



LINKEDIN ACCELERATOR

Adam Franklin

EXECUTIVE SHORT COURSE
60 Min + Plus Q&A



STARTING IN

5:00



LINKEDIN ACCELERATOR

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EXECUTIVE SHORT COURSE
60 Min + Plus Q&A



How to win high value clients on
LinkedIn (in 20 minutes a day)



WORKBOOK



bluewiremedia.com.au/lia



Where are you tuning in from?



WORKBOOK



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What's your role or business?



WORKBOOK



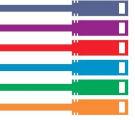
bluewiremedia.com.au/lia



On a scale of 1-10...

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

POLL...

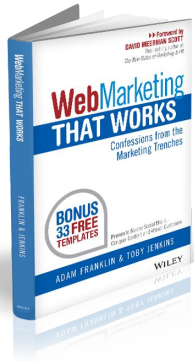


*What's a new 'ideal client'
worth?*

POLL...



Take good notes



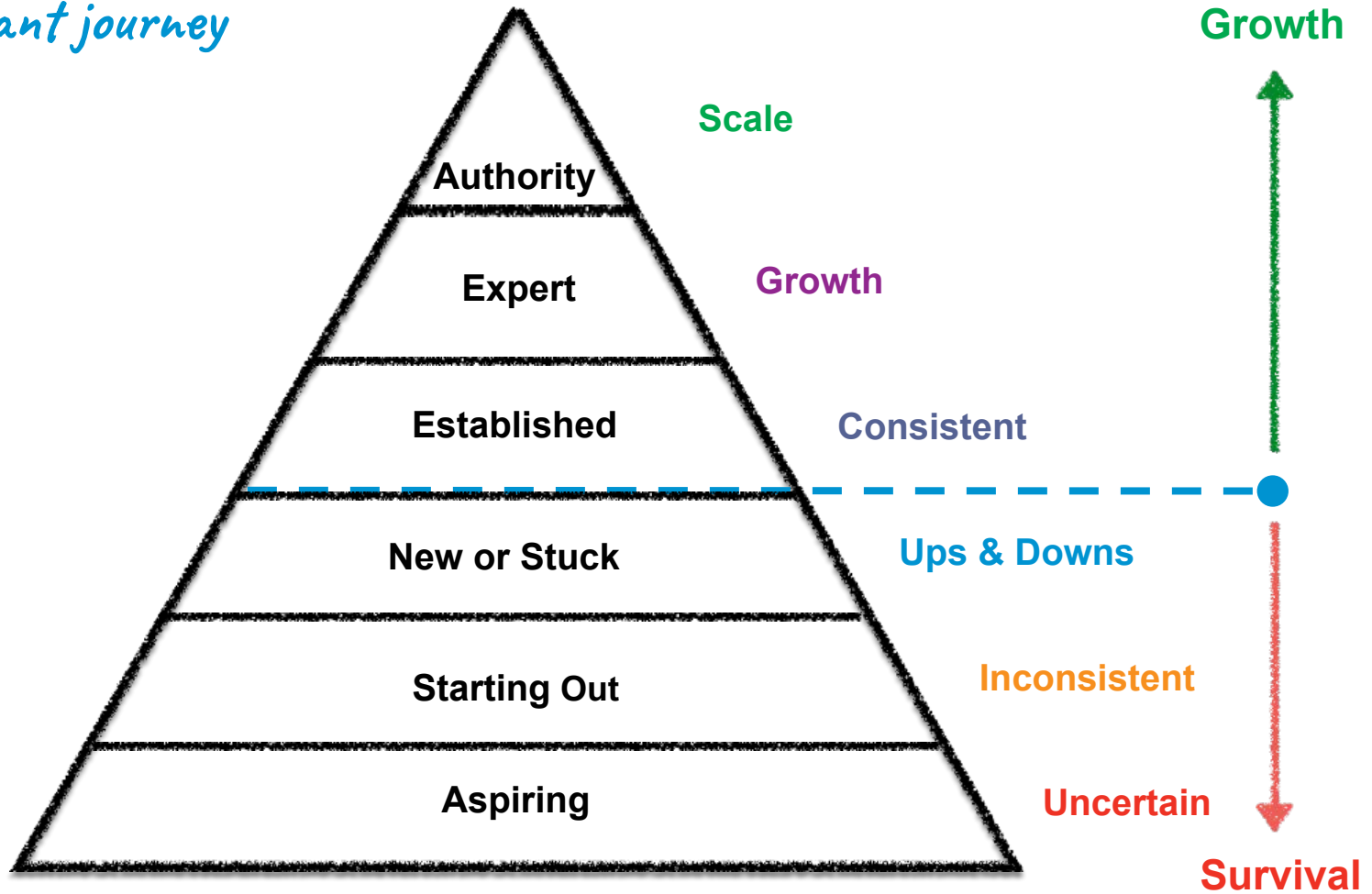
PRIZES!

“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



Consultant journey





Journey





The future





Fast track

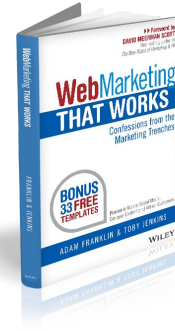




LinkedIn for Business



Adam Franklin



LinkedIn Profile

Optimise your **LinkedIn Profile** to attract your ideal future clients.



LinkedIn Profile





LinkedIn Profile

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

POLL...



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Sales Nav

TAE40116 - Now Only \$990 - 2020 Intake! Latest Certificate IV Training & Assessment. Enquire Now! Ad ...



Adam Franklin



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

Brisbane, Queensland, Australia · [500+ connections](#) ·

[Contact info](#)



Bluewire Media Pty Ltd



The University of
Queensland

Edit public profile & URL



Add profile in another
language



Ad ...

Do

Profile
Tour

[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[Work](#)[Sales](#)

[Jack Welch MBA](#) - Get ahead with a top-ranked Jack Welch online MBA. Classes start Oct. 6th. Ad ...

[Edit public profile & URL](#)[Add profile in another language](#)

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

[Cancel](#)[Save](#)

Custom
URL

About

► LINKEDIN COACH & CMO/MARKETING MENTOR:

I help consultants win new clients & grow their pipeline on LinkedIn.

... see more

Featured

See all



Adam Franklin: Keynote Speaker - LinkedIn Marketing for Business

Expert LinkedIn Marketing speaker Adam Franklin (Amazon #1 bestselling author)...



Web Strategy Planning Template 2020 (PDF)

Downloaded over 1 million times and now in it's 10th anniversary edition. Feature...



45 · 63

Profile
Tour

About

» LINKEDIN COACH & CMO/MARKETING MENTOR:

I help consultants win high-value clients & grow their pipeline on LinkedIn.

» SPECIFICALLY I HELP CONSULTANTS WHO:

- ✓ Already work with high-value clients (worth \$10k+ in fees), and get them results.
- ✓ Are on track for between \$100K -> \$3M-\$5M revenue in 2020.
- ✓ Have 1-2 owners.
- ✓ Have capacity to sign on 2-3 new clients
- ✓ Have 10-20 years experience.
- ✓ Have 500+ connections on LinkedIn or email.
- ✓ Are 10/10 committed to getting results.
- ✓ Can commit 3 hours per week.
- ✓ Are friendly, coachable, methodical and open to trying new things.

→ If this is you send "LinkedIn Pilot" to adam@bluewiremedia.com.au.

*Plus, I promise a 2X ROI guarantee.

» LINKEDIN TRAINER

I run in-house corporate LinkedIn training as well as public LinkedIn Accelerator workshops.


» SOCIAL MEDIA SPEAKER

Do you need an entertaining, jargon-free and actionable speaker to show attendees how to grow their pipeline? With over 200 keynotes under my belt and rave reviews from around the world, I can educate, entertain and empower your next corporate audience.

- ✓ Client testimonials, speaker reel & availability: <https://www.bluewiremedia.com.au/speakers>.
- ✓ Enquires: +61424329132 adam@bluewiremedia.com.au

» BESTSELLING AUTHOR:

My book Web Marketing That Works (Wiley 2014) was an Amazon #1 bestseller. I co-wrote it with Toby Jenkins. Read a free chapter
<https://www.bluewiremedia.com.au/chapter>

- 
- 2000 characters
 - Use bullets & formatting
 - Explain exactly who you help
 - Borrow my formatting



**Profile
Tour**

 **Adam Franklin**
LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @ Bluewire Media. I help consultants win hig...

Accolades include:

- ✓#1 Australian business blog (Smart Company)
- ✓#1 Best selling author (Amazon)
- ✓#9 Marketing podcast for entrepreneurs (Entrepreneur magazine)
- ✓#7 LinkedIn Expert in Asia Pacific (SMM Institute)

I teach over 33,000 email subscribers and 1,000+ online students.

► CONNECT WITH ME:

I share regular videos, marketing templates and tips and am available for podcast interviews and media commentary on topics related to digital marketing and social media.

Call: ☎ +61 424 329 132

Email: ✉ adam.franklin@bluewiremedia.com.au

Visit: 🌐 www.bluewiremedia.com.au

► FREE LINKEDIN & MARKETING TEMPLATES:

Join over 1 million people worldwide and download below (no opt-in):

Feature PDFs,
videos, articles or
links

Featured

See all < > + ✎



Adam Franklin: Keynote Speaker -
LinkedIn Marketing for Business



Web Strategy Planning Template 2020
(PDF)



Featured
section

Experience



Bluewire Media Pty Ltd

15 yrs 5 mos

LINKEDIN MARKETING COACH

Jan 2017 – Present · 3 yrs 5 mos
Brisbane, Australia

► LINKEDIN COACH & CMO/MARKETING MENTOR:

I help consultants win new clients & grow their pipeline on LinkedIn.

► SPECIFICALLY I HELP CONSULTANTS WHO:

- ✓ Already work with high-value clients (worth \$10k+ in fees), and get them results.
- ✓ Are on track for \$300k - \$3M revenue in 2020.
- ✓ Have 1-2 owners.
- ✓ Have capacity to sign on 2-3 new clients with a sales cycle of <29 days.

[...see more](#)



LINKEDIN MASTERCLASS: (No-cost, no-pitch)

Jan 2019 – Present · 1 yr 5 mos
Brisbane, Australia

WIN 'HIGH-VALUE CLIENTS' ON LINKEDIN IN 2020: Register for free:
<https://bluewiremediamedia.com.au/next-webinar>



Flesh out 'Experience'

Experience section

LinkedIn Profile Checklist - Bluewire Media v2.0

7. Experience

In the Experience section, you can list your previous roles at various companies. This is a great place to showcase your skills and achievements.

8. Custom Profile Picture

You can create a custom profile picture for your LinkedIn profile. This is a great way to stand out from the crowd and make a strong first impression.

You can change your profile picture by clicking on the 'Edit Profile' button in the top right corner of your profile page.

That's it!

A well-optimized profile is the first step to success on LinkedIn. Use the checklist above to ensure you have all the essential elements in place.

About Adam



Feel free

For more tips and tricks, visit our website at bluewiremedia.com.au.

Are you

If you want to learn more about LinkedIn, visit our website at bluewiremedia.com.au.

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LinkedIn Profile Checklist - Bluewire Media v2.0

With the new LinkedIn profile checklist, you can ensure your profile is optimized for success. Follow the steps below to create a compelling profile.

1. Headshot

Your profile picture is the first thing people see. Choose a high-quality headshot that is professional and clearly shows your face.

2. Name

If you have a real name, use it. If you have a stage name or a business name, use that instead. Make sure your name is accurate and up-to-date.

3. Headline

This is where you can showcase your skills and expertise. Consider what you want to be known for and use clear, concise language to describe your business or industry.

4. About

Review your 'About' section to ensure it is accurate and up-to-date. Use this section to provide more detail about your background, skills, and experience. Plus, it's a great place to make an enquiry.

5. Background

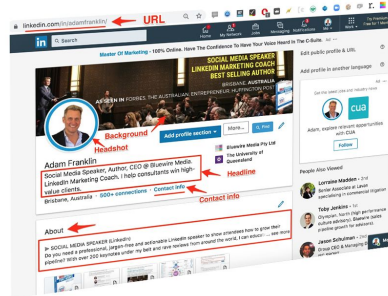
Have you put a background image on your profile? A 396 px. You can use a visual, it's also a great way to showcase your skills and experience.

6. Contact

Double check your contact information to ensure it is accurate and up-to-date. This is a great way to ensure you can be reached by potential clients or employers.

LinkedIn Profile Checklist

The 8 crucial elements to optimise your profile and put your best foot forward on LinkedIn.



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Mark - case study



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?

A good profile will
do the heavy lifting
& attract qualified
leads



Recordings from today

Final Notes & Slides

1-on-1 Session with me

**'Marketing Club' for 14
Days, inc past recordings**
(then \$97/mo)



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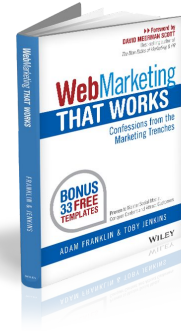
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\$1 USD today
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 **LINKEDIN
ACCELERATOR**

**\$1 VIP
UPGRADE**



Adam Franklin



Find Ideal Clients on LinkedIn

...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...

Let's find ideal clients



Phone Activity

Ideal client role

People

Search results for "hr manager" in Melbourne, Victoria, Australia. The results show three profiles:

- Sian Johnson** • 2nd
Talent Acquisition Manager - Country Road Group
Melbourne, Australia
Current: Talent Acquisition Manager at Country Road Group
14 shared connections
- Chris Zgrdja** • 2nd
Senior HR Partner | Senior HR Manager | People and Culture - Technology, Engin...
Melbourne, Australia
Past: HR Manager at MTM Pty.Ltd.
10 shared connections
- Jane Save - CAHRI** • 2nd
Human Resources Manager Asia Pacific
Melbourne, Australia
Past: Site HR Advisor (acting HR Manager) at Minerals and Metals Group
13 shared connections

Location



Market Size Calculator

Role / Title	Location	Industry	# Contacts
Ideal Future Clients: TOTAL CONTACTS #			



Opportunity Calculator

Total Contacts (#)	#	
x Acceptance Rate (eg. 30%)	%	
x Prospects - Ready to Buy (~1%)	%	
x Sales Conversion Rate (eg. 30%)	%	
x Average Deal Size (\$)	\$	
Total Opportunity (\$)	\$	



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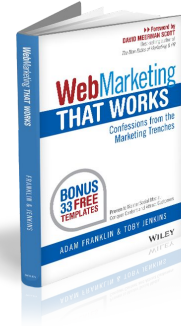
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Adam Franklin



5 Step Nurture System

To nurture contacts into high-value clients.





Activity & Nurturing



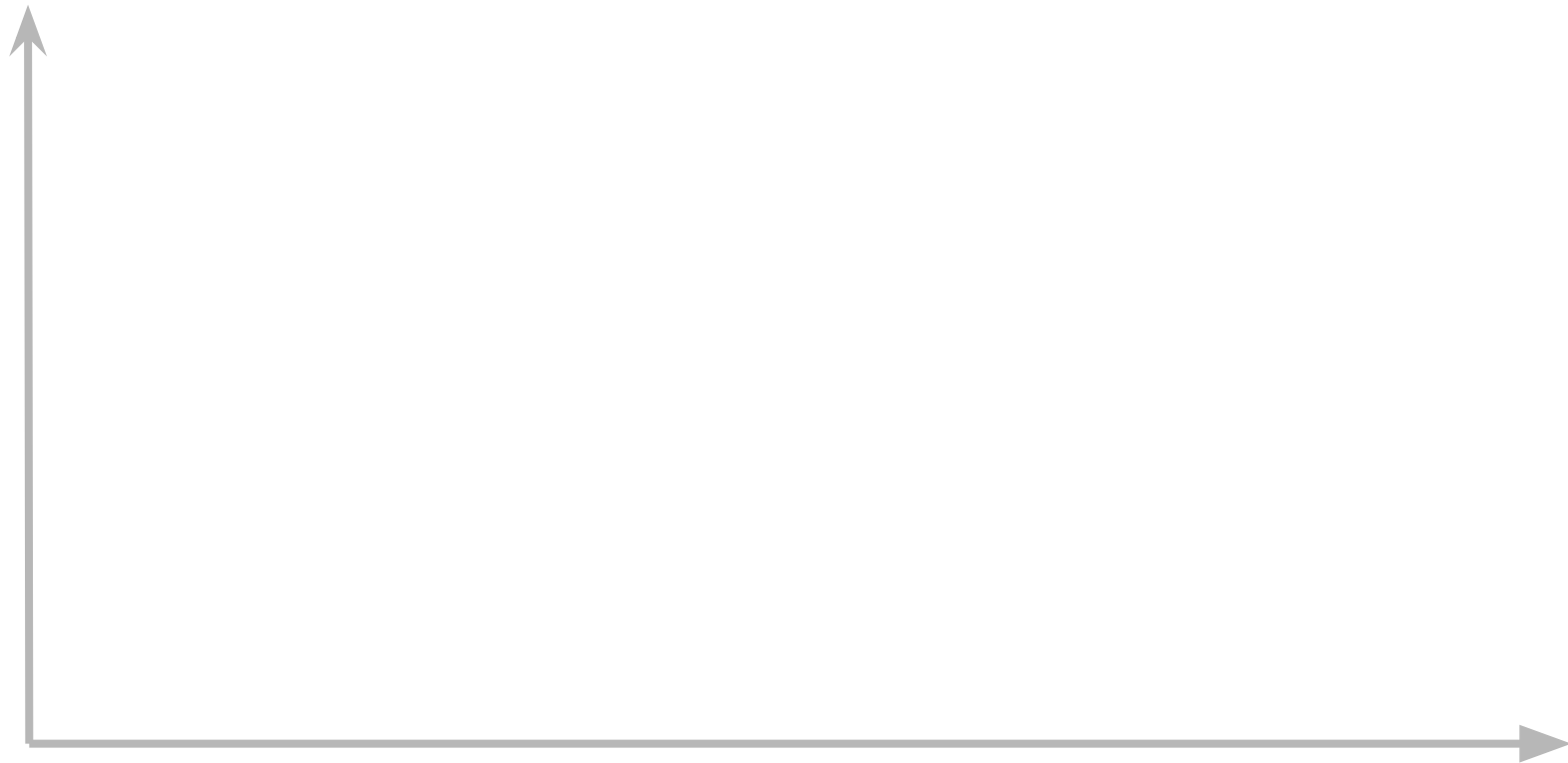


Activity

Traffic Light	Criteria?	Your rating?
	I rarely nurture people in my network	
	I occasionally nurture people But it's a bit random	
	I have a system to nurture people consistently I send DMs and post content on a regular basis	



The 5 Step Nurture System





Low hanging fruit

Ideal client role

People

Location

1:56

< Filters 3

People Melbourne, Victoria, Aust... 1st

102 results

Gavan Hogan • 1st
HR Manager at Five Senses Coffee
Melbourne, Australia
Summary: Experienced Human Resources Manager with a demonstrated history of work...
9 shared connections

Carla Walker • 1st
HR Transformation | Talent Management | Change Management
Melbourne, Australia
Past: Systems Process Advisor at Rio Tinto
4 shared connections

Clair Cameron • 1st
Manager Performance and Reward at Vicinity Centres
Melbourne, Australia
Past: Senior HR Reporting, Planning & HRIS Advisor at Arrow Energy Pty Ltd
42 shared connections

Ileana Rodriguez • 1st
Human Resources Manager, Australia at ALS

*Connections
"1st"*



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**



Outreach Scripts for 2nd/3rd degree contacts

Connect

Add a note to your invitation



LinkedIn members are more likely to accept invitations that include a personal note.

Hi ____,
I'd like to invite you to my HR network.
Cheers,
__

238 / 300

Hi ____,
Your profile caught my attention when I was searching for HR managers in Melbourne. I'd love to connect.
Cheers

175 / 300



Outreach Scripts for dormant 1st degree contacts

Hi _____,

We've been 1st degree contacts on here for a long time, but I've never written to connect properly.

I see you're at _____. What are you working on at the moment?

As for me, I help _____.

Let's keep in touch.

[your name]

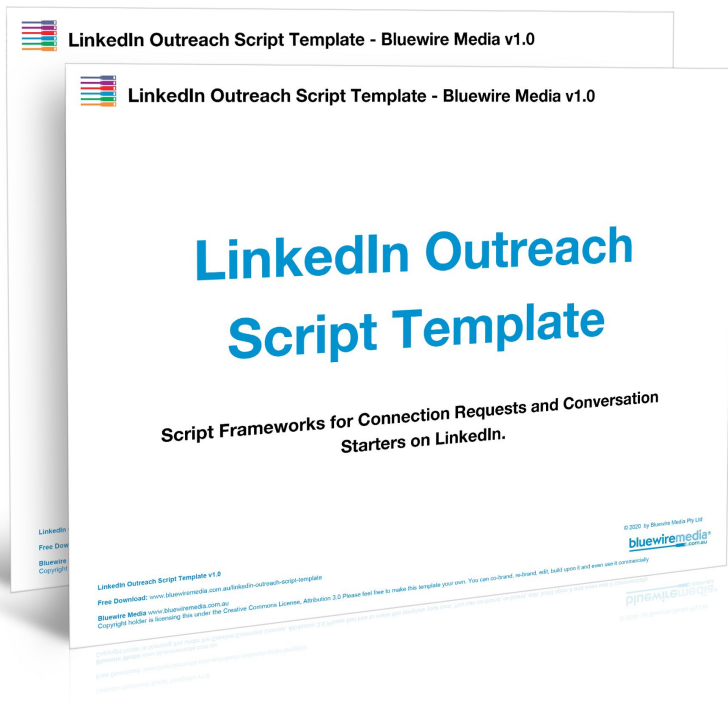


Send



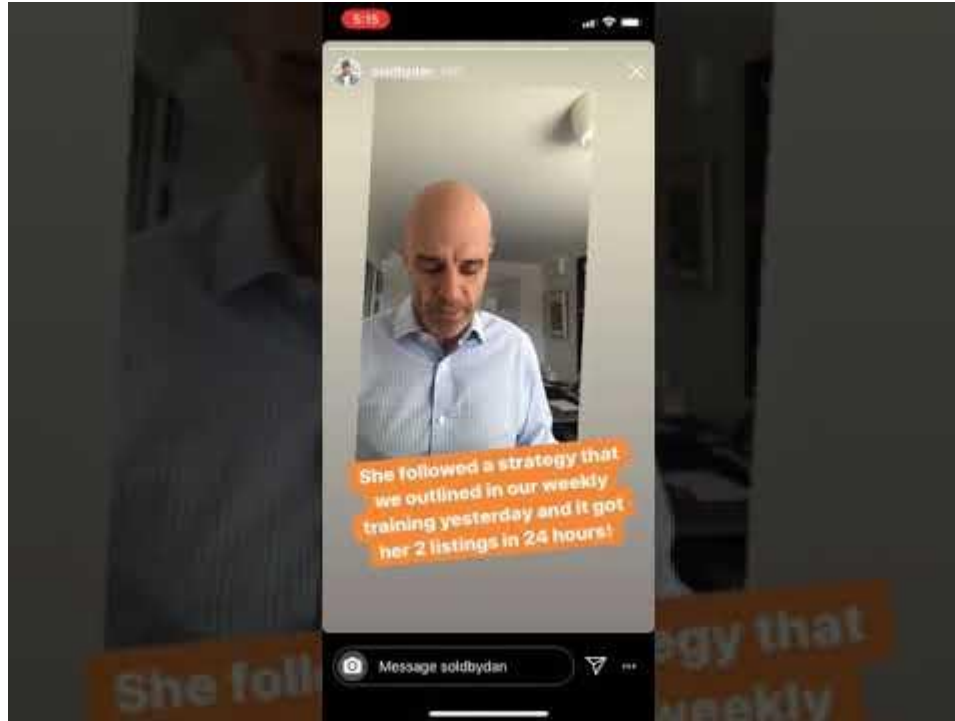


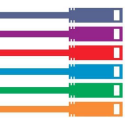
LinkedIn Outreach Scripts Template



bluewiremedia.com.au/lost

Case Study - 2 real estate listings in 24 hours





Steve - 1 mortgage broking referral

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" :)

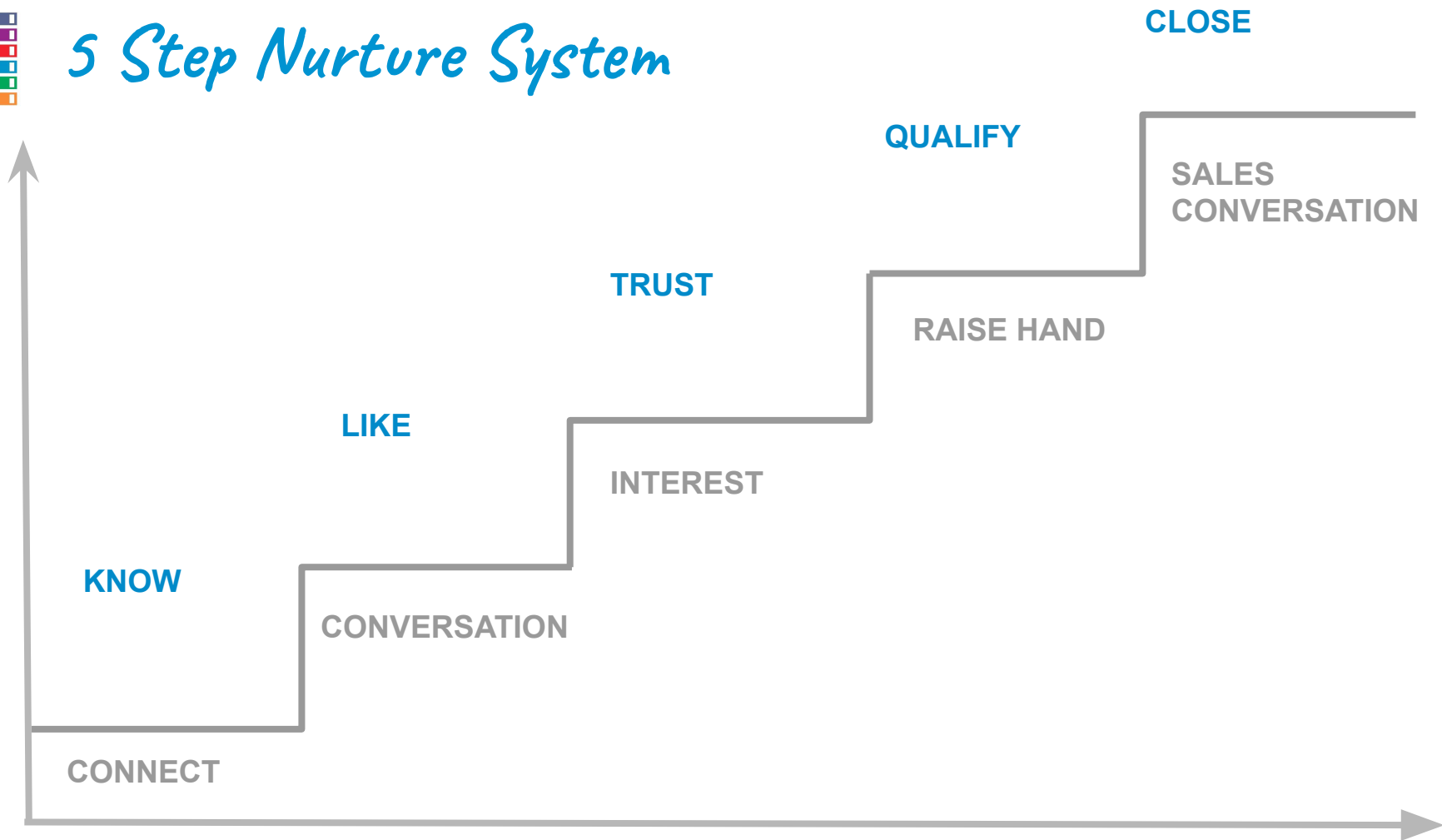
Good to hear from you Adam & keep safe. 👍

Kind Regards,

Steve [REDACTED] 1 Mortgage Executive

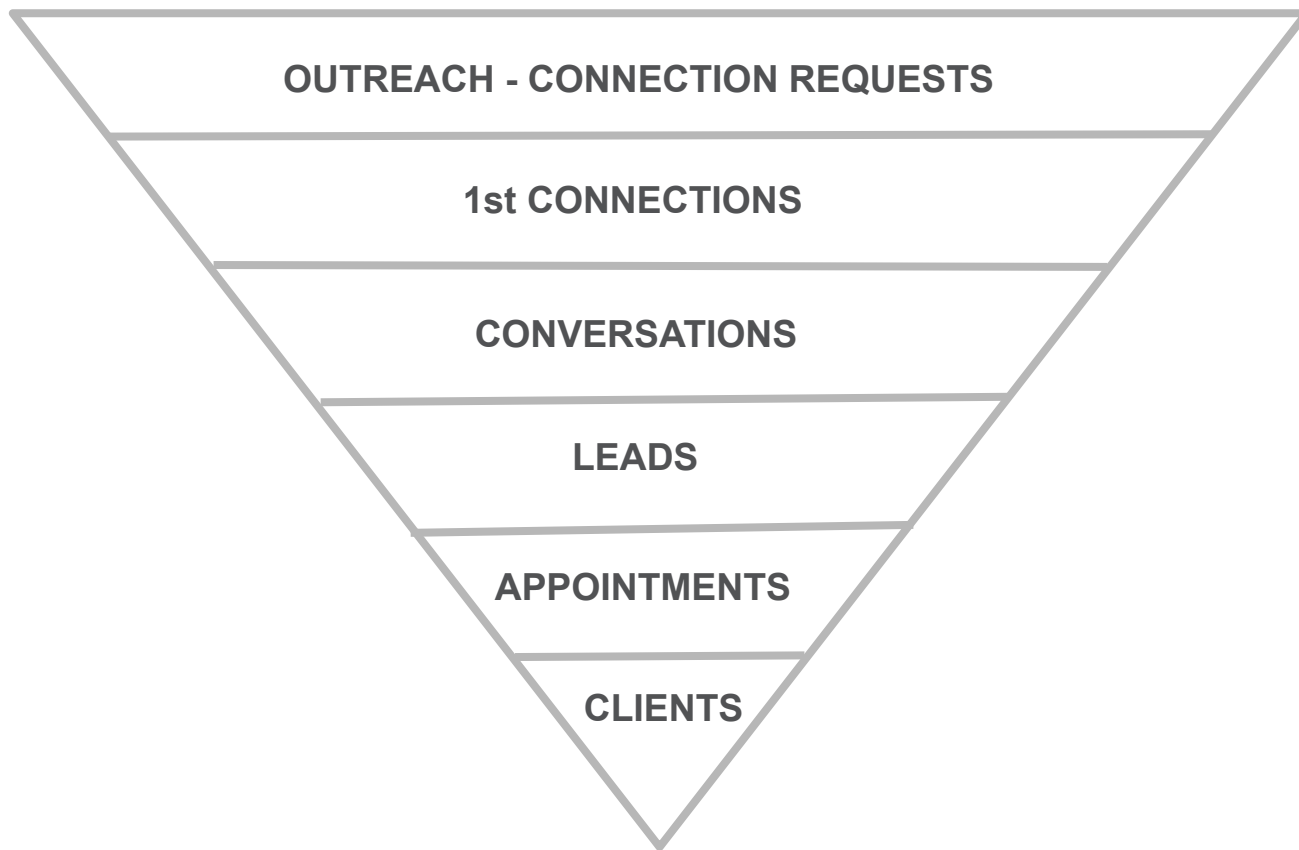


5 Step Nurture System





Tracking Metrics KPIs





Outreach Activity Tracker



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												

bluewiremedia.com.au/oatt



Trish - 1 high-value CEO meeting



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]

[redacted]



Trish - 1 high-value CEO client

I closed the sale with the pre-IPO company!!!!!!!!!!!!!!!!!!!!!! ➡



Inbox



Patricia [redacted], [redacted]
to me ▾



Hi Ads,

Just couldn't wait until next Wednesday to share the good news. I just completed hte Zoom with the pre-IPO CEO and closed the deal with her. Thank you so much for helping



Success Story - Wade's \$1M in new business



Always be nurturing!

Daily Activity & Consistent Habits!





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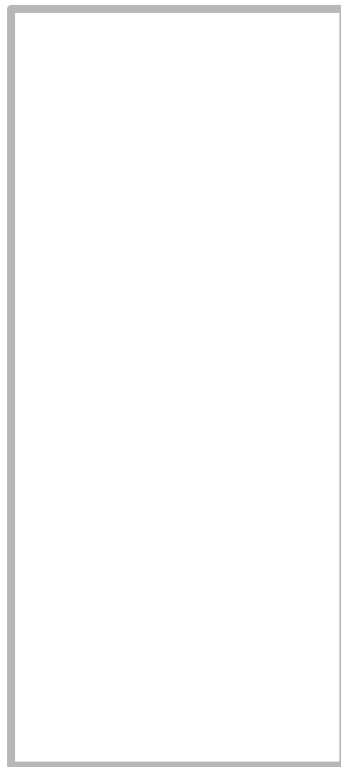
 **LINKEDIN
ACCELERATOR**

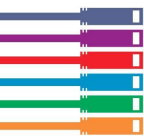
**\$1 VIP
UPGRADE**





99% Lurkers vs 1% Publishers





Content ATTRACTS, Conversations CONVERT

CONTENT

CONNECT

**CONVO
STARTER**

INTEREST

**RAISE
HAND**

**SALES
APPT**

Do you feel you now have the skills to **win new clients** via LinkedIn?

**Is it worth spending 20
minutes a day?**



NEXT STEPS



Adam Franklin

Send me the word "Interested"

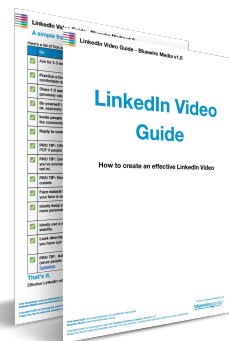
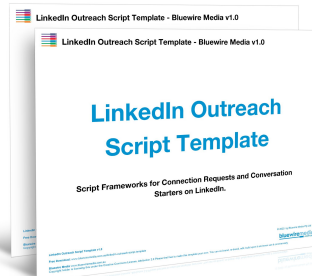
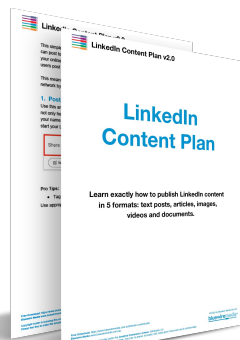
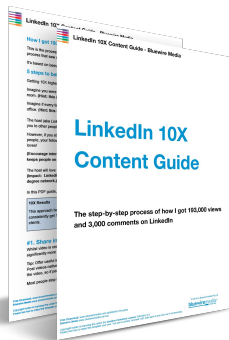
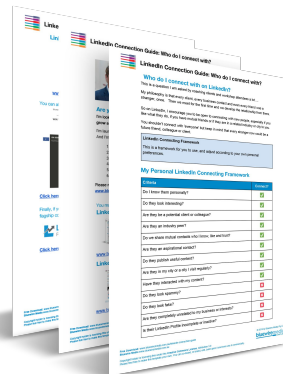
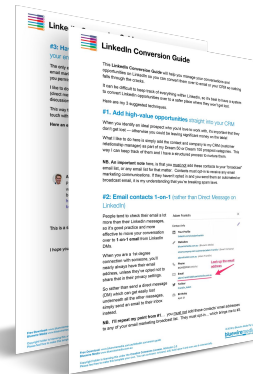
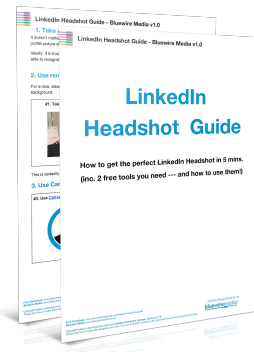


<https://m.me/AdamCFranklin>





LinkedIn Guides



bluewiremedia.com.au/LinkedInPDFs

How useful has today's
workshop been for you?

On a scale on 1-10?

Would you be happy to write a Google Review?



bluewiremedia.com.au/adam-review



From here...





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





Thank you, plus Q&A



Adam Franklin

<https://www.linkedin.com/in/adamfranklin/>
adam.franklin@bluewiremedia.com.au

DM me your notes!



m.me/AdamCFranklin

