

LINKEDIN ACCELERATOR

FOR CONSULTANTS
Zoom workshop



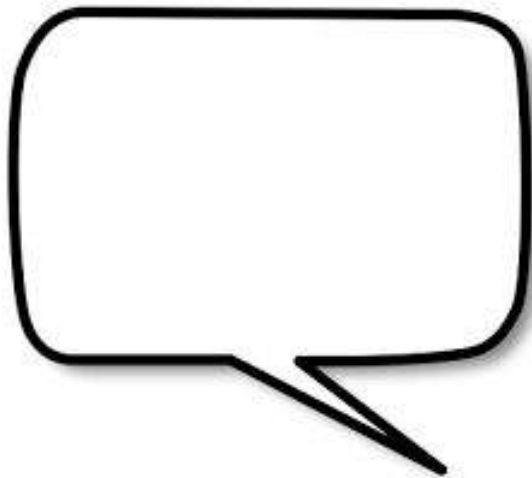
Adam Franklin



bluewiremedia.com.au/LA-workbook



*Where are you tuning in from?
And what time is it?*





Mute



Stop Video



Security



Participants



Chat



Share Screen



Polling



Today's Agenda

3pm PDT / 8am AEST: Optimise your LinkedIn Profile to attract your ideal future clients.

4pm PDT / 9am AEST (15 min) break

4.15pm PST / 9.15am AEST: Find your ideal clients in your 1st, 2nd and 3rd degree networks.

5.15pm PDT / 10.15am AEST (30 min break)

5.45pm PDT / 10.45am AEST: Win clients. Craft your 5 Step Nurturing System to convert contacts into high-value clients.

6.45pm PDT / 11.45am AEST (15 min break)

7pm PDT / 12pm AEST: Attract leads at scale. Develop your LinkedIn Activity Plan to know what to publish to stay top of mind. Open Q&A.

8pm PDT / 1pm AEST: WORKSHOP CONCLUDES

 **bluewiremedia.com.au/LA-workbook**



Lubbers Profile

Color	Category	Characteristics
Red	Very Basic, Looking for Basics	
Orange	OK, Ready for more content	
Green	Fully proficient	Good knowledge, Accurate, Content rich, Ready for, Background, Content rich, Research, Experience & Proficiency

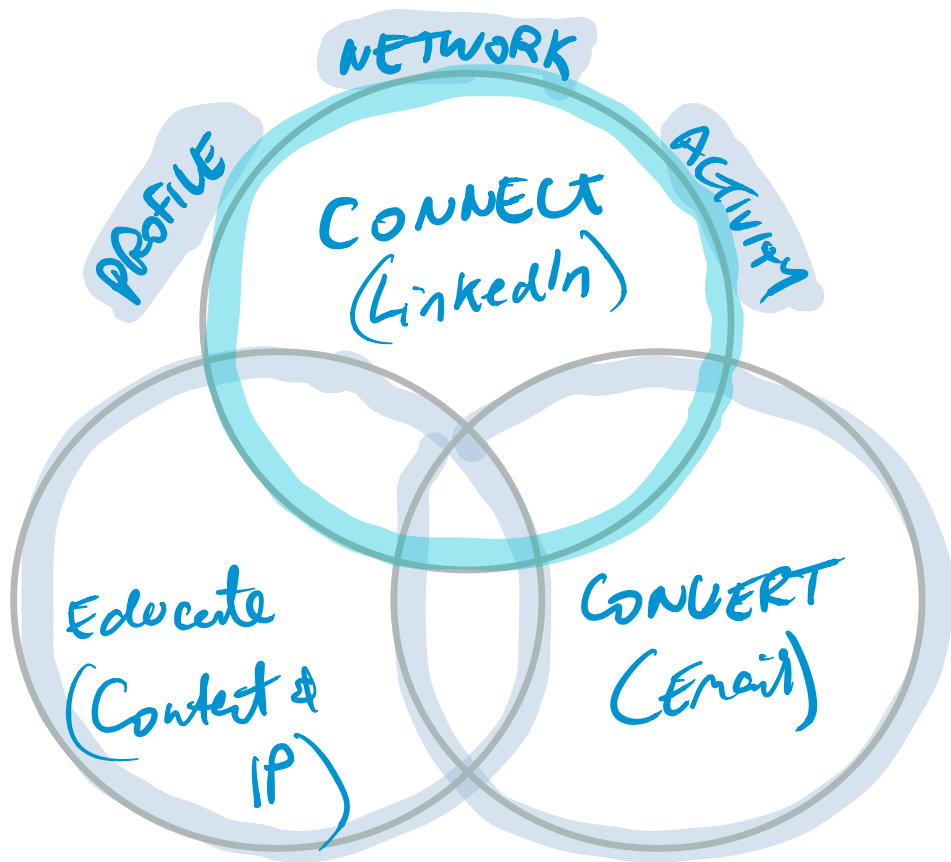
PDF

➡ bluewiremedia.com.au/LA-workbook



On a scale of 1-10...

*How effective do you feel you are
on LinkedIn?*



“While **social distancing** has caused a drop in people **out-and-about**, **internet traffic has surged up 70%** around the world and **social media use has jumped a whopping 22%.**”

Source: Nadine Shaw

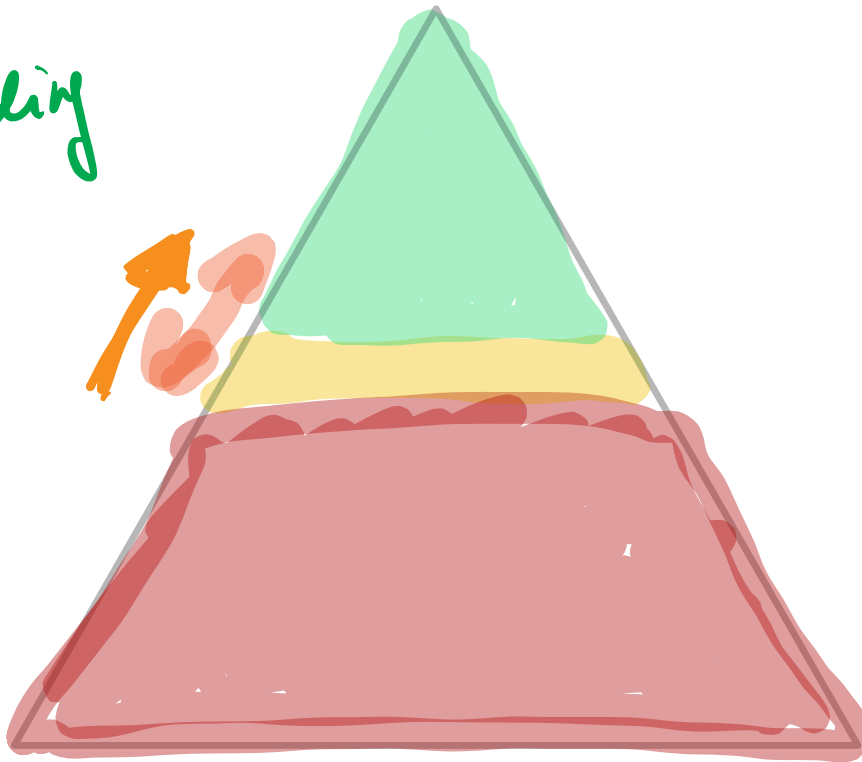


Your journey

Leading

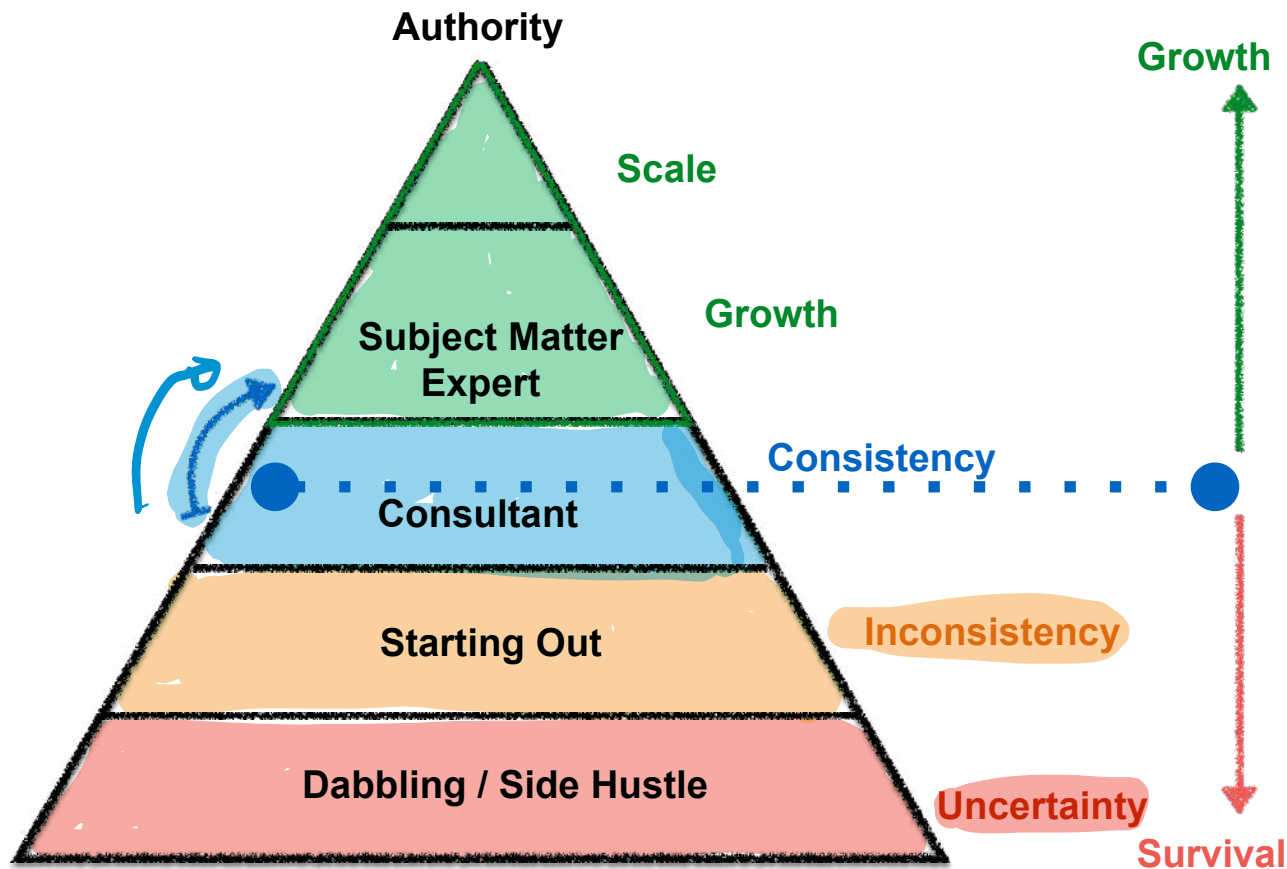


Bleeding





Your journey



LINKEDIN ACCELERATOR FOR CONSULTANTS Zoom workshop



Adam Franklin



Session #1: LinkedIn Profile

Optimising your LinkedIn Profile to attract your ideal future clients.

LinkedIn Profile





LinkedIn Profile

Traffic Light	Criteria?	Your rating?
	Very basic. Lacking in areas.	
	OK. Room for improvement	
	Fully up to date Good Headline, About, Custom URL, Headshot, Background, Contact info, Featured, Experience & Privacy	

POLL...



Add profile section

More...

Find

Adam Franklin

LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @ Bluewire Media. I help consultants win high-value clients.

- Bluewire Media
- The University of Queensland

Brisbane, Australia · 500+ connections · Contact info





Notes

old

new

A

Alphabetically
1st NAME

→ Z



LinkedIn Profile - Before & After Template

Before	After
<p>Old version</p>	<p>**Use language your clients would use**</p> <p>YOUR MAIN THING. Position @ Company. I help ____ achieve ____ with ____.</p>

bluewiremedia.com.au/before-after



bluewiremedia.com.au/lipc



Matthew [redacted]

Director at [redacted]

FEB 25



Mark [redacted] • 9:09 am

Hi Matthew

I have been following David from [redacted] for a while and enjoying his posts and saw that you looked at my profile and would like to connect.

Regards

Mark



Matthew [redacted] • 9:09 am

Hi Mark, funny you should connect with me, we have been looking at changing accountants and that is why I looked at your profile. I feel that we need someone who is more experienced in the construction industry and who can help us pay less tax. Would you be interested in having a chat?

Mark



Notes



Notes



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)

VIP Upgrade
\$47 today
\$97 tomorrow



bluewiremedia.com.au/vip



15 min break

LINKEDIN ACCELERATOR FOR CONSULTANTS Zoom workshop



Session #2: LinkedIn Network

Finding your ideal future clients in your 1st, 2nd and 3rd degree networks.

LinkedIn Network





LinkedIn Network

Traffic Light	Criteria?	Your rating?
	< 500 contacts Average quality Not many ideal future clients Weak relationships	
	<1,000 contacts Ok quality Some ideal future clients Reasonable relationships	
	2,000+ contacts Good quality Many ideal future clients Good relationships	

POLL...



Get your phone out

**Size of
market**

10:25



Q ceo

Filters 2

Clear

People

Sydney, Australia ▼

Connection

About 64,000 results



Brian Hartzer • 2nd

Former CEO

📍 Sydney, Australia

Current: Former CEO Westpac at Westpac



10 shared connections



Matt McCANN • 2nd

Chief Executive Officer (CEO) at

Bastion EBA

📍 Sydney, Australia



167 shared connections



Melanie Perkins • 2nd

Co-founder & CEO at Canva

📍 Sydney, Australia

Current: CEO & Co-founder at Canva



130 shared connections

64,000

CEOs

Sydney



Market Size Calculator

Role / Title	Location	Industry	# Contacts
CEO	Sydney		64,000
		Financial	5,800
Ideal Future Clients: TOTAL CONTACTS #			64,000



Opportunity Calculator

Money on the Table

Total Contacts (#)	# 64,000	
x Acceptance Rate (eg. 30%)	% 30	19,200 PROSPECTS
x Prospects - Ready to Buy (~1%)	% 1	192 READY TO BUY
x Sales Conversion Rate (eg. 30%)	% 25	48 CLIENTS
x Average Deal Size (\$)	\$ 10 K	
Total Opportunity (\$)	\$ 480,000	



Notes

State your ideal client

ASK

ROLE + LOCATION

\$ NUMBER OPPORTUNITY

①

STARTS

A-HA

②

Time Keeper (2 min)



Notes



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)

VIP Upgrade

\$47 today USD

~~\$97 tomorrow~~



bluewiremedia.com.au/vip



30 min break



LINKEDIN 12 WEEK BOOTCAMP

FOR CONSULTANTS



Adam Franklin

WORKING Lunch/Dinner invite.

If you're over \$5k per month...

Would you like to know how I can help?

LINKEDIN ACCELERATOR FOR CONSULTANTS Zoom workshop



Session #3: 5 Step Nurture System

Convert contacts into high-value clients.






Get your phone back out

12:49 📶 🔋


< Filters 3

Clear People Sydney, Australia ▾ 1st ▾ Cl


360 results




Ian Birkby • 1st
CEO at AZoNetwork
📍 Sydney, Australia
Past: CEO at Dynamic-Ceramic Ltd.
🔗 Ask about Ian's skill: **Start-ups**



Stephanie Tully • 1st
Chief Customer Officer at Qantas Group
📍 Sydney, Australia
361 shared connections



Danica Leys • 1st
Chief Executive Officer (CEO) at Country Women's Association of NSW
📍 Sydney, Australia
13 shared connections



Carla Northam • 1st
Chief Executive Officer
📍 Sydney, Australia



Low hanging fruit..!



Adam Franklin • 1:21 pm

Thomas,

Long time mate. How's things with you?

It's been a while since we crossed paths... probably at AWX many years ago.

I'm back in Brissy now after 7 years on Sydney. What are you working on at the moment?

Adam

**DMs or
Email**



What not to do!

DEC 24, 2018

Vijay [redacted] • 7:41 PM
Hello Adam,
Have A Good Day...

JAN 3, 2019

Vijay [redacted] • 10:41 PM
Hello Adam,
Wish you a very Happy And Prosperous New Year 2019..

JAN 7, 2019

Vijay [redacted]
Mobile • 16m ago

Vijay [redacted] • 6:25 PM
Hello Adam,
Have A Good Day.

Can you give me your convenient time for the discussion..?

NOV 4, 2019

Vijay [redacted] • 9:35 PM
Hello Adam,
Can we connect via skype or call..?
When can we discuss..?

NOV 26, 2019

Vijay [redacted] • 7:29 PM
Hello Adam,
How are you..?

Can you give me your convenient time for the discussion..?

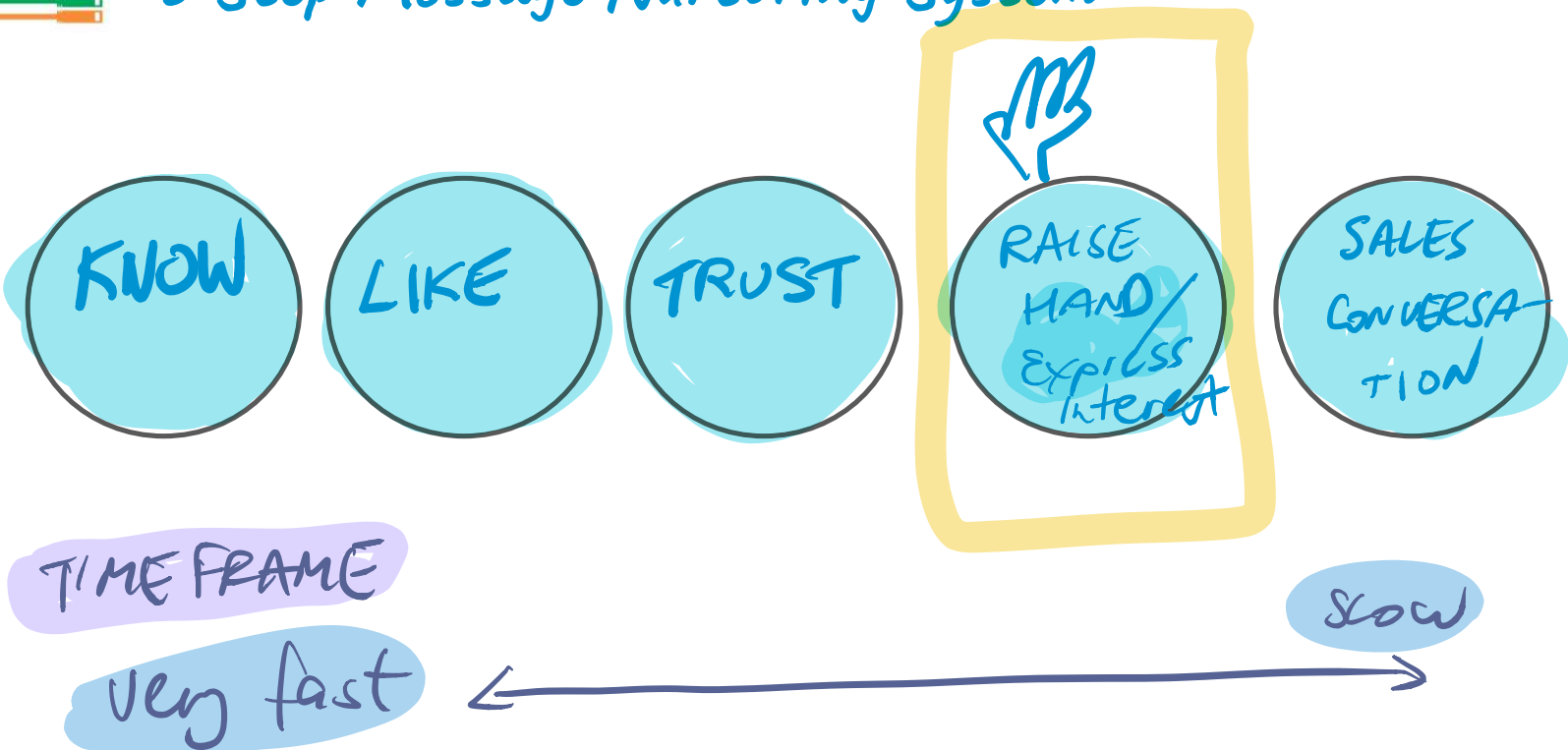
Vijay [redacted]
Mobile • 16m ago

THURSDAY

Vijay [redacted] • 11:14 PM
Hello Adam,
Good Morning..
When can we discuss..?



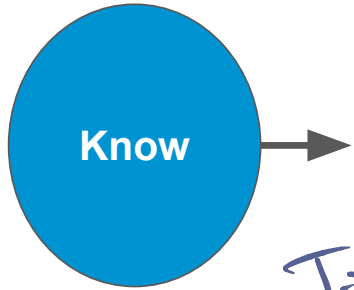
5 Step Message Nurturing System





5 Step Message Nurturing System

- 2nd Degree :
- Connection request
 - Add Note



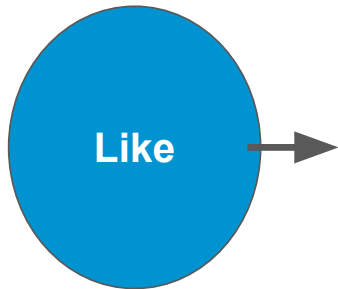
John

I want to invite you to my

Belgium HR Manager network.



5 Step Message Nurturing System

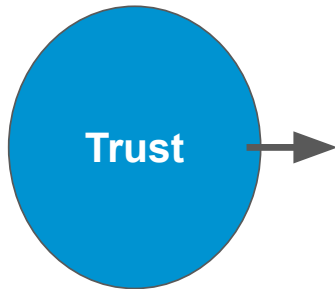


SHOW INTEREST
IN THEM



5 Step Message Nurturing System

"Yes"

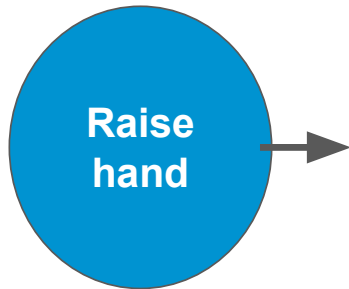


"Permission To Proceed"



5 Step Message Nurturing System

Question (via DM) →



(Responding your Content)

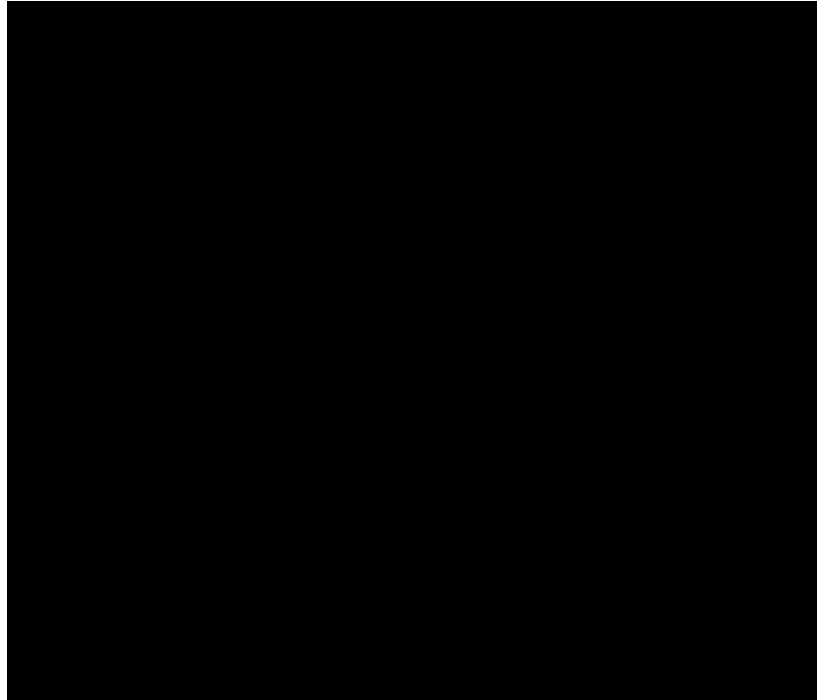


5 Step Message Nurturing System

~~Are~~ you up for quick
chat

Sales
convo

Case Study - 2 real estate listings in 24 hours





Trish



Patricia [redacted] 1 Apr



to me ▾

Hi Adam - couldn't wait until Monday to share.
A CEO I recently connected with has asked for
a call so he can learn more about what I do.
We're scheduled to chat on Thursday afternoon
- yay!

Patricia [redacted]

Thank you! Love you! [redacted]



Steve

I got a referral from LinkedIn a few weeks back. It wasn't from a direct post just from connecting & briefly chatting to people via text.

He did say "I saw you were a mortgage broker so I thought I'd give you a call" :)

Good to hear from you Adam & keep safe. 👍

Kind Regards,

Steve [REDACTED] Mortgage Executive



Notes



Notes



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)

VIP Upgrade
\$47 today
\$97 tomorrow

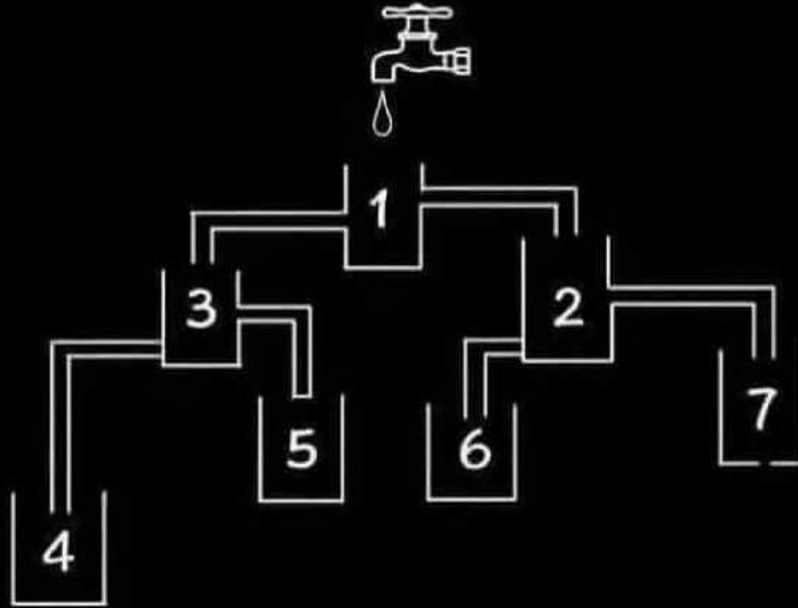


bluewiremedia.com.au/vip

15 min break



Which cups fills up first?



99% will fail.

LINKEDIN ACCELERATOR FOR CONSULTANTS Zoom workshop



Adam Franklin



Session #4: Attract Leads At Scale

Develop your LinkedIn Activity Plan to stay top of mind with your network.

LinkedIn Activity





LinkedIn Activity

Traffic Light	Criteria?	Your rating?
	Rarely post anything Seldom leave comments or DMs Mainly a lurker	
	Sporadically post content Occasionally send DMs (direct messages) and leave comments	
	Consistently post content Actively comment Regularly send DMs (direct messages) Nurture relationships to get leads & clients	

POLL...

My experiment



How to rapidly build your
readership and audience if you a...

2 years ago · 878 views



1500 friends

88!

Why do I love LinkedIn?

3300 views, 1200
3X



My first
LinkedIn video.

Recorded and
uploaded in 10
minutes

It had no Call To
Action, no
giveaway but it still
reached over 3,300
people (with no ad
spend)

Why do I love LinkedIn?



Adam Franklin

Social Media Speaker, Bestselling Author, CEO @ Bluewire Media. I help hig...
9mo

My marketing tips for 2018, as well as the new version of the Web Strategy Planning Template that I co-created with **David Meerman Scott** and Toby Jenkins. Type "yes" in the comments and I'll send you a copy.

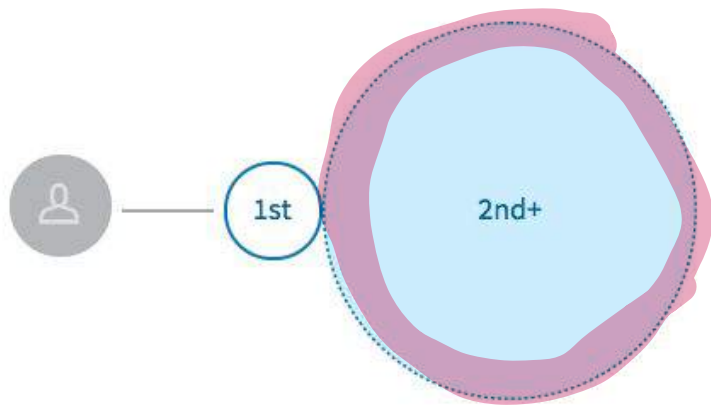


102 Likes 265 Comments

I started giving away valuable PDFs...

And more people started requesting my giveaways.

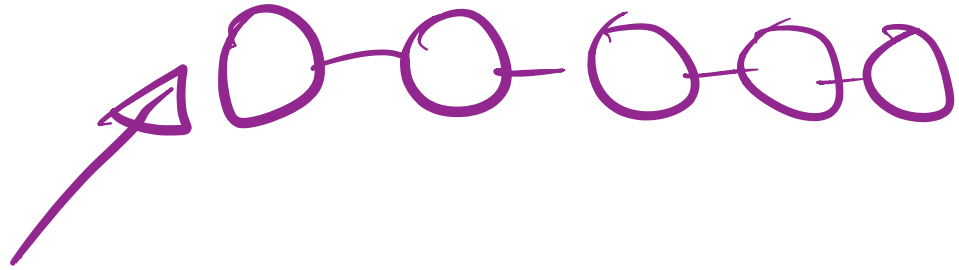
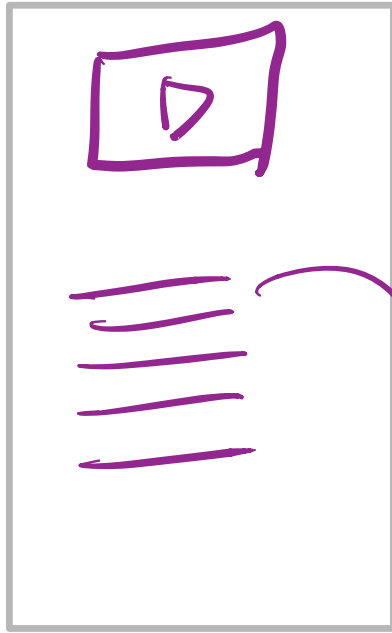
Why do I love LinkedIn?



Most of your views came from your
2nd+ degree network



Magic under the surface



DM

PDF

Thanks



The secret of LinkedIn?



The secret of LinkedIn?

Get people
OFF
LinkedIn!!

\$ on the phone, out email & in (Zoom) Meetings

What's news on your end?

Ads

SUNDAY



Julie [redacted] • 11:59 AM

Hi Adam, thanks for reaching out. I'm still at [redacted] but more focused on the [redacted] side of the business these days. If you are ever in Brisbane it would be good to catch up for a coffee. Julie



Adam Franklin • 4:50 PM

Hi Julie,

Are you based in the city? I am living back in Brisbane this year



Julie [redacted] • 5:08 PM

Our office is in the valley - [redacted]

TODAY



Adam Franklin • 10:35 AM

Great stuff. Let's do it. Are you free next Tuesday?

Ads

Why do I love LinkedIn?

Adam Franklin
Social Media Speaker, Bestselling Author, CEO @ Bluewire Media. I help hig...
4mo

Please type "LinkedIn Profile" in the comments and I'll send you my LinkedIn Profile Checklist (PDF, no opt-in). *Just connect with me, so I can DM it to you easily.* ...see more

935 Likes

3,076 Comments

193,145 Views

Like

Comment

Share

▶ 193,145 views of your video

I kept refining
my process
and the
results got
even better!


1500

Some videos
were more
popular than I
ever expected.

Why do I love LinkedIn?

PDF

172 conversation



Adam Franklin
 LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @ Bluew...
 1mo · 🌐

****Type "SEO" for my SEO Strategy Template - 2020 edition****


I'll DM it to you (no opt-in) or download it directly if that's easier f...see more

SEO Strategy Template • 3 pages

1 SEO Keyword Research

⇒ Think of high level topics that you are often asked about or that are useful to your audience of potential clients.

Start typing these keyword topics into Google and see what phrases are suggested by Google Autocomplete.



⇒ Also look at Google's related searches:

Searches related to content ideas

how to generate content ideas	content ideas for blogs
content ideas list	generate content ideas
content ideas social media	content ideas marketing
content ideas for instagram	social media content ideas 2019

⇒ Use free keyword tools like [Ubersuggest](#), [Keyword Tool](#), [Keywords Everywhere](#), [Moz Keyword Explorer](#), or to find more "long-tail" keyword phrase suggestions.

Ubersuggest

keyword ideas	search volume	cost per click
seo strategy template	1,200	\$0.15
seo strategy template 2019	1,200	\$0.15
seo strategy template 2020	1,200	\$0.15
seo strategy template 2021	1,200	\$0.15

Keyword Tool

Keywords (0)

- what are content ideas
- how to generate content ideas
- how to find content ideas
- how to get content ideas
- how to find content ideas 2019
- how to generate content ideas

Keywords Everywhere

Related Keywords

keyword	search volume
how to generate content ideas	1,200
content ideas list	1,200
content ideas social media	1,200
content ideas for instagram	1,200
content ideas for blogs	1,200
content ideas marketing	1,200
social media content ideas 2019	1,200

Moz Keyword Explorer

Keyword Suggestions (0)

keyword	search volume
how to generate content ideas	1,200
content ideas list	1,200
content ideas social media	1,200
content ideas for instagram	1,200
content ideas for blogs	1,200
content ideas marketing	1,200
social media content ideas 2019	1,200

SEO Planning Template. Free download: <https://bluewiremedia.com/seo-planning-template>

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👍 87 · 345 Comments

Like Comment Share

👁 20,162 views of your post in the feed



Notes

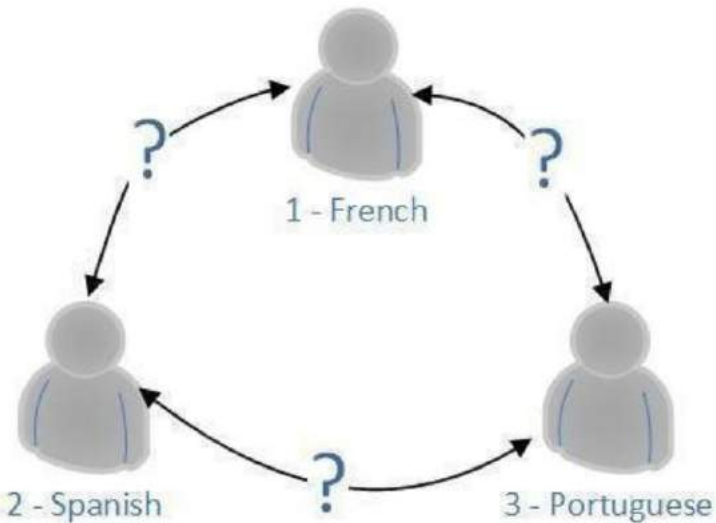


Magen Nayager • 1st

Integration and Application Architect - MultiTier IT Solutions. "Help businesses ...
1mo

The **Loose Coupling Integration Model**

Please comment "**Loose Coupling**" and I will send you the full PDF. No opt in required. ...see more



20 Likes • 36 Comments

Magen, South Africa



5,200 views (vs just 284 contacts)

Booked 3 high value sales appointments

Typical project is ~\$50k - \$100k

Chris Parsons



Chris Parsons • 1st

Channel Seven Television Presenter - MC - Production Company Direct...
1mo



[Type "excited" and I'll send you my Fear vs Excitement PDF Workbook -
which will help you OWN your next speaking event or video presentation] *no
opt-in required* ...see more



FEAR VS EXCITEMENT



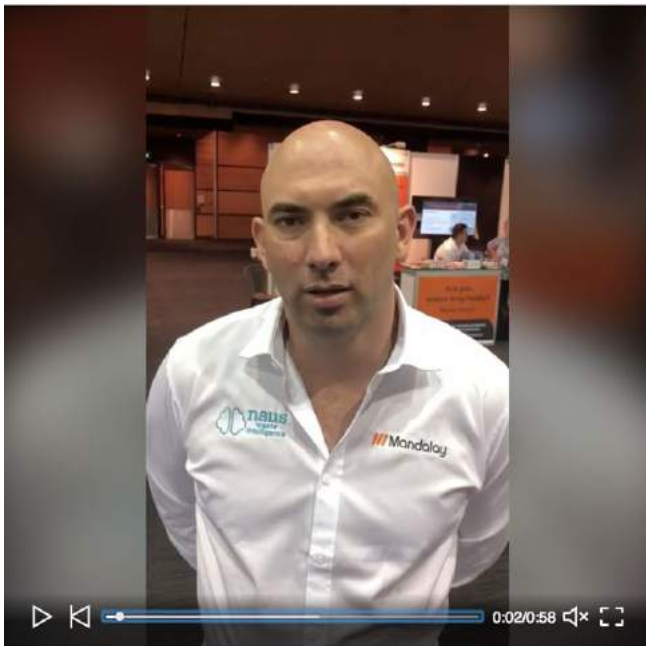
30 • 49 Comments • 1,585 Views



Simon Kalinowski • 1st

Leader, CEO, Director, Chairman, Waste, Technology & Regenerative Agricult...
1mo

The future of waste services for local councils! Day 3 of the LGAQ annual conference. Talking to QLD councils about how we can help them deliver personalised services to their community and drive circular econon ...see more



63 Likes · 8 Comments · 2,408 Views

Simon:

Started posting video 2

Booked 5 council meetings

Each project worth \$100k+

Mark

First LinkedIn video

Got a qualified enquiry & landed a high ticket corporate training gig (worth \$4,000)





Peter Cutforth. RTO, eLearning, Digital Agency Owner.... • 1st
■ eLearning Consultant, ■ Online Training: WH&S, CoR, Diversity. ■ ...
2mo

Peter

Have a Wordpress Website? Here's 7 Critical Things You Must Check To
Avoid Expensive Disasters:

[FREE PDF: Type "WP info" in comments. No Opt-in required] ...see more



👍 10 • 41 Comments • 1,104 Views

Woohoo, its on fire mate!! 285 video views and 8 requests
for info, incl yours!! THANKS! loving it

Got a qualified lead and
closed a high-value client
(worth \$\$\$)



The EX company

546 followers

3mo • Edited •



Nestlé Driver Safety. A case study for an uneventful journey.
See some of our latest work below.

...see more



NESTLE DRIVER SAFETY



12



Case Study - \$1M

👍 Hi Adam Franklin, as you know I have implement what I learnt from you with being successful within the first month. 7 Figures plus with not even implementing all that I have learnt from you.

👤 UPDATE:

3 weeks ago I hired a sales manager that only had 100 LinkedIn connections and no clue how to use LinkedIn when she started.

Week 1. I spent 1 days training our sales manager to create a system and fixed up her profile to give a good first impression. We create our perfect Avatar and script/templates to use for connection requests, connection accepted and follow up if not responses.

Week 2. Sales Manager implement the system I created for her to successfully achieve 2 meetings confirmed in person all from LinkedIn. At the end of the week we review what was done to see what was effective and what wasn't. We testing 2 different connection templates and found 2 worked really well. In total 300 connection requests, 100+ accepted with 3 meetings confirm.

Case Study - \$1M

Week 3. We created some new scripts to test and had 1 meeting confirm for the week. The 2 meetings confirm from the week before plus the 1 meeting this week. We won the clients, that is worth over \$600k/year. (3 From 3)

In 3 weeks she has increase her connections to 320 targeted connections and won over \$600,000 worth of business.

Next week I will be implement a sales funnels to increase the meetings confirmed by doing a V2 sales funnels that not many people know.

🙏 Thank you once again Adam Franklin for mentoring me to master the B2B or as we say H2H (Human 2 Human) marketing.

Case Study - \$1M



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)

How valuable has today's workshop been for you?

On a scale on 1-10?

POLL...

Would you be happy to write a Google Review?



➡ bluewiremedia.com.au/google-review



➡ bluewiremedia.com.au/adam-review

**How much is a high value
worth to you?**

**Is it worth spending 30
minutes a day?**

**Do you feel you now have
the skills to do it with what
you've learnt today?**



From here...



1-on-1
Book
Reservations

\$47
USD

~~\$47~~

3:59



To here... in 12 weeks, with a coach

LONG
RUN

HITT

Tempo

29 min



©Marathon-Photos.Com

VIP Upgrade
\$47 today
\$97 tomorrow



bluewiremedia.com.au/vip

LINKEDIN 12 WEEK BOOTCAMP FOR CONSULTANTS



Adam Franklin

If you're ready. Join me today and win a new high-value client in 12 weeks.

bluewiremedia.com.au/bootcamp

If you're on the fence. Book a call.

bluewiremedia.com.au/growth-call

Thank you!



Notes



Notes



Notes



Notes



Notes



Notes