



ONLY ONE 1st IMPRESSION:

5 Tips for

LinkedIn Prospecting

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.**

The screenshot shows a LinkedIn Sales Navigator profile for Robert Altman. The profile includes a header with navigation links (HOME, LISTS, DISCOVER, ADMIN), a search bar, and a profile picture placeholder. A pink arrow points to the profile picture. The main section displays the name 'Robert Altman' with a '2nd' degree indicator, his current role 'Head of Library Technology Services at Becker Medical Library - Washington University School of Medicine', and location 'Greater St. Louis Area'. Below this, a list of previous roles is shown, including 'Library Systems Manager' and 'Web Developer' at the same institution. A pink arrow points to the 'Add tag' button. On the right side, there are buttons for 'Save' and 'Message', and a section for 'Reports to:' with an 'Add manager' button. Below that, the 'Robert's contact info' section shows 'No contact information saved' and an 'Edit contact info' link, which is highlighted by a pink arrow. The 'Activity' section has an 'Add note' button. The bottom section, 'Highlights', contains three panels: 'What you share in common' showing '2 shared connections' (Michael Allen and Lynn Josse), 'Your best path in' showing a path through Lynn Josse (1st degree) with a 'Message' button, and 'Robert's recent activity on LinkedIn' showing 'Robert hasn't had any recent activity within the last 30 days.' A pink arrow points to this activity section.

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.

This screenshot shows the Sales Navigator profile for Barbara A. F. Greene, ICF MCC. The profile includes her name, title, and company (Greene and Associates, Inc.). It lists her current role as Founder and CEO at Greene and Associates, Inc., and previous roles at Career Partners International, Reedie and Company, and as a Human Resource Development Consultant. Her education at Emporia State University is also noted. A pink arrow points to the 'Highlights' section, specifically to the 'Barbara A. F.'s recent activity on LinkedIn' card, which shows a post from 2 weeks ago with 83 likes and 15 comments.

This screenshot shows Barbara A. F. Greene's public LinkedIn profile. It features her profile picture, name, title, and company. The profile lists her current role as Founder and CEO of Greene and Associates, Inc., and her previous role at Emporia State University. A pink arrow points to the 'Show more' link below the bio. Another pink arrow points to the 'Articles & activity' section, which shows a post titled 'What Inspires You?' by Barbara A. F. Greene, ICF MCC, published on LinkedIn. The post has 7 likes and 1 comment. A third pink arrow points to the 'See all activity' link at the bottom of the activity feed.

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)



A GOAL
WITHOUT A PLAN
IS JUST A WISH

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:



The screenshot shows a LinkedIn message interface. At the top left is the LinkedIn logo with a red notification bubble containing the number '4'. At the top right, the sender's name 'Toby Weiss' and profile picture are visible. The message body contains the text: 'Hi Toby, I was doing a little research, and noticed that you are Digital Marketing Manager at IMPACT Group. I like what you are doing and would love to hear more about it. Would love to connect...'. Below the message, the recipient's name 'Jordan Parkes' is displayed, along with a coffee icon and his bio: 'White-Label Guru- Outsource your FullStack Development & SEO to Eastern Europe 🌐 We meet all Deadlines. USA Managed Greater San Diego Area'. At the bottom of the message card are two buttons: 'View profile' and 'Accept'.

Tip #4: How Do You Engage Them?

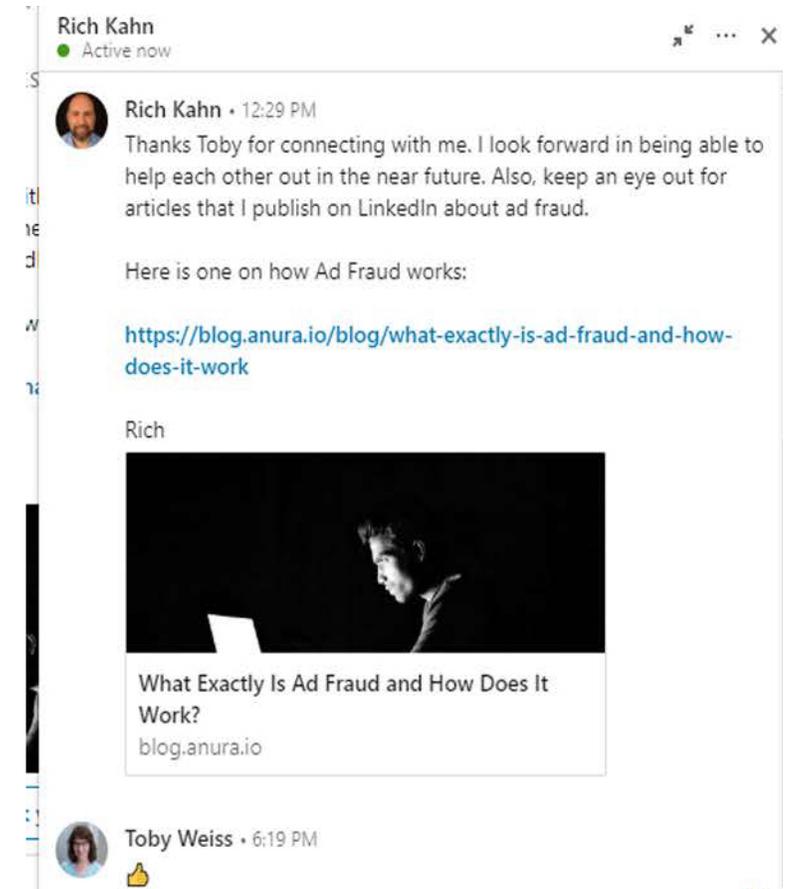
Here's how you do it.

The image shows a LinkedIn profile for Barbara A. F. Greene, ICF MCC, 3rd. The profile includes a circular profile picture, a blue header banner, and text identifying her as the Founder and CEO of Greene and Associates, Inc. in the San Antonio, Texas Area. Below the profile information are buttons for 'Message', 'View in Sales Navigator', and a three-dot menu. A pink arrow points to the three-dot menu. A second, larger screenshot shows the menu open with options: 'Share Profile', 'Save to PDF', 'Follow', 'Connect', and 'Report / Block'. A pink arrow points to the 'Connect' option. A third, smaller screenshot shows a dialog box titled 'You can customize this invitation' with the text 'LinkedIn members are more likely to accept invitations that include a personal note.' and buttons for 'Add a note' and 'Send now'. A pink arrow points to the 'Add a note' button.

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.



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.

Anthony Grawe
Sr. Account Executive at Vidzu Media

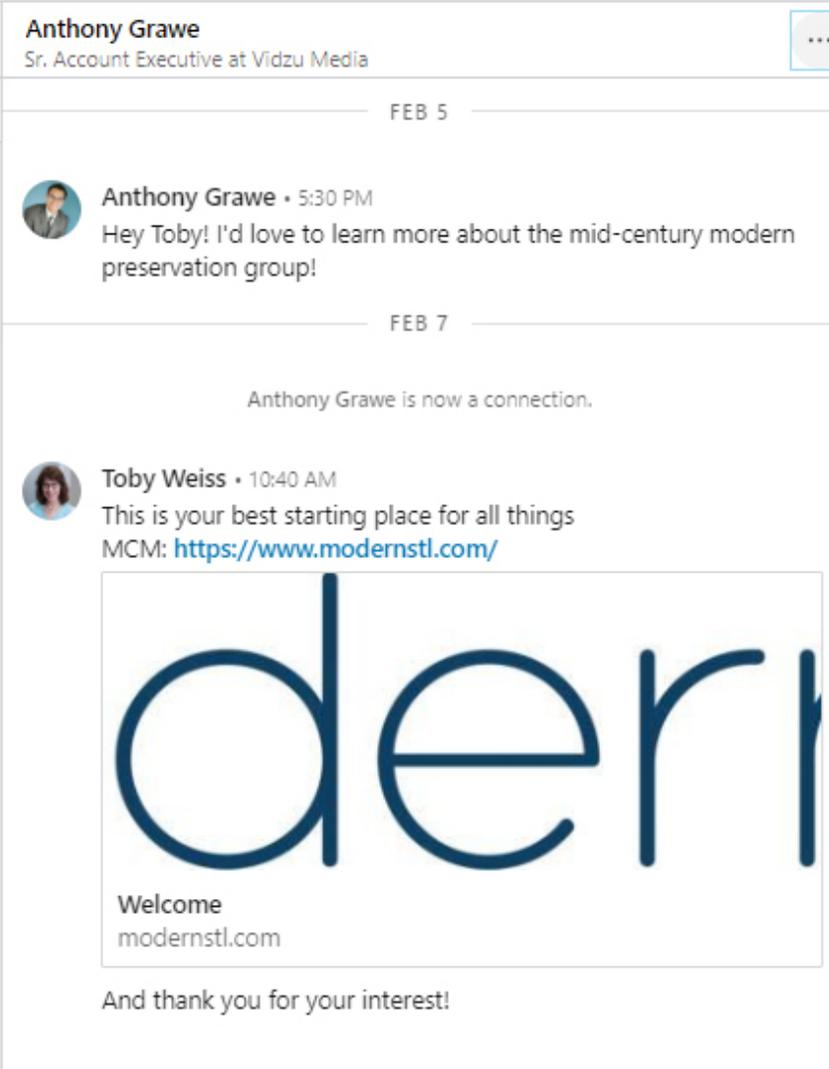
FEB 5

Anthony Grawe • 5:30 PM
Hey Toby! I'd love to learn more about the mid-century modern preservation group!

FEB 7

Anthony Grawe is now a connection.

Toby Weiss • 10:40 AM
This is your best starting place for all things MCM: <https://www.modernstl.com/>



deri

Welcome
modernstl.com

And thank you for your interest!

FEB 12

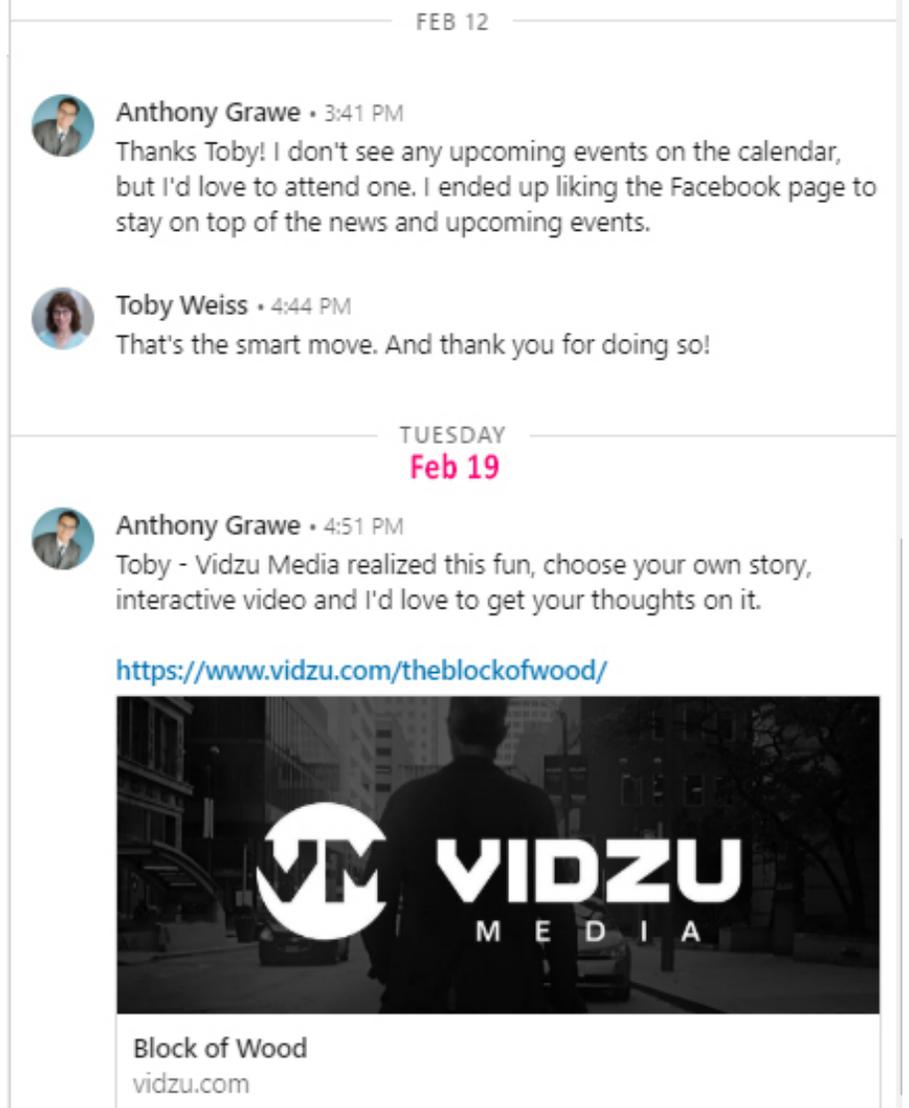
Anthony Grawe • 3:41 PM
Thanks Toby! I don't see any upcoming events on the calendar, but I'd love to attend one. I ended up liking the Facebook page to stay on top of the news and upcoming events.

Toby Weiss • 4:44 PM
That's the smart move. And thank you for doing so!

TUESDAY
Feb 19

Anthony Grawe • 4:51 PM
Toby - Vidzu Media realized this fun, choose your own story, interactive video and I'd love to get your thoughts on it.

<https://www.vidzu.com/theblockofwood/>



Block of Wood
vidzu.com

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.

The screenshot displays the LinkedIn Sales Navigator interface. At the top, the navigation bar includes 'SALES NAVIGATOR', 'HOME', 'LISTS', and 'DISCOVER'. A search bar contains the name 'kristy'. Below the navigation bar, the profile of Michelle Whatley is shown, including her title 'Chief Human Resources Officer', location 'Dallas/Fort Worth Area', and current role at 'Exeter Finance Corp.'. The 'Message' button is highlighted with a red '1'. An 'Open Profile' window is open, showing the message composition area. The subject line is 'Even growing companies must let go of good people' (marked with a red '2'). The message body contains text about layoffs and outplacement programs (marked with a red '3'). The message is signed 'Toby Weiss'. An attachment 'Strategic Planning Checklist.pdf • 1 MB' is shown at the bottom (marked with a red '4'). The 'Send' button is visible in the bottom right corner of the message window.

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?