



# LinkedIn Nurturing Process

**6 step messaging system to nurture people to  
become high-value clients**



# LinkedIn Nurturing Process (6 Steps)

This process is designed to help you build relationships and win high value clients via LinkedIn.

It's based on nurturing contacts through a process where they ***“know, like and trust you and then raise their hand and ultimately buy from you, if they are the right fit.”***

## 6 Step LinkedIn nurturing process for winning high-value clients

At each stage, you simply want to advance the relationship to the next step.

- **#1. Find prospects**  
First you must identify ideal clients in your network using a LinkedIn search.
- **#2: They must know you**  
*Connect or reconnect* with your contacts, so they know you or remember who you are.
- **#3: They must like you**  
Send a friendly message or do something generous.
- **#4: They must trust you**  
Offer them something valuable like a PDF or an endorsement or recommendation.
- **#5: They must express interest**  
If they seem like an ideal client, ask them if they are interested in help.
- **#6: They buy from you**  
If you feel you can help the person, transition to a sales conversation.

**Please note:** Relationships are the lifeblood of most businesses and cannot be outsourced to a VA, message bot or even automated. After all you don't send robot to a business function or send a VA to your business meetings for you.

This 6 step process only requires the free version of LinkedIn too (...there's no need to spam people with InMail). My philosophy is that we are better off educating and nurturing people in our existing networks rather than interrupted strangers with adverts or spam.

My approach is based on common sense and fundamental relationship building skills. Yes it does require thought, effort and personal touch but if you simply follow the process the rewards will be there in spades!



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## About Adam Franklin



Adam Franklin is the author of *Web Marketing That Works* -- an **Amazon #1 best seller**. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was named **Australia's #1 business blog** and his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts**, and **#7 LinkedIn Expert** (Asia Pacific).

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.

## Feel free to connect

For more tips, templates and videos please connect with me:

[www.linkedin.com/in/adamfranklin](http://www.linkedin.com/in/adamfranklin)

## Are you my next coaching client?

If want to use LinkedIn to **grow a lucrative pipeline** of high-value B2B clients, I'm looking for **5 consultants** who:

1. Are already working with **high-value clients (worth \$10K+ in annual fees)**, and getting them results.
2. Are making at least **\$15k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn or on email.
5. Are **friendly, methodical and coachable**.
6. And can find **30 minutes a day** to allocate to the work...

I'll help you win more high-value clients and my coaching comes with a "2X ROI Guarantee". Either email "**LinkedIn Program**" to me at [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au) or book a **LinkedIn Growth Session** with me via: [www.bluewiremedia.com.au/growth](http://www.bluewiremedia.com.au/growth)

You may also like these free templates (email opt-in required)...

## LinkedIn 10 Minute Daily Plan



[bluewiremedia.com.au/linkedin-daily-marketing-plan](http://bluewiremedia.com.au/linkedin-daily-marketing-plan)



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## LinkedIn Content Plan



[bluewiremedia.com.au/linkedin-content-plan](http://bluewiremedia.com.au/linkedin-content-plan)

## Web Strategy Planning Template



[bluewiremedia.com.au/web-strategy-planning-template](http://bluewiremedia.com.au/web-strategy-planning-template)

You can also watch my **free, on-demand LinkedIn Crash Course**

**in**  
**LINKEDIN CRASH COURSE (17 MINS)**  
**FOR CONSULTANTS**  
**No-fluff, no-cost & no-pitch!**

[Click here to register for free.](#)

Finally, if you're ready to learn the complete playbook, you may also like to enrol in my flagship course **LinkedIn Leads for High Value Clients**



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