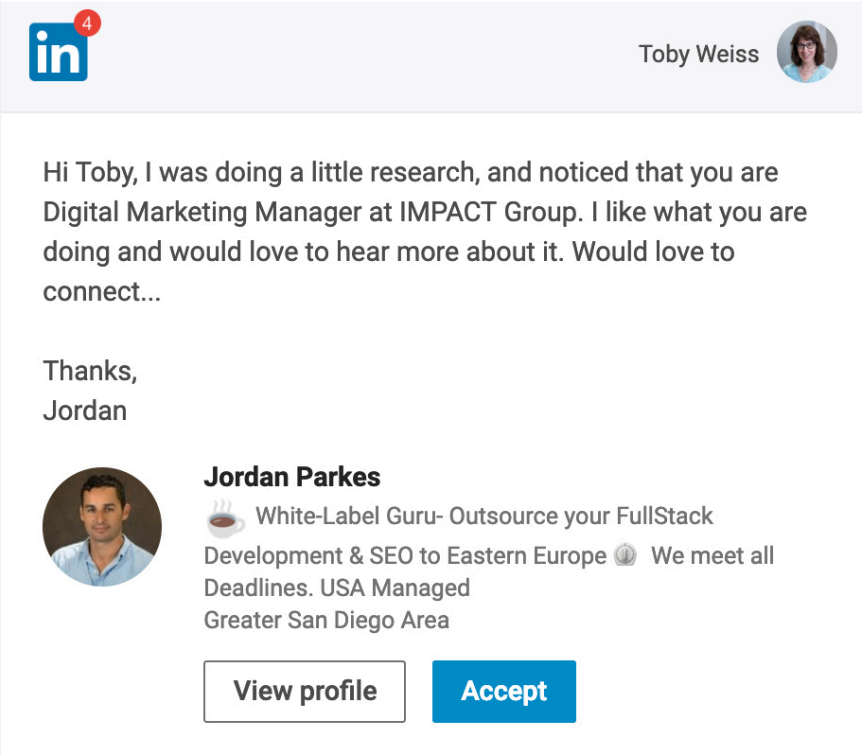
Tip #4: How Do You Engage Them?

You need an opening gambit that proves you know a little something about them. Every business person appreciates another who has done their **due diligence**.

What they post, share or comment on is a chain of clues. For instance, mentioning a detail about their company you saw in the news is a good opener.

If someone is a lead you really feel strongly about, you can **bypass InMail** and try to make a **1st level Connection**.

Here's what it looks like:



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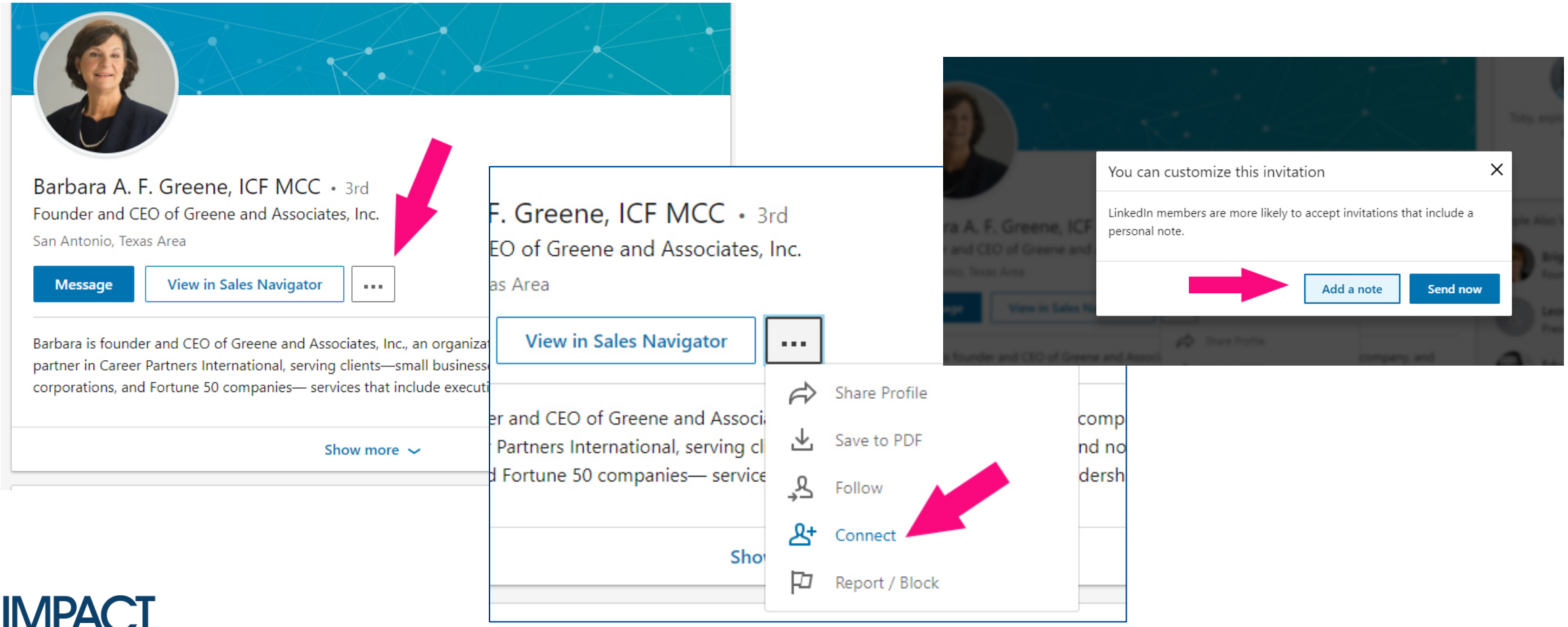
Tip #4: How Do You Engage Them?

Here's how you do it.



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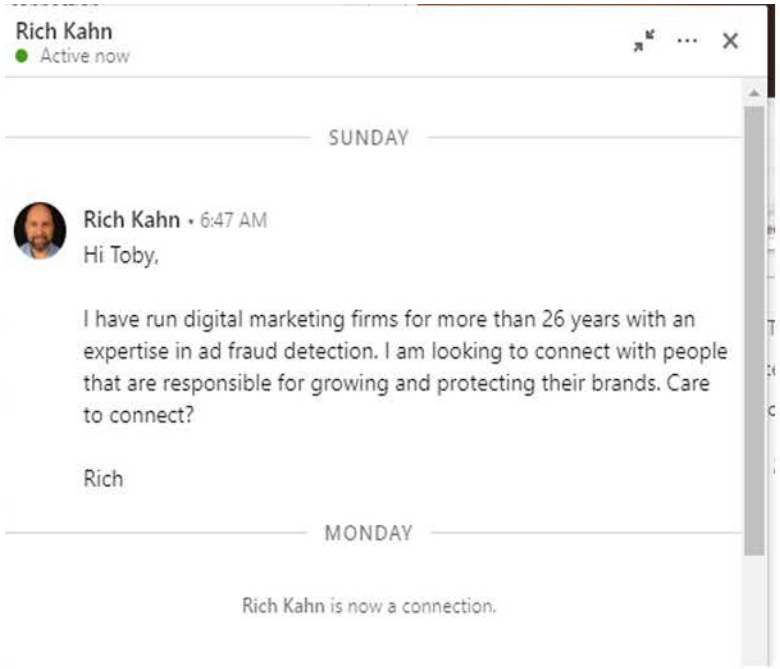
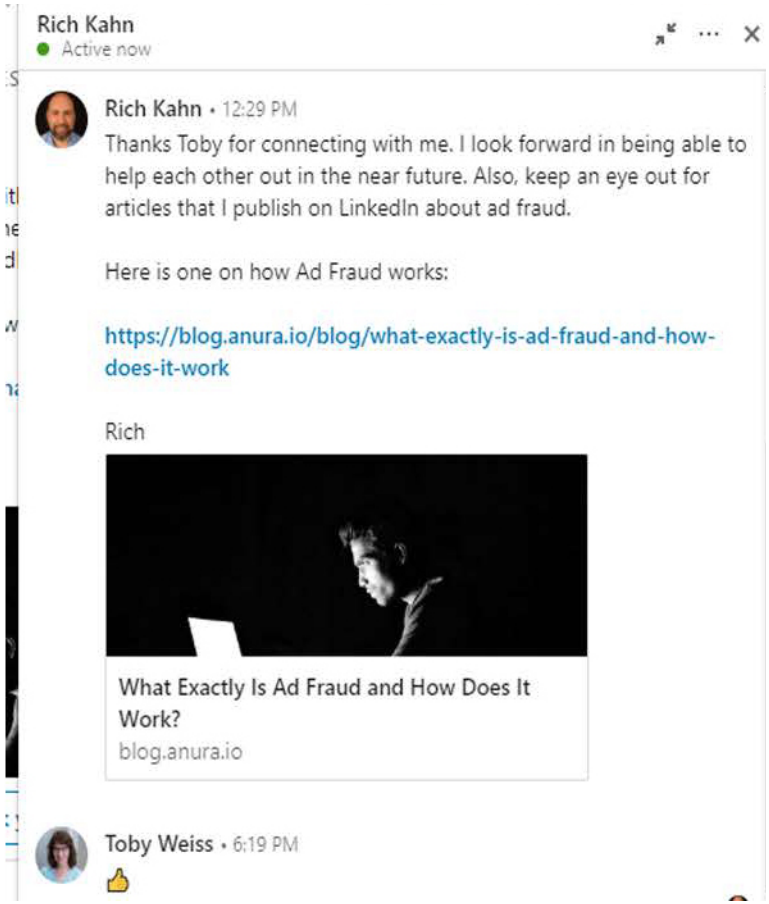
Tip #5: Keep it Brief, Oh So Brief

InMail flags you to keep a message **under 500 characters**.
Don't ignore their tested wisdom. Stay UNDER that limit, rather than a few characters over it.

This is an example of a guy who successfully prospected me by making a **1st level connection** and getting straight to the point, both times.





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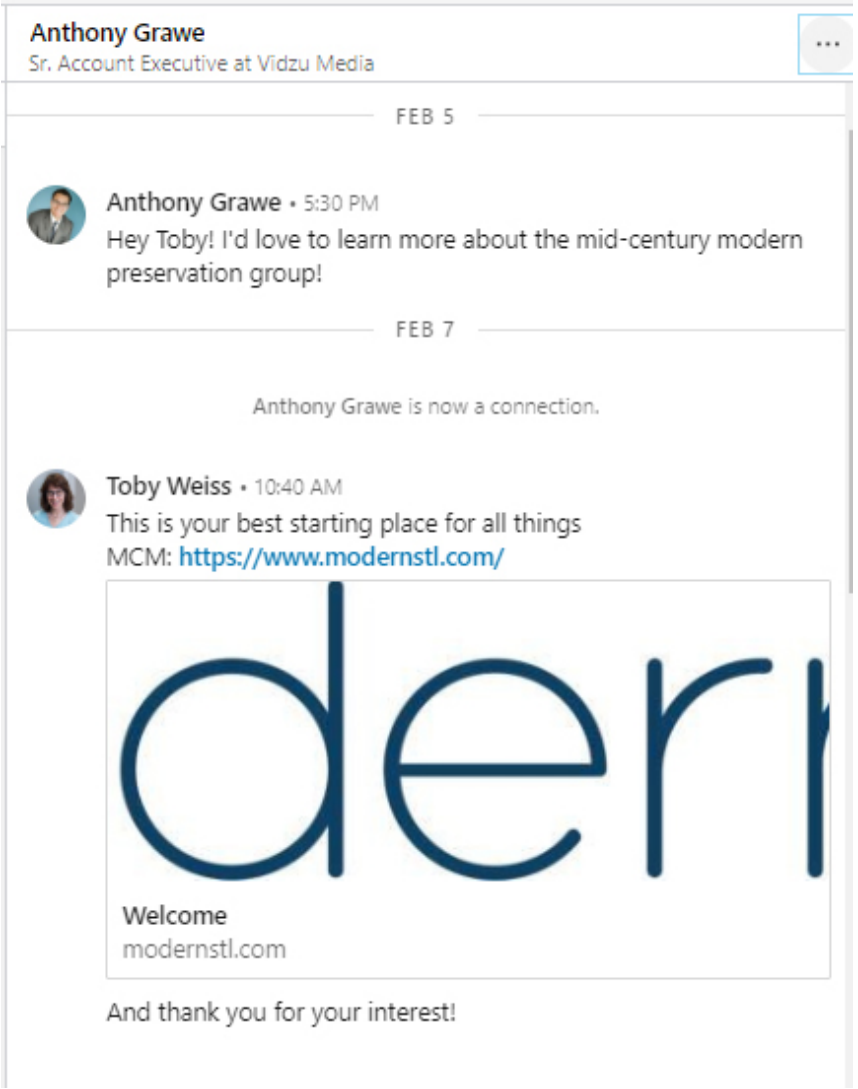
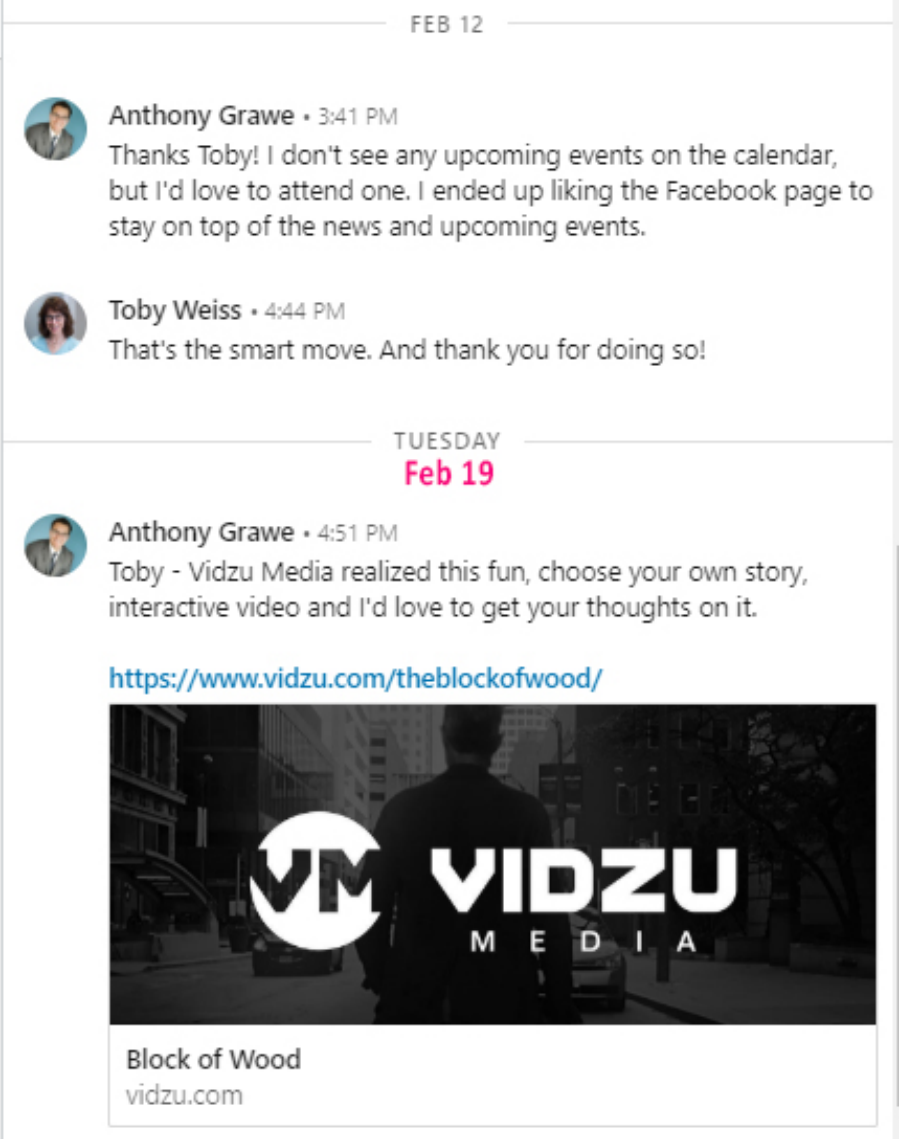
Tip #5: Keep it Brief, Oh So Brief

Example of sales person who took a two-week, 1st connection personal path to introducing his product.

He did his research on me AND the company, and took a novel approach.





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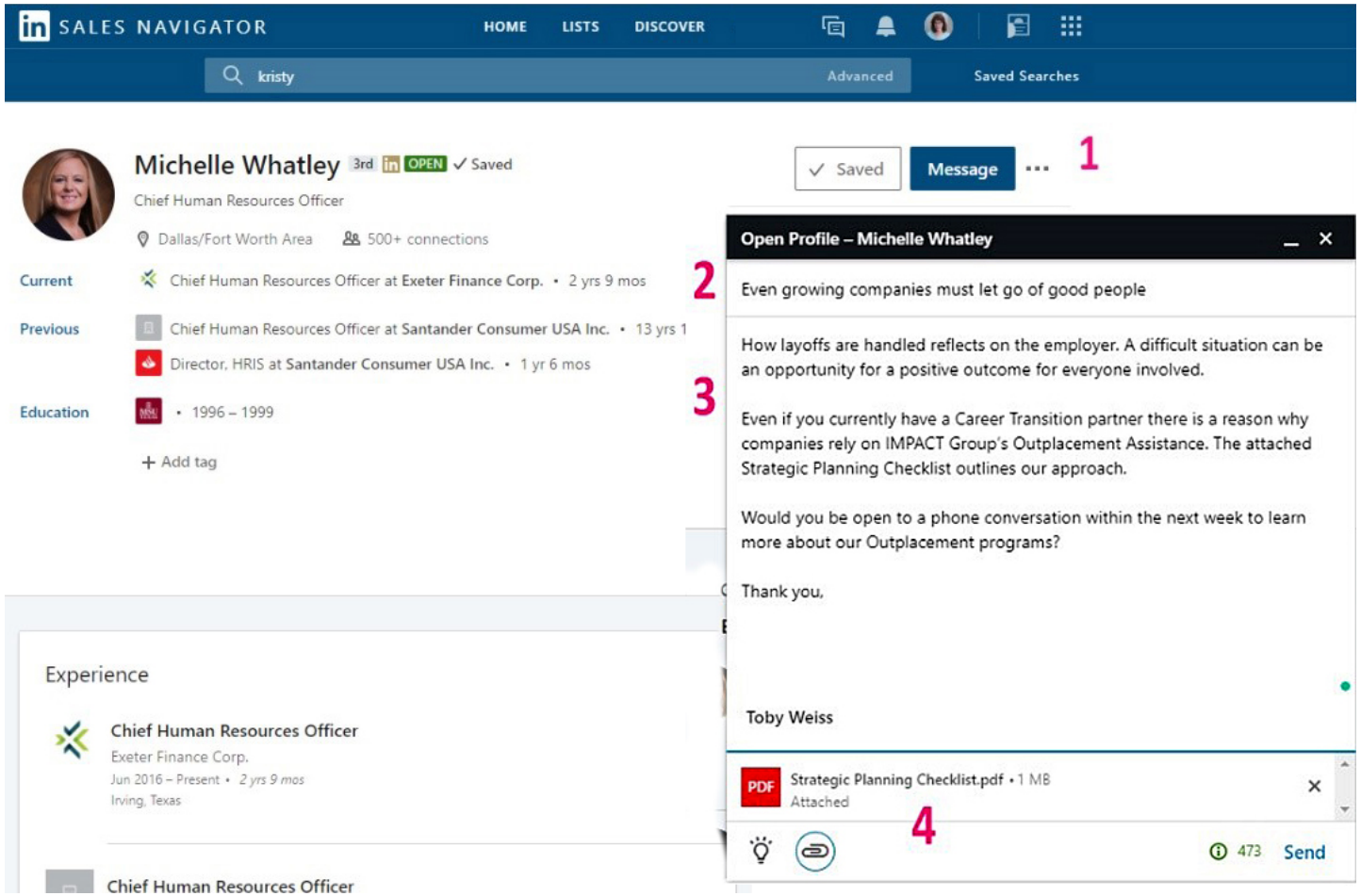
The Basics of Composing an InMail Message

1. Open your prospect within Navigator and click on Message
2. Subject line that speaks to something you know about their company and a possible pain point you can address
3. Add the body of your message. Keep an eye on those colored numbers in the bottom right corner. LI auto-inserts your signature.
4. InMail does *not* allow hyperlinks, so marketing collateral will need to be an attachment.



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The 5 Tips for LinkedIn Prospecting

1. How Will YOU Look to Your Prospect?
2. Get to Know Your Prospect
3. Why Did You Pick Them?
4. How Do You Engage Them?
5. Keep it Brief, Oh So Brief

Questions?

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