



LinkedIn “B2B Prospecting” Sequence

Day 1 is the Day of Connection. A new connection will get: Initial Welcome Message thru LinkedIn Inbox – If integrations are set-up our Tool will fill in the appropriate info to add them as a Contact into your CRM

LinkedIn Message:

Hello “First Name”,

Thank you for connecting with me on LinkedIn, please take a look at my profile and see how we can work together.

Also please note I help businesses like yours get... **“how do you help your target market – How do you solve their problem – why do they need you and your service or product” – OR I help “CEO’s, Sales Managers or whomever it is” with their specific problem by offering this XYZ Solution.** Fun for me and great for you. **Make these emails all about the pain or problem you take away from them with a “Call to Action”**

I also have a **“Special Program”**.... See it here: [LandingPage.com](#) to show your target exactly how you take their PAIN away.

I look forward to it. I may follow up with an email in a few days – look for a short message from me in your inbox. **(this sets them up for the emails you are about to send)**

Thanks!

Name

Phone

Email

Web Address



Please Note you want to carry your “Theme” over into all emails. How you solve your prospects problems – Before you do this of course you need to identify and ask yourself: “What are their Problems...?” Now tell them how your product or service solves those problems with a Call to Action (phone call, email, landing page, etc...).

I always delay first Email Message at least **3 days out.**

Day 3 – Initial Email Goes Out

Subject: We connected on LinkedIn recently and...

FIRST NAME,

I just wanted to follow up on my message the other day regarding our recent connection on LinkedIn.

I can see from your profile there might be a few ways we might be able to work together in the future, so I was wondering when over the next week or two you may have time for a quick meeting, either over the phone or Skype.

To help find a convenient time I use an online calendar so you can see when I’m free too. Here’s the link to the calendar: **Add Your Calendar Link Here**

I will look forward to meeting you.

Warm Regards,

Name

Phone

Email

Web Address



Day 10 - First Follow Up -- Please reiterate the problem you solve with a call to action. Make these emails your own, if you do not customize they will not speak properly to your target audience.

Subject: Thanks for connecting with me on LinkedIn, wondering if you....

FIRST NAME,

Hope you're having a good week!

I wasn't sure if you missed my message last week or if you've not had chance to reply yet so I just thought I'd follow up and see if there was any possibility of setting up that one on one meeting over the next few days?

For convenience the link to my calendar system is **Add Your Calendar Link Here**

If I don't hear from you I'll pop a note in my calendar to try again in a week or two.

Warm Regards,

Name

Phone

Email

Web Address



Day 20 - Second Follow Up – Please reiterate the problem you solve with a call to action. Make these emails your own, if you do not customize they will not speak properly to your target audience.

Subject: We recently connected on LinkedIn and I thought...

FIRST NAME,

As promised I just thought I'd touch base and see how you are for time this week and if you've got anywhere in your schedule free for that quick meeting to follow up on our new connection on LinkedIn?

I can see you've obviously had a busy month (which is great!) But I would still love to explore how we might be able to work together in the future.

If you could just check in on my calendar and see if I've any time free at the same time as you it would be great to have a quick chat.

Link to my calendar is here: **Calendar Link**

Warm Regards,

Name

Phone

Email

Web Address



Day 30 – Follow Up - Please reiterate the problem you solve with a call to action. Make these emails your own, if you do not customize they will not speak properly to your target audience.

Subject: Since we are both connected on LinkedIn, I'd really like...

FIRST NAME,

I hope this message finds you well. I can see you've had a really busy month which I'm sure is a good thing.

I thought I'd just have one last attempt at fixing up a quick meeting with the aim of developing our LinkedIn connection with a spot of good networking!

I can see on your profile you have a lot going on but if you can find 15 minutes or so in the next couple of weeks I really do think it could be really beneficial for us both.

That link to my calendar is **Add Your Calendar Link Here** and I have a fairly clear week so with a bit of luck there will be a time that suits us both.

Warm Regards,

Name

Phone

Email

Web Address

I would highly recommend hiring a **copy writer** to write you some compelling copy that will convert. The above sequence is a framework to get you jumpstarted. As a marketer I am always testing and trying new messages to see what converts better and faster. I encourage you to do the same. You can do it....so go ahead.