

CONNECT 365
The Marketing Lab



Take
the
lead.



THE MARKETING LAB

How to Build a LinkedIn Database in 10 Days or Less...

We'll walk you through how we build LinkedIn Prospect databases quickly and effectively...

Why LinkedIn...



Over **500+** million users



25% of adult internet users in US
are on LinkedIn



40% check LinkedIn daily. (76% for
executives)



Most affluent demographic.



Millions of businesses.

Where else can I:

Hand select the right people?

With extremely ACCURATE contact info?

Instantly build more awareness...

Where to Focus?

- ~~1. Profile Optimization~~
- ~~2. Prospect Profile & Advanced People Search~~
3. Connection Request Script
4. Assembly Line Request Process
5. Review the Game Tape
6. Follow-up

... wurde.
 Im Hinblick auf die neuen Pläne der Kunstseideindustrie hat die „Agéfi“ diesen Schlüssel zu errechnen versucht. Damit hauptsächlich den Kapitalanlegern Hinweise auf die Stärke der einzelnen Firmen geben, was hier nicht übersehen werden braucht, sie vermittelt gleichzeitig aber einen überblickreichen Einblick. Nach den letzten Bilanzen vom 31. August 1939 ergibt sich folgendes Bild:

| in Mill. Fr. | Beteilig. am Verkaufskontor | Ertrag daraus | Andere Beteilig. | Ertrag daraus |
|--------------------------------|-----------------------------|---------------|------------------|---------------|
| Viscose Française .. | 34,9 | 18,2 | 22,8 | 6,1 |
| Givet-Izieux | 34,6 | 18,2 | 26,5 | 5,4 |
| Nationale de la Viscose | 26,6 | 10,2 | 2,0 | 0,2 |
| Albigeoise de la Viscose | 12,9 | 4,7 | 5,7 | 0 |
| Textil-Union | 12,6 | 4,6 | 0,9 | |

Die führende Stellung von Viscose Française und Givet-Izieux ist hieraus klar hervor. Nur wenig läßt sich über die in der linken Spalte angegebenen Beteiligungen sagen. Zum Teil handelt es sich um ein System gegenseitiger Verschachtelung, auch übrigens das Verkaufskontor selbst an Kunstfaserwerken beteiligt ist, zum Teil aber auch um ausländische Werke, zum Beispiel Lieferanten, z. B. Maschinenfirmen.

HV bei Gesfürel

Frage der Kapitalberichtigungs noch offen

Auf der HV der Gesellschaft für elektrische Unternehmungen, Berlin, wurden alle Punkte genehmigt. Die aus verschiedenen Glieder des Aufsichtsrates wurden wieder gewählt. Der Vorsitz des Aufsichtsrats Dr. Kimmerling erläuterte, weshalb eine Kapitalberichtigung noch vorzunehmen ist. Die Kapitalberichtigung wird...

... mit 0,31 (0,26) Mill. RM zu Buch. Urvermögen von 0,84 (0,80) Mill. RM betragen. Warenforderungen 0,22 (0,28), Wertpapiere flüssige Mittel 0,19 (0,07) Mill. RM. Andererseits Rücklagen auf 0,31 (0,28) Mill. Die Gesamtbelaufen sich auf 0,08 (0,09) Mill. RM.

① **Kammernspinnerei an der Werra AG**, (Kapitalerhöhung). Die Gesellschaft verhöht auf Grund der DAV um 1,2 auf 3,2 Mill. RM das Geschäftsjahr 1940.

② **Königsstadt AG für Grundstücke und Industrie** letztes Geschäftsjahr verzeichnete die Gesellschaft von 0,11 (0,11), Mieterträge von 0,49 (0,46) und 0,26 (0,21) Mill. RM. Nach 0,09 (0,11) Mill. RM ergibt sich ein Reinertrag von 5200 (31) um 67 290 RM. Nach 1939 auf 12 480 RM erhöht. diesen Betrag über vorzutragen.

③ **Rheinische Hypothekbank in Mannheim** kündigt ihre 4 1/2proz. Kommunalobligationen zur Rückzahlung auf den 1. Oktober d. J. und 4proz. Kommunalobligationen Reihe III zu

Add a Connection Request

Dividende...
 Concordia Spinnerei...
 wieder...
 geschäftsjahr vom 1. Juli bis 31. Dezember 1941

Warenmärkte

* Berlin, 26. Aug. Getreidegroßmarkt. Angetreide kommen Uglia... den Berliner Platz...

Request Template

Hey >>INSERT FIRST NAME<<,

I came across your profile here on LinkedIn and thought we could benefit from being connected.

Thanks!

>>INSERT YOUR NAME<<

>>YOUR TITLE<< (*group or company name*)

Example

Hey Sarah,


I came across your profile and noticed we both have an interest in digital marketing. I thought we could benefit from being connected.

Hope business is going well!

Thanks,
Josh Turner
Founder, Small Biz Forum

Referral Example

Send invitation ✕

 David Wagstaff · 2nd

Include a personal message (optional):

Hi David,

I'm reaching out because I'm building a referral network of other business owners in the St. Louis area, and I'd love to include you if you're interested in getting referrals.


Josh
|

Save as lead

Cancel Send Invitation


Why?

Invitations See all 24




Ashley Wilson
Lead Generation · Market Research · Digital Marketing · Management Consulting ...
👤 Molly McGinnis and 1 other


Ignore Accept



Ashley Wilson
Intern at SEPROB



O'Leary-Raker
Founder Real Estate Professionals Network (R.E.P.N.) | Real Estate ...
👤 Jake Jorgovan and 4 others



SCOTT SEE, DPM, DAB
📍 Phoenix, AZ
👤 Meredith Eisenberg and 11 others
1 month ago

Ignore Accept

Pat, ...

Looking forward to your 5-day challenge! Would also be honored to be added to your LinkedIn professional network!!

Dr. Scott See less

Reply to SCOTT

Linked



Assembly Line Model

Process Checklist

1. Write Connection Request Script (keep First Name blank)
2. Build your search.
3. Open (in new tab) the profiles that look like a good fit.
4. Click 'Connect' and 'Add Note' on each prospect's profile page.
5. Paste in Request script to all Notes.
6. Edit to include First Name in all messages.
7. Send.

Should I Upgrade to Sales Navigator?

There are a couple of reasons why it would be beneficial for you to upgrade to the Sales Navigator account, if only temporarily.

1. You may need to take advantage of the advanced search filters. I.e company size, job function, etc.
2. You want to do a large initial blast of connection requests and you encounter the Commercial Use Limit.



Tracking Conversions & Benchmarks

How to Track My Effectiveness?

Count (and note) the tabs of 'Sent' requests as you close them.

How to Track My Effectiveness?

Give it 24-48 hours for replies to come in.

How to Track My Effectiveness?

Target: 35% accepted

Low: 20-25%

Great: 45-50%

What to Optimize?

1. Headline
2. Profile Picture
3. Connection Request Message

The background is a solid teal color. In the top-left and bottom corners, there are several light blue circles of varying sizes. In the center, there are faint, semi-transparent icons: a hand holding a phone, an '@' symbol, a smartphone, and an envelope. A large, solid blue circle is positioned on the right side of the image, containing the text.

Get Them Ready
for Follow-up

The image shows a screenshot of the LinkedIn 'My Network' page. A dark navigation bar at the top contains icons for Home, My Network (highlighted with a red dot and a blue arrow), Jobs, Messaging (with a red notification dot), Notifications (with a red notification dot), Me, Work, and Sales Nav. Below the navigation bar, a banner for 'Lead Gen on LinkedIn - Hand Picked LinkedIn Leads From LinkedSelling' is visible. The main content area is divided into two columns. The left column, titled 'Manage my network', contains a list: 'Connections' (29,091), 'Teammates', and 'Contacts' (1,048). A blue arrow points to the 'Connections' icon. The right column, titled 'Invitations', shows an invitation from 'Tobias Mayr', Head of Music | Tech by™.com • Synergien © Vielseitigkeit #changesomething..., with 'Ignore' and 'Accept' buttons. A 'See all 4' link is also present. A blue arrow points to the 'My Network' icon in the navigation bar.

29,091 Connections

Sort by: Recently added ▾

Search by name

Search with filters



M. Paul

I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?
Connected 19 hours ago

Message

...



Alexa

Chief Executive Officer at Lexi Marketing
Connected 19 hours ago

Message

...



Phil

Founder at Diskette
Connected 1 day ago

Message

...



William

I Help 6-7 Figure Companies Scale Strategically | \$34.2 Billion In Revenue Closed --> Ask Me How?
Connected 1 day ago

Message

...



Ayse

Personal Development & Health Coach, Trainer | Helping UK SME executives & leaders 4 measurable stress & time management
Connected 2 days ago

Message

...

Manage synced and imported contacts

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

Your email address

Continue

More options

Josh Ready for your Dream Job with ADB Companies, Inc? ^{Ad} ...



ADB
COMPANIES

Come explore our Keeley'n Culture.

Follow



Agency

TheFranchiseConsultingAgency.com
There's A Franchise For That.com



There's A
Franchise
For That.

Message

View in Sales Naviga

M. Paul Speert, CFC, CPC · 1st

I Can Help You Fire Your Boss And Start Your Own Successful Business Through Franchising. Are You Interested?

Baltimore, Maryland Area · 500+ connections · [Contact info](#)

M. Paul Speert, CFC, CPC



Contact Info

M. Paul's Profile

[linkedin.com/in/paulspeert](https://www.linkedin.com/in/paulspeert)

Websites

SASpromotions.com (SAS Promotions & Branding)

StretchableCovers.com (Custom Stretchable Covers)

TheFranchiseConsultingAgency.com (Company Website)

Phone

410-844-2774 (Work)

Email

paul@thefranchiseconsultingagency.com

Twitter

[sasproms](https://twitter.com/sasproms)

Connected

October 19, 2019

Prospecting Rules of Engagement

1. Set a weekly goal or challenge.
2. Move quickly.
 - a. Filter as best you can to Prospect Profile.
 - b. Vet further throughout process.
3. Make time.
4. Celebrate progress.

The Progress Principle

Prospect -> Lead -> Client

“Capturing small wins on *MEANINGFUL PROJECTS* every day enhances motivation and results.”

- Harvard Business Review

*“Don’t watch the clock; do what it
does. Keep going.”*

~ Sam Levenson

On the next:



Outbound Sales Mastery

Call Held 9/2 at 1 pm (central) with Rob Lime