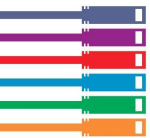




# 5 STEP NURTURE SYSTEM

Scripts & workflows to nurture  
contacts into high-value clients

[bluewiremedia.com.au/5step](https://bluewiremedia.com.au/5step)



# *The 5 stages*



## We need to:

## The 5 Stages

- Be proactive & consistent
- Guide people to the next step (...at their own pace)
- Let the cream rise to the top
- Advance people through the stages

### 1. Connect (KNOW)

### 2. Conversation (LIKE)

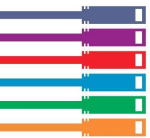
### 3. Express Interest (TRUST)

### 4. Qualify (RAISE HAND)

### 5. Win the client (CONVERT)



*SPEAR*



# *Typical Mistakes*

1.

2.

3.

4.

5.



*Stage 1 - Connect with 2nd/3rd network*



## Stage 1 Scripts - Connection request

### VERSION 1:

{First Name}

Your profile caught my attention when I searched for CEOs in Sydney. I'd like to invite you to my network.

Adam

### Notes / Your variation



## Stage 1 Scripts - Connection request

### VERSION 2:

{First Name}

I see we have many mutuals contacts in \_\_\_\_\_.

I'd like to invite you to my network.

Adam

### Notes / Your variation



## Stage 1 Scripts - Connection request

### VERSION 3:

{First Name}

I'd like to invite you to my \_\_\_\_\_ network.

Adam

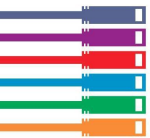
### Notes / Your variation

**\*\*When people accept the connection request, they may ask\*\***

- “what’s involved?”
- “Tell me more about the network”
- “What do I need to do?”

### Response

I'm proactively building a network of \_\_\_\_\_ whose work I'd like to see more of --- like yours. This way we can learn from each other's content and collaborate. Hope you're well.



*Stage 1 - Re-connect with 1st network*



## Stage 1 Scripts - *Re-Connection request*

### **Reconnection with dormant 1st degree**

{First Name}

We've been connected on here ages, but I've never said Hi. I'd love to learn a bit more about you and what you do when you have a moment.

As for me, I help \_\_\_\_\_.

Let's keep in touch.

Adam

### **Notes / Your variation**



# Stage 1 Scripts - *Re-Connection request*

## Reconnecting with 1st contacts you know

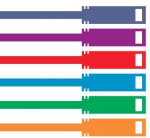
{First Name}

Long time, no speak. How has everything been going for you since we last crossed paths at \_\_\_\_\_?

As for me, I'm working on \_\_\_\_\_.

It's good to reconnect.  
Adam

## Notes / Your variation



## *Stage 2 - Conversation*



## Stage 2 Scripts - Conversation starters

### “This or That”

#### VERSION 1:

{First Name}

Thanks for connecting. I'm curious... are you an owner operator or full time team member?

.... do you focus on consulting or done-for-you?

... do you use Teams or Zoom?

... do you serve the US market or international?

... do you have staff or contractors?

... do you go to the office or WFH?

... are you getting more traffic from Google or social media?

### Notes / Your variation



## Stage 2 Scripts - Conversation starters

### **“Congrats + curiosity” VERSION 2:**

{First Name}

Thanks for connecting.

...Congrats on getting your CFA. What was most rewarding about that process?

... I see you've been an accountant for 17 years. What are you most proud of?

... I noticed you spent 5 years in New York. What was your favourite part?

... I liked your video on frontline leadership. Did you get good feedback on it?

### **Notes / Your variation**



## Stage 2 Scripts - Conversation starters

### **“Get to know you call” VERSION 3:**

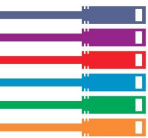
{First Name}

I'd love to learn more about your business  
because I try to send referrals to people in my  
network. Are you up for a 10 min chat?

Adam

+61 424 329 132

**Notes / Your variation**



## *Stage 3 - Interest (TRUST)*



## Stage 3 Scripts - Interest (TRUST)

### **VERSION 1: “Have you ever...?”**

I’m curious... have you ever sent your team to a professional development workshop on sales?

...have you ever got anyone external in to look over your P&L?

... have you ever hosted a client retreat?

... have you ever invested in SEO or paid ads?

... have you ever hired a business consultant before?

... have you ever applied for a government tender before?

### **Notes / Your variation**



## Stage 3 Scripts - Interest (TRUST)

### **VERSION 2: “Workshop / webinar / book”**

Would you be interested in a complimentary copy of my book on leadership? I thought you might find certain chapters interesting.

I’m running an invite-only webinar for manufacturing CEOs on “Leading with Impact” -- would you like the details?

### **Notes / Your variation**



## Stage 3 Scripts - Interest (TRUST)

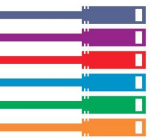
### **VERSION 3: “Input or Advice”**

I'd love your input... I'm running a short survey of education professionals. Would you be open to answering 3 questions for me? (I can send you an advance copy of the results as well)

May I ask your advice for an article I'm writing for financial planning industry?

I'm working a new methodology for my advisory practice. As someone I respect, would you be open to casting your eye over it?

### **Notes / Your variation**



## *Stage 4 - Raise Hand (QUALIFY)*



## Stage 4 Scripts - Raise Hand (QUALIFY)

### VERSION 1: “Would you like help?”

I help **social media speakers** craft a sales presentation that helps them sell more of their programs and products. Would you like some help with this?

I help **accounting partners** earn more revenue per employee, whilst taking more time off. Would you like some help with this?

### Notes / Your variation



## Stage 4 Scripts - Raise Hand (QUALIFY)

### **VERSION 2: “I’m looking for..”**

I’m getting a small group of IT Managers together to discuss how to innovate and lead more effectively. Would you like to join us?

I’m looking for 5 senior managers who want to land a C-suite job interview in the next 3 months. Does this appeal?

I’m looking for 3 companies who are applying for a state government tender this quarter. Do you have one coming up?

### **Notes / Your variation**



## Stage 4 Scripts - Raise Hand (QUALIFY)

AUG 1, 2019



**Adam Franklin** • 5:39 pm

Craig,  
Quick one...

I'm putting together a pilot program for a small group of consultants who are interested in using LinkedIn to grow a pipeline of high-value B2B clients. I thought you could be a good fit. Are you interested?

(Let me know and I'll send you some details.)

Cheers

Adam

**Notes / Your variation**



## Stage 4 Scripts - Raise Hand (QUALIFY)

### Notes / Your variation

AUG 2, 2019



**Craig J.** • 11:18 am

Thanks Adam. Yes I'm interested



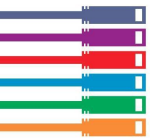
**Adam Franklin** • 4:37 pm

Hi, Craig

Cool. I've emailed you you some more  
info to [craig@\[redacted\].com](mailto:craig@[redacted].com)

Cheers,  
Adam





*Stage 5 - Win the Client (CONVERT)*



## Stage 5 Scripts - Win the Client (CONVERT)

### VERSION 1:

Ok cool. Why don't I give you a call today at 1pm?

I'll add you to a calendar appointment and I'll call you from my cell, +61 424 329 132.

### Notes / Your variation



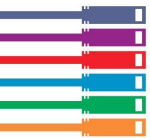
## Stage 5 Scripts - Win the Client (CONVERT)

### VERSION 2:

Here's what I'm thinking. Let's jump on a call together and we can brainstorm a strategy and work out a plan to make it happen. Are you up for that?

<https://calendly.com/adam-franklin/15min>

### Notes / Your variation



# *Tracking Metrics*



# Tracking



## Outreach Activity Tracker Template

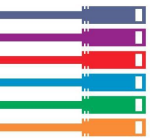
To make your own version, click "File > Make A Copy > Save"

<b>Your Name</b>	
<b>Company</b>	

<b>Target LinkedIn Search Criteria</b>	
<b>Role</b>	
<b>Location</b>	
<b>Connection</b>	

	<b>Contact Name</b>	<b>LinkedIn URL</b>	<b>Role</b>	<b>Company</b>
1				
2				
3				
4				
5				

<http://bluewiremedia.com.au/oatt>



Q&A