



DREAM DOZEN CLIENTS

Masterclass



ADAM FRANKLIN



How many new client engagements could you take onboard (and still deliver the work confidently)?

You can see how people vote. [Learn more](#)

None. I'm at capacity

14%

1-5 new clients

52%

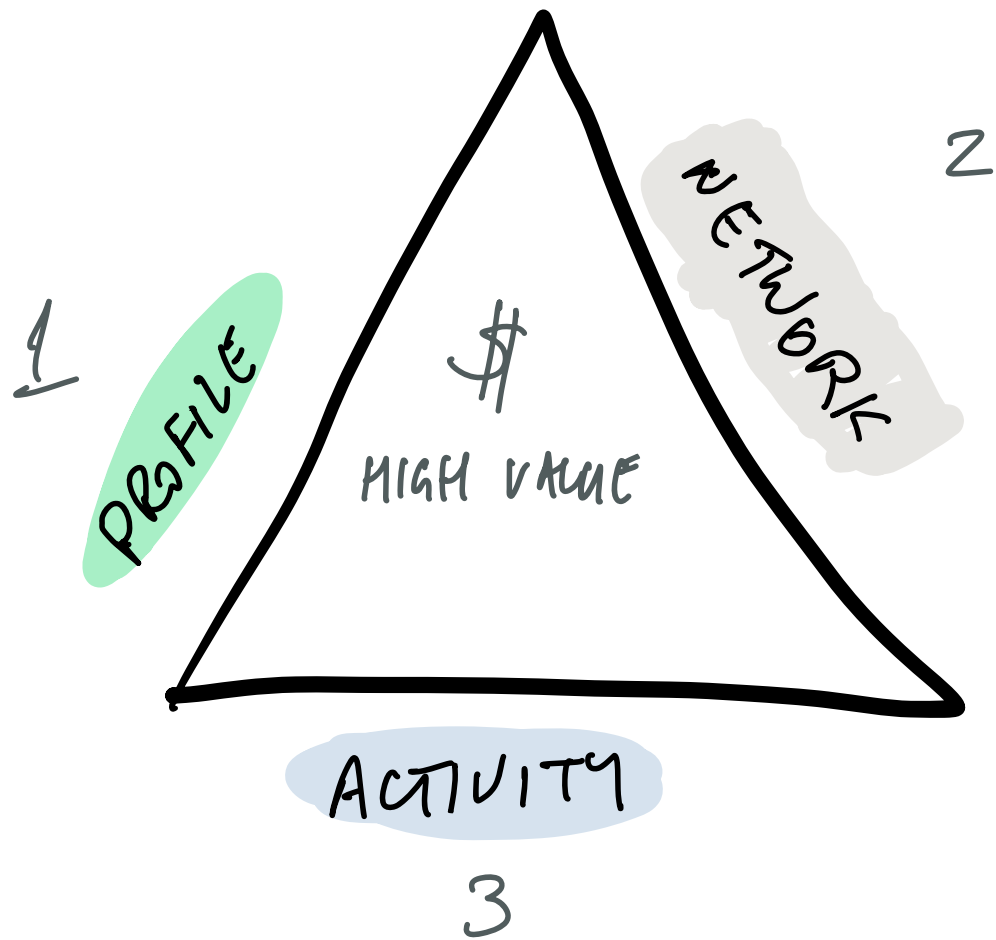
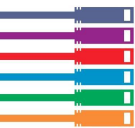
6-12 new clients

14%

Over 12 new clients

20%

71 votes • 2d left • [Hide results](#)





A

✗ LinkedIn is spammy (& I refuse to spam people)

B

✗ I don't want to disturb people

C

✗ No-one uses LinkedIn

D

✗ My clients are important people & aren't logging onto LinkedIn every day

E

✗ I don't want to 'put myself out there'

F

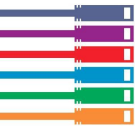
✗ I don't have time to spend on LinkedIn



People want someone
to follow

Know
Like
Trust.

1000s vs you



"Dear 1000"
KNOW

LIKE

TRUST

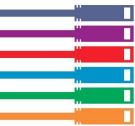
CLIENTS

9 12 9

STRANGER

"DEUSTED"

100 DrScpts



Dream 1,000

accountant



Home



My Network



Jobs

M

People

Connections 2

Brisbane, QLD 1

Industry 3

About 1,900 results



Search with Sales Navigator

12 additional advanced filters



Frexie S. • 2nd

Accountant at Perpetual Limited
Brisbane, QLD

Past: Graduate **Accountant** at Etax Accountants

206 followers • Ian Reynolds, Nick Hillman, and 2 other mutual connections

Follow



Natasha Seveau • 2nd

Corporate Accountant at QMetco Limited
Greater Brisbane Area

Past: Financial **Accountant** at North Queensland Bulk Ports Corporation

Rachel McLean is a mutual connection

Connect





Guide your people

Show up before

Don't convince

ALREADY
CONVINCED

Baby steps



Re-engage with past prospects



{Name}

Are you still interested in

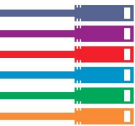
_____?



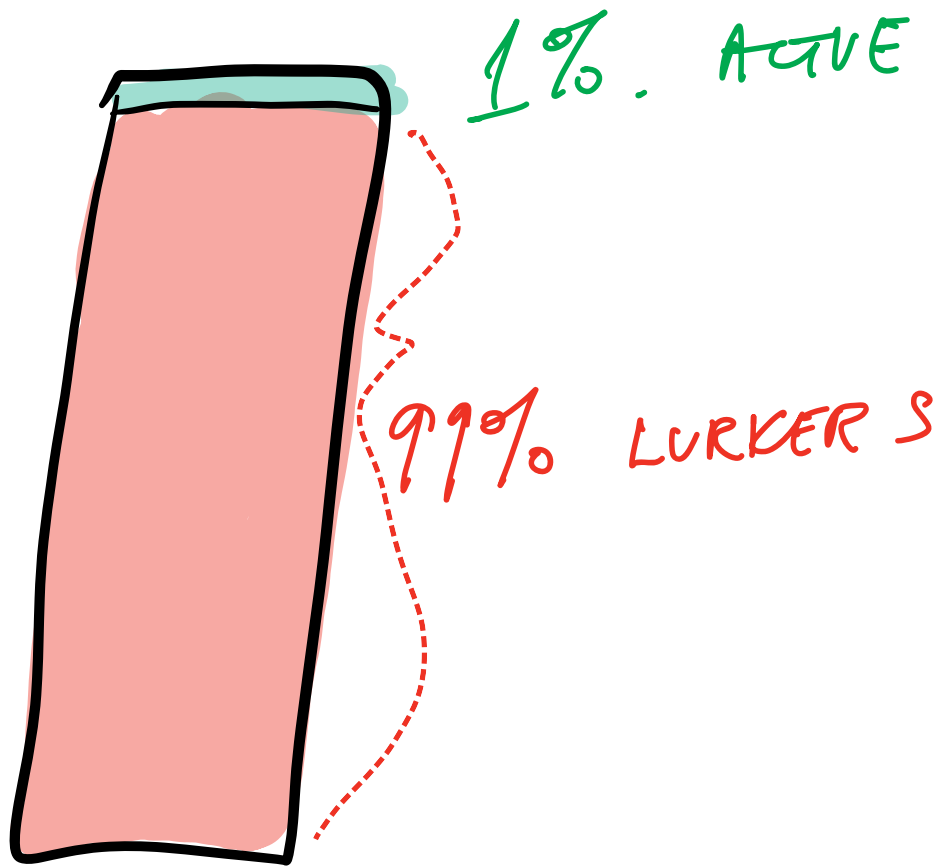
Re-engage with past clients

Have just landed a major client project (\$25k) to be delivered this month.

I am sure it came from LI activity too - I commented on a work anniversary of a client who I worked with 14 years ago, when she had this big project arise she thought of me! I'm sure it was the recency of my comment. Yay



Lurkers





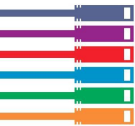
LinkedIn post up.
Also forgot to mention client
signed Engagement Letter at
lunchtime. So that is #2 inbound
through LI marketing engine.
Thanks. 🙏

BTW having a meeting this
afternoon with another party
who I reached out to on LI. They
responded after 4 years!

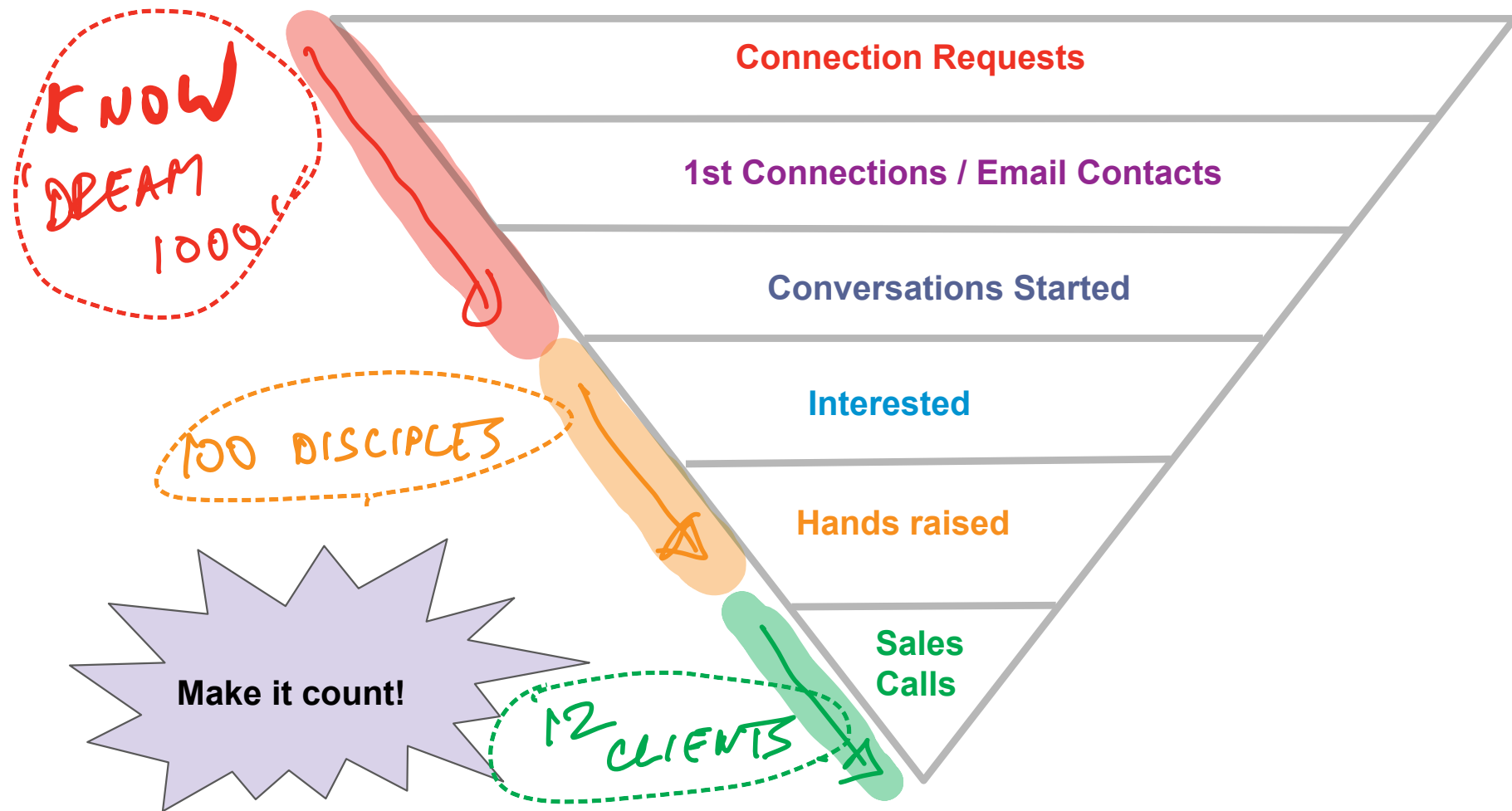
WOM
Referrals.

SYSTEM





Tracking Metrics KPIs





Outreach Activity Tracker Template

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

Your Name	
Company	

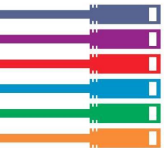
Target LinkedIn Search Criteria	
Role	
Location	
Connection	

	Contact Name	LinkedIn URL	Role	Company	Connection degree	Email	Mobile/ Cell	Message 1 (Connect)	Message 2 (Conversation)	Message 3 (Interest)	Message 4 (Raise Hand)	Message 5 (Sales Convo)
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												
11												
12												
13												



Outreach Tracker (Google Sheet)

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

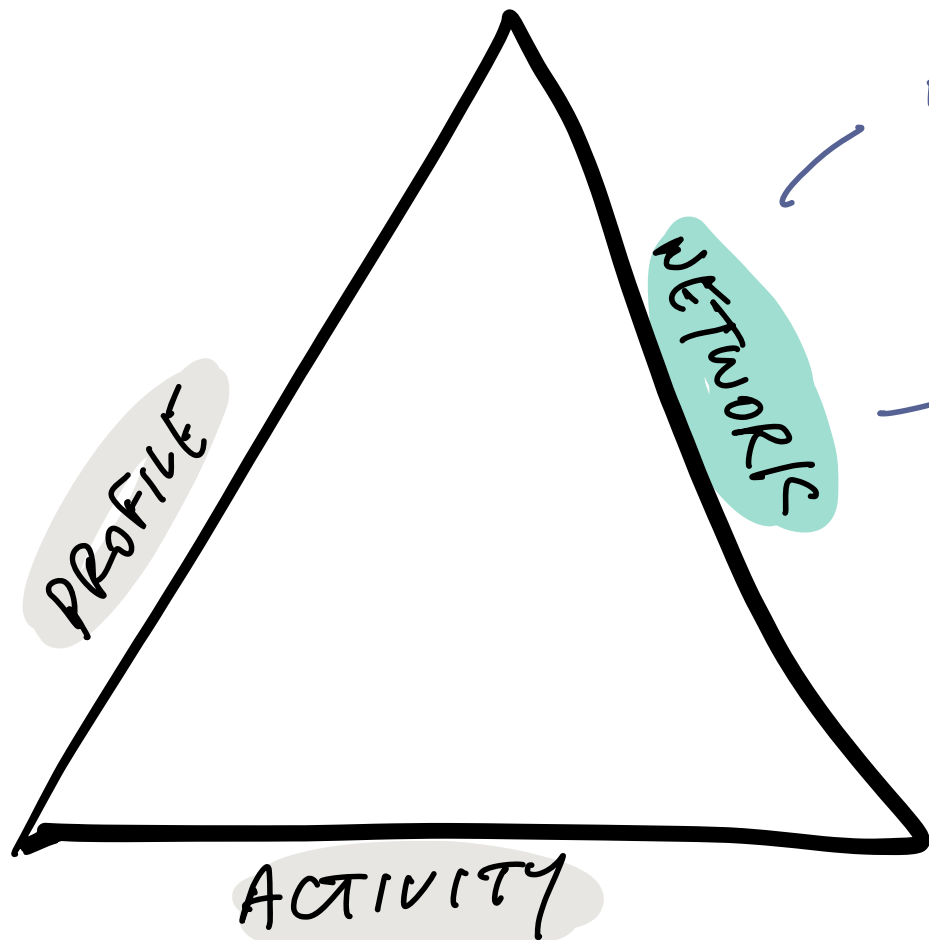


CHATGPT,
10-100x



VIRTUAL
ASSISTANT,





Low
Hanging
Fruit

— Dream 1000.



Want my 50+ Script Library?

Road-tested, proven & best-performing message scripts for LinkedIn DMs and I-on-I email



[Editable Google Sheet & Tracker]



ADAM FRANKLIN



WORKBOOK



LinkedIn Profile Makeover



→ ChatGPT

Premium Resources: \$47 USD each (or \$97 after)

Profile Workbook: bluewiremedia.com.au/PM

50+ Script Library: bluewiremedia.com.au/50S



**Is it worth spending 30
minutes a day to win your
Dream Dozen Clients?**

How useful has today's
workshop been for you...

On a scale on 1-10?



Would you be happy to write a Google Review?



See photos

See outside

Adam Franklin - Digital Marketing Speaker

Website Directions Save Call

5.0 ★★★★★ 152 Google reviews

Marketing consultant in Paddington, Queensland

➡ bluewiremedia.com.au/adam-review

DIY

©Marathon-
Photos.Com

3 months with a coach

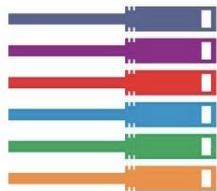
29 min PB.

©Marathon-
Photos.Com

Marathon
Photos.Com

SUNDAY 19 OCT 2014

TIME
33:42



Adam Franklin

Brainstorming Session - 20 Minute Meeting

🕒 20 min

📄 Web conferencing details provided upon confirmation.

1-on-1 Brainstorming Session with Adam Franklin

Select a Date & Time

POWERED BY
Calendly

< July 2023 >

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

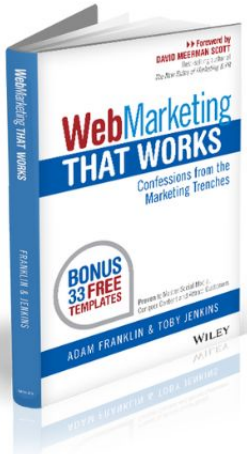
Time zone



<https://calendly.com/adam-franklin/20min>



THANK YOU



<https://calendly.com/adam-franklin/20min>

