

This is powerful, and I'm getting it to you as fast as possible.

I will add to it next week, and edit it some . . . but I wanted you to get the feeling for what we are doing, and get it fast.

Here's the key:

In linkedin, people are constantly being asked to connect frankly so they can be SOLD.

But if we go back to common relationship building, the question to ask is

What can I GIVE?

So think about YOUR target market?

What do they REALLY REALLY want?

Then give that to them.

But here's the thing . . . have them go to your website to get it.

BUT . . . don't make them subscribe to get it.

Why?

Because ½ of them won't get it.

But if you let everyone get it . . .

And they love it – like it's REALLY Good . . .

Then while they are on your site –

They will see your header with an offer to optin to your webinar . . . and THAT'S when they get on your list

PLUS

You only get really interested people on your list!

So here's the scoop:

Reach out with a message, asking them if they want the thing you are offering them

If they reach back to get it . . .

Give them the link to your page where it is

You will have to try different openers to see what works for YOU in your niche

Keep trying until you get a good response

Once you get going in linkedin, you should be able to get 100 connects a day without getting flagged

Here's how to do it:

You MUST look at each profile and consciously decide if that person might be a good prospect.

DON'T just click connect 100 times – you'll get yourself banned.

Also, just do 5 sittings of 20 instead of 1 sitting of 100

Ok, that's the basic strategy.

Let that simmer some, try some messaging this weekend

And I'll add more next week . .

Linkedin Openers:

Long one (this didn't work the best, but it worked I'm pretty sure)

from your profile you seem like a very successful consultant . . . I hope this isn't too forward, but I've attached a training program that shows consultants like yourself to help you scale up your Consulting Business 2x or more in the next 90 days . . . I hope it helps you brainstorm and grow . . . Go here to access the training (no optin, no trap or trick of any kind):

<https://anyonecancoach.com/scale/>

so . . now that you ask . .

from your profile you seem like a very successful consultant . . . I hope this isn't too forward, but could I give you access to a training program that shows coaches like yourself to help you scale up your coaching business 2x or more in the next 90 days . . . I hope it helps you brainstorm and grow . . . (no optin, no trap or trick of any kind):

<https://anyonecancoach.com/scale/>

Mark:

Doctor strategy:

Linkedin possible scripting:

A couple of weeks ago, I was asking how to send some of my LinkedIn doctor connections to another lab owned by my client. I want my connections to open an account at that lab^[P]_[SEP]

Result: new doctors recommended to use a lab

Hey . . . just curious . . . are you happy with your current lab?

Hey . . . just curious . . . are you unhappy with your current lab?

Hey . . . just curious . . . would you be interested in a new lab contact?

Hey . . . just curious . . . have you considered using a new specialty lab?

. . . have you considered using the new 43er blood test?

Have you considered using the new world class parasitologist's lab?

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. . just curious . . .are you currently testing a full GI panel?

Are you interested in a new solution for a full GI panel?

Yes

May I suggest a new lab?

It's world class, full disclosure, my it's my clients' lab . . .

Would you be interested in a free tour?

. . . a free trial?

. . . a connection?

Avoid stock, etc – focus on folks who might be a good fit to jv

(name) . . . it looks like we have some overlap in what we teach and coach . . . I wonder if you might be interested in considering how we can JV, cross promote each other's email list, or otherwise help each other . . . for a quick peak at what I teach and how I present, feel free to check out the training here: <https://anyonecancoach.com/scale/>

that was fast! let me see if a few others say yes :-)

by the way, what would it mean for you if you could start getting new clients at \$5k - \$7k each?

Sean

Hey, I like your straightforward/clean approach on your website!

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let me know if/how I can be a resource ..if needed . .

by the way, I'm curious, what's the #1 thing you help clients with right now?

actually, my assistant was doing some "prospecting" here . . .

I'm more interested in building mutual relationships where we send each other leads and introductions . . .

if there's a fit/crossover in our subscriber/follower base

If that's interesting to you . . .

what's the #1 thing you help clients with right now?

Next reply:

I'm curious, how many subscribers or clients do you have?

Just accepted:

just accepted . . I'm curious what led you to suggest connecting?

by the way, I'm curious, what do you see, in your prospecting, and with your clients, is the #1 problem folks are facing right now?

Dave, just accepted your connection request . . . I'm curious, what did you see about me that led you to ask to connect?

Tom, honestly, right now I'm probably less interested in having someone drive leads for me

than doing something that mutually benefits both of us by introducing you to my subscriber list .
. and you introducing me to yours . . .

I'm guessing that's not of much interest . . but throwing it out there if it is

Max thanks . . . so here's the thing, I've just taken on a client who is also a book coach . . so I think I gotta prioritize him for the book stuff for now!

thanks a million . . .if there's something else you are a big resource for clients on, we might be able to network somehow . .

Someone reached out to me asking if I could share referrals and offered to do the same for me, my response:

now . .because of the volume of folks I network with ,. . I rarely do 1 by 1 referrals . . .

I prefer to send a mailing to my tribe/list

in exchange for the other person doing the same . . .

would you be open/interested in doing something like that?

doing something that mutually benefits both of us by

Would you be interested in doing something mutually beneficial such as interviewing each other, or doing a co-interview, or even doing a mailing swap where I mail your squeeze page or registration page to my list, and you do the same for me?

Something non-risky for both of us, but allow us to both be benefitted by exposure and possibly build trust and relationship so we feel comfortable doing something bigger together down the road . . .

. . looking to meet other coaches who might want to do something mutually beneficial together

such as interviewing each other, holding a co-interview, or even I mail your intro offer or reg page to my list in exchange for you doing the same for me . . .

. . looking to meet other coaches who might want to do something mutually beneficial together

Would you be interested in doing something mutually beneficial such as interviewing each other, doing a co-interview,

or something else non-risky to us both where we both gain exposure and leads/publicity?

I'm looking to meet other coaches who might want to do something mutually beneficial together

such as interviewing each other,

doing a co-interview,

or something else non-risky to us both where we both gain exposure and leads/publicity?

If you have an interest in enrolling 2x as many clients, at 2x your current price, with the same leads you have now, I'd like to give you access to a special intro training, no cost or optin:

<https://anyonecancoach.com/scale/>

I'm curious, would it make sense for you and I to do a lead magnet swap - I'll send my people over to one of your resources and you send your peeps over to mine?

That way we both gain exposure and leads . . without any out of pocket cost to either of us?

What do you think?

Sean

I'm actually here looking for likeminded people to network with and expand our visibility and leads by partnering a little . . .

Would you be interested in doing something mutually beneficial such as interviewing each other, doing a co-interview,

or something else non-risky to us both where we both gain exposure and leads/publicity?

I'll send my people over to one of your resources and you send your peeps over to mine?

That way we both gain exposure and leads . . without any out of pocket cost to either of us?

Original JV ask for connections:

(name) . . . it looks like we have some overlap in what we teach and coach . . . I wonder if you might be interested in considering how we can network together a little, cross promote each other's lead magnet, or otherwise help each other . . .

I'll send my subscribers and over to one of your resources and you send your tribe over to mine?

That way we both gain exposure and leads . . without any out of pocket cost to either of us?

Hey . . . I'm curious . . . are you interested in being interviewed to gain exposure and publicity?

Hey . . . I'm curious . . . are you looking for more leads . . . would you be interested in being interviewed to gain exposure and publicity?

Current connection opener:

shoot me a message if you want to pick my brain about something . .

anything

Current reply to want to collaborate:

cool . . .

let's dig a tiny bit and see if our offers might be a good fit before we get too deep

if we were to do a lead magnet swap or cross promotion . . . what offer or lead magnet do you typically use for that kind of thing?

who is your ideal prospect/client?

thanks

Sean

Current New Ask

(name) . . . it looks like we have some overlap in what we teach and coach

Would you be interested in networking, cross promoting each other's lead magnet, or otherwise helping each other . . .

That way we both gain exposure and leads . . . without any out of pocket cost to either of us?

2nd New Ask for linkedin connections:

(name) it looks like we have some overlap in what we teach and coach
Would you be interested in networking together a little, cross promoting each other's lead magnet, or otherwise helping each other . . .

That way we both gain exposure and leads . . . without any out of pocket cost to either of us?

New JV Ask for linked in experts:

(name) . . . it looks like we have some overlap in what we teach and coach . . . I wonder if you might be interested in doing something mutually beneficial that helps us both grow our exposure and meet new prospects?

considering how we can JV, cross promote each other's email list, or otherwise help each other

For example, would it make sense for you and I to do a lead magnet swap - I'll send my subscribers and over to one of your resources and you send your tribe over to mine?

That way we both gain exposure and leads . . . without any out of pocket cost to either of us?

Lead in for linked in experts:

(name) . . . it looks like we have some overlap in what we teach and coach . . . I wonder if you might be interested in considering how we can JV, cross promote each other's email list, or otherwise help each other

Would you be interested in doing something mutually beneficial that helps us both grow our exposure and meet new prospects?

For example, would it make sense for you and I to do a lead magnet swap - I'll send my subscribers and over to one of your resources and you send your tribe over to mine?

That way we both gain exposure and leads . . . without any out of pocket cost to either of us?

Answer for linkedin experts who reply:

would it make sense for you and I to do a lead magnet swap - I'll send my people over to one of your resources and you send your peeps over to mine?

That way we both gain exposure and leads . . without any out of pocket cost to either of us?

For example:

if this is your primary site: www.ceoptions.com

what is a good entry page?

I don't see a webinar sign up -

but is the quiz page a good entry point?

in my case, I usually use this page for cross - introductions like this:

<https://affluentconsultant.com/get-5k-clients-initial-video-register/>

Sean

Simon . . .

Replies:

of course, my thought was to introduce you to my list . . either an interview of you, or perhaps you have a lead magnet or a webinar you do.

If you are pleased with the introduction, you might offer to do the same, but no expectation :-)

Do you have a webinar or anything like that I can use to introduce you to my audience?

What's your main website? Are you running a webinar or do you have a book or a process we can discuss on the webinar? I'm just looking to add value to my tribe by interviewing some smart people, and hopefully build a tiny bridge of trust with new folks as well :-)

My response if someone is game:

cool . . .

so what I find works well to do first, something low risk for both of us, is a lead magnet exchange . . . I'll mail my list one of your resources and you send your peeps over to mine?

Of course we've just met . . so once we agree on what we are going to do, I'll mail for you first so you don't risk anything with me, you'll know before you mail what I'm made out of . . .

if that's interesting to you . . .

I'll send you a couple options for lead magnets, you send me yours, and let's just make sure we both feel like that's a good fit . . .

And that our respective offers could be a good fit for the others' audience . .

and if we aren't a good fit for each other, I might have someone else I'm talking with like I am you - that I could connect you with if you are interested

what do you think?

If they ask to do a phone call:

rather than jump on a call first, let's at least make sure what we help clients with is a good fit for us to collaborate . .

If they ask for the link:

I'm thinking about putting together a group of folks who want to do these with each other over time

I find this is a low risk way for me to get to know folks, I'm also building a network of folks who would want to do more of these lead magnet swaps with each other . . .

so if someone wanted to really grow their list for a time, they could . . .

cool . . .

so what I find works well to do first, something low risk for both of us, is a lead magnet exchange . . . I'll mail my list one of your resources and you send your peeps over to mine?

Of course we've just met . . so once we agree on what we are going to do, I'll mail for you first so you don't risk anything with me, you'll know before you mail what I'm made out of . . .

if that's interesting to you . . .

here are a couple lead magnet options of mine:

depending on what you believe your tribe will connect with better, one of these:

<https://affluentconsultant.com/av/high-ticket-funnel/>

<https://affluentconsultant.com/get-5k-clients-initial-video-register/>

if you feel comfortable mailing either of those, shoot me your lead magnet

so I can see if it looks like a good fit for my list . .

And if our respective offers are a good fit for the others' audience . .

then great

and if we aren't a good fit for each other, I might have someone else I'm talking with like I am you - that I could connect you with if you are interested

what do you think?

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More:

awesome . .

let's use this page here:

<https://affluentconsultant.com/get-5k-clients-initial-video-register/>

there are bullet points below the video picture, if you need ideas for email or post copy . . .

thanks for being open to doing this!

Sean

How to recommend someone if you aren't a good fit:

ok so I rarely work with clients personally on building their list out unless they are in one of my very high level programs . .

but I have a coach colleague that does amazing work . .

I'd like you to watch her introductory training, then schedule a 1-1 call with her by filling out the application after you watch the video:

<https://empowerthecoach.com/>

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Sean

Extra question for application webinar clients

there's one thing I think I left out of the questions:

so for the application webinar . there will be a little teaching part

we like it to be maybe 7 minutes, a brief teaching on about 3 things . . .

things around the idea of what you really help folks with . .

give some thought over the weekend to what those 3 things could be

and once you feel good about it, could you write a paragraph about each of those 3 things (as if you were teaching someone each of the 3 things)?

thanks

Sean

Ok, that's all for now

That should be TONS of good ideas for you to play with in linkedin and make some new ones that feel really good for you. . .

Enjoy

And go get linkedin leads!!

Sean Mize