

LINKEDIN ACCELERATOR FOR CONSULTANTS

Zoom workshop JULY 2020



Adam Franklin



➡ bluewiremedia.com.au/LIA-workbook



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



bluewiremedia.com.au/LIA-workbook

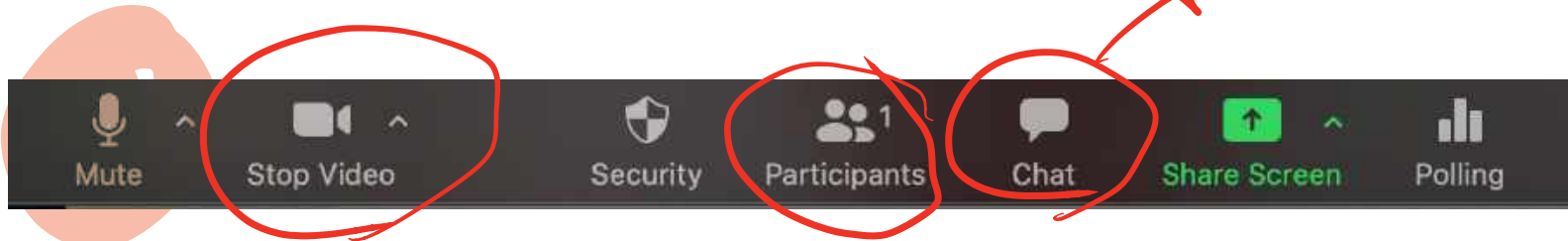


Quick Tour



MUTE

Rename
FIRST, LAST





Today's Agenda

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

4pm PDT / 9am AEST: 15 min break (...and Raffle!)

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 (...and Raffle!)

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/LIA-workbook**

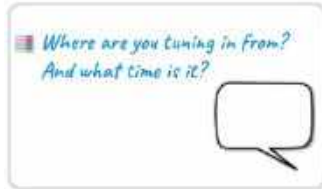


Today's Workbook



Market Size Calculator

Role / Title	Location	Industry	# Estimates
Total Future Clients: TOTAL CONTRACTS #			



Calculate Profit

Category	Item	Value
Red	Item 1	100
Orange	Item 2	200
Green	Item 3	300

Opportunity Calculator

Total Contacts (A)	#	
• Acquisition Rate (B)	%	
• Prospects - Ready to Buy (C)	#	
• Sales Conversion Rate (D)	%	
• Average Deal Size (E)	\$	
Total Opportunity (F)	\$	

➡ bluewiremedia.com.au/LIA-workbook



Adam Franklin



Welcome to
Jeff Bullas
readers!!





What's your role?





[Q]... when you have a question
[SHARE]... if you want to share
an insight!





On a scale of 1-10...

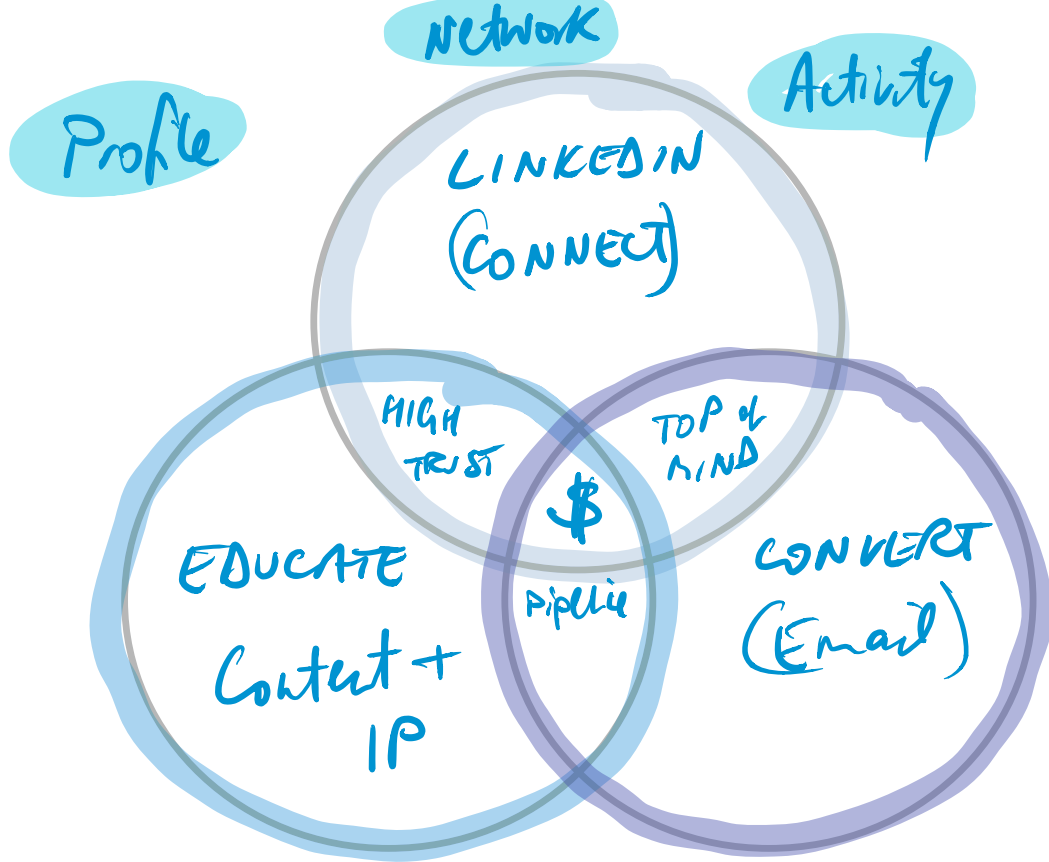
*How effective do you feel
you are on LinkedIn?*

POLL...



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

POLL...



“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



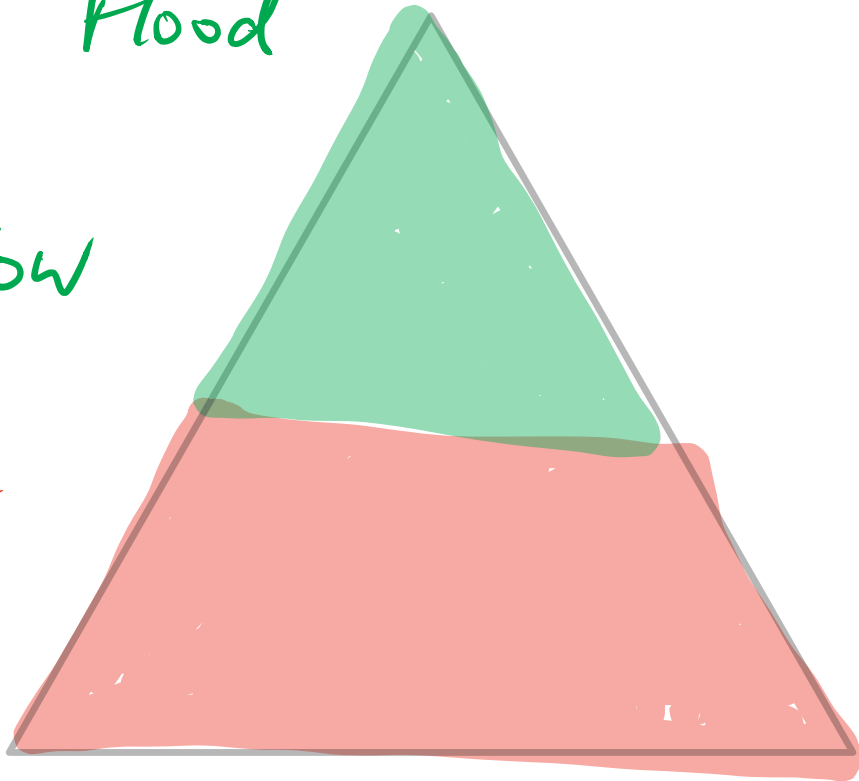
Your journey

Flood

Flow

Trickle

Drought





Your journey

Authority

Growth

1

Scale

2

Growth

Subject Matter Expert

3

Consistent

4

Consultant

Nearly Consistent

5

Starting Out

Inconsistent

6

Dabbling / Side Hustle

Uncertain

Survival

WHERE?





The Future

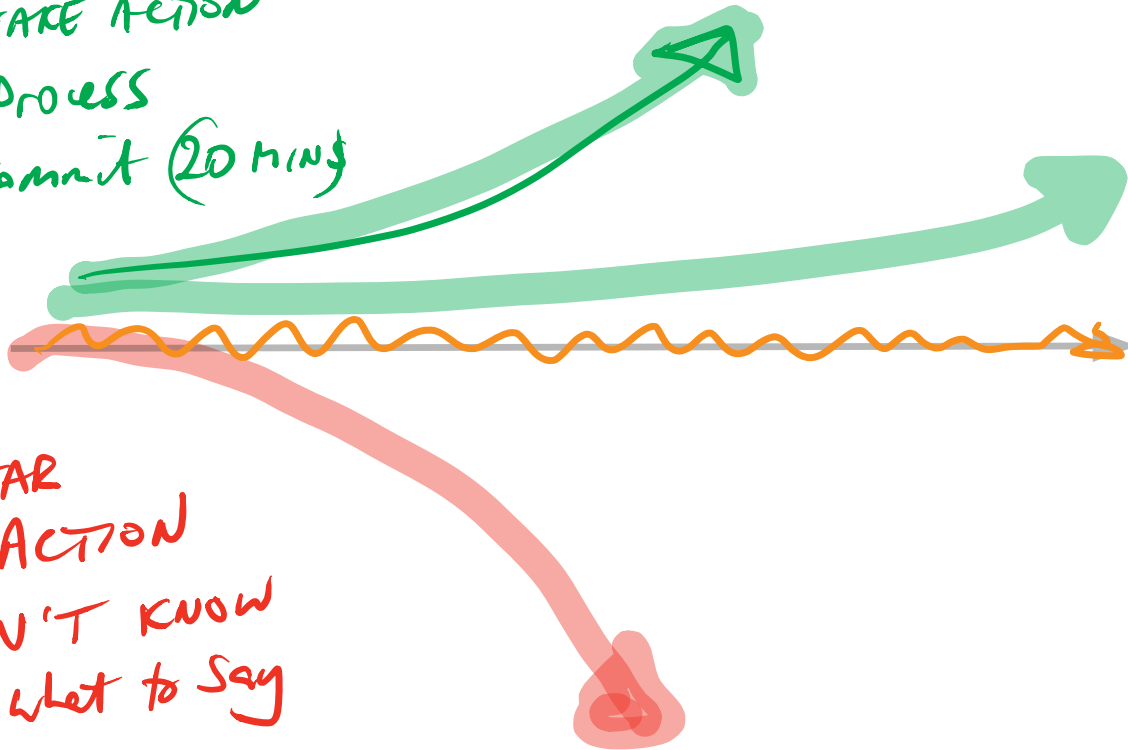
3 MONTHS

TAKE ACTION
Process
Commit (20 mins)



NOW

FEAR
IN ACTION
DO N'T KNOW
What to Say





Fast tracking





LINKEDIN ACCELERATOR

FOR CONSULTANTS

Zoom workshop JULY 2020



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 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...



Add profile section

More...

Find

Adam Franklin

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

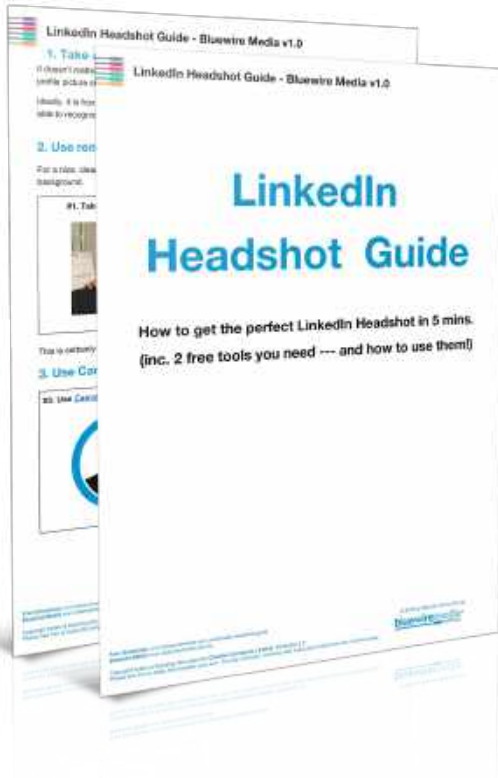
Brisbane, Australia • 500+ connections • Contact info

- Bluewire Media
- The University of Queensland





bluewiremedia.com.au/lipc



bluewiremedia.com.au/lihg

Matthew

Director at

FEB 25



Mark • 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 • 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



LinkedIn Profile - Before & After Template

Before	Framework	After
	<p><i>*NB. Use language your clients use*</i></p> <p>YOUR MAIN THING. Position at Company. I help _____ achieve _____ with _____.</p>	<p>/</p>



Who's up for an activity?



Who's up for an activity?

TASK:

- Share your 'before' LinkedIn Headline...
- Then your 'after'
- GET FEEDBACK



Let's do it...

- ✓ *START with "A" → "Z"*
- ✓ *2 minutes each*
- Ⓢ *Timekeeper!*

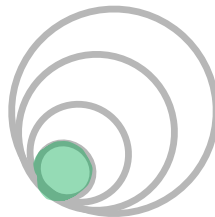


Action Item Capture Card

Strategy

update linked headline

Effort



Action Items

→

→

→

Potential Money Made (\$)

\$

Potential Money Saved (\$)

\$



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)

① 1-on-1 COACHING.

RECORDINGS (4)

Book

VIP Upgrade
\$47 USD today
\$97 USD tomorrow

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15 min break

LINKEDIN ACCELERATOR FOR CONSULTANTS Zoom workshop



Adam Franklin



Session #2: LinkedIn Network

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



Let's connect



Paste your LinkedIn URL in the chat

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...





Your business network options

The old
way

Networking

Time
Hit & Miss

Buy
Database

\$\$\$
Not very accurate

LINKED IN

Free
All of IDEAL CLIENTS



Get your phone out

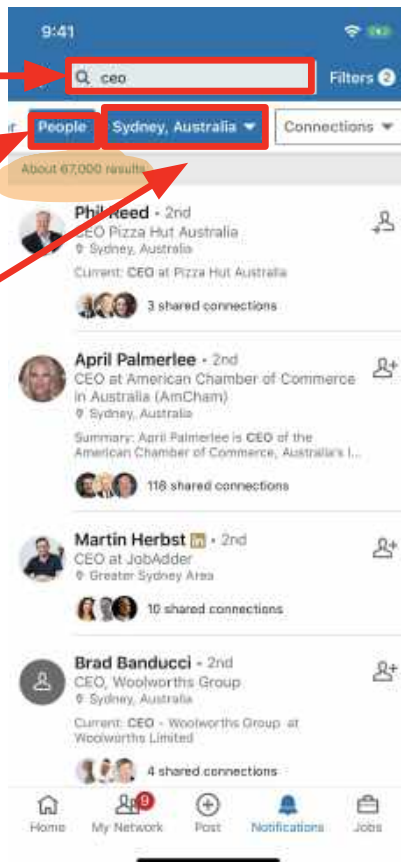
**Size of
market**



Ideal client

People

Location



67,000

CEO's

Sydney



Market Size Calculator

Role / Title	Location	Industry	# Contacts
CEOs	Sydney		67,000
Ideal Future Clients: TOTAL CONTACTS #			67,000



Opportunity Calculator

Total Contacts (#)	# 67,000	
x Acceptance Rate (eg. 30%)	% 30%	20,100 LEADS
x Prospects - Ready to Buy (~1%)	% 1%	201 PROSPECTS
x Sales Conversion Rate (eg. 30%)	% 30%	60 CLIENTS
x Average Deal Size (\$)	\$ 10,000	
Total Opportunity (\$)	\$ 600,000	



Who's up for an activity?

SIZE of your market opportunity

Biggest insight



Let's do it...

-  *START with "A" → "Z"*
-  *2 minutes each*
-  *Timekeeper!*



Get your phone back out

The screenshot shows a LinkedIn search interface. At the top, the status bar displays '6:59' and signal icons. The search bar contains 'ceo' and a 'Filters 3' button. Below the search bar, there are tabs for 'Clear', 'People', 'Sydney, Australia', and '1st'. The '1st' tab is highlighted with a red box. Below the tabs, it says '423 results'. The results list four profiles:

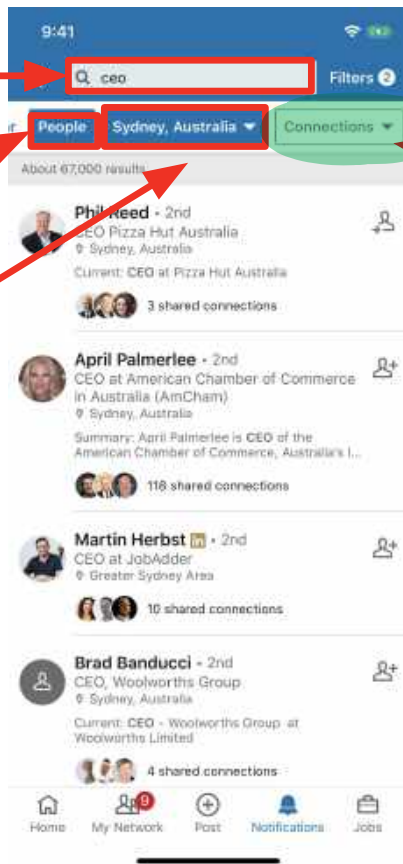
- Brett Fenton • 1st**
Chief Executive Officer at Webcentral Group
Greater Sydney Area
31 shared connections
- Mark Reid • 1st**
Chief Executive Officer, Chairman, Non Executive Director, Mentor
Sydney, Australia
284 shared connections
- David Power • 1st**
Chief Executive Officer, General Manager
Sydney, Australia
224 shared connections
- Greg Twemlow • 1st**
CEO | NFP Founder | Writer on Medium |
Message me: gt@gregtwemlow.com
Greater Sydney Area
Summary: Founder and CEO of SEVENmile Venture Lab. I'm a globally experienced CEO...
Provides services - Management Consulting, Executive Coaching, Leaders...



Ideal client

People

Location



1ST

Connection



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

FRAMEWORK
80% SAME

Personalised

DMs or
Email



Action Item Capture Card

Strategy

Idea

Effort



Action Items

→ ✓

→ ✓

→ ✓

Potential Money Made (\$)

Potential Money Saved (\$)



Action Item Capture Card

Strategy

Effort



Action Items

→

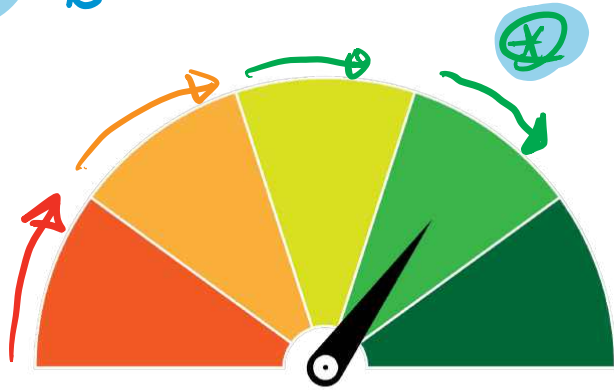
→

→

Potential Money Made (\$)

Potential Money Saved (\$)

✓ 1-1 COACHING.
✓ BOOK



VIP Upgrade
\$47 USD today
\$97 USD tomorrow

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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?

→ COME BACK IN 5 Minutes.



30 min break





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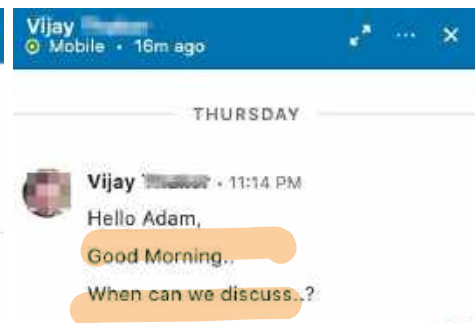
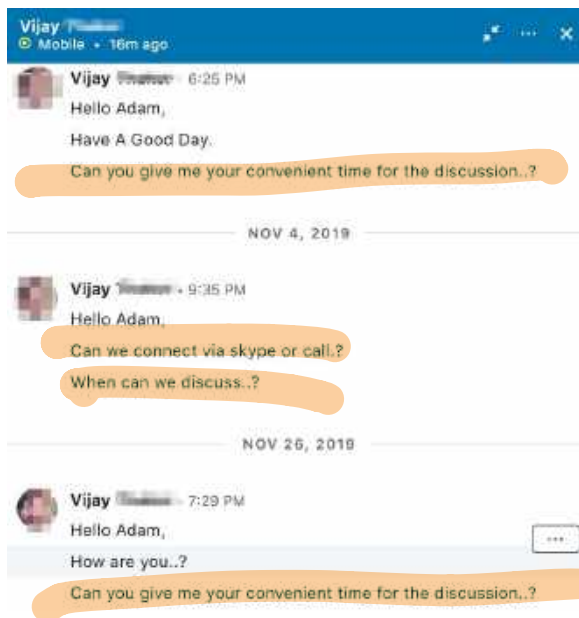
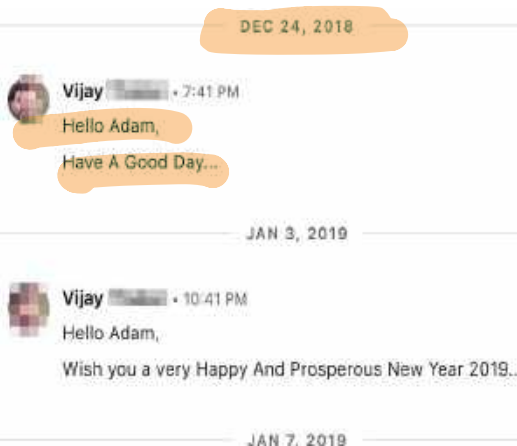
Session #3: 5 Step Nurture System

Convert contacts into high-value clients.





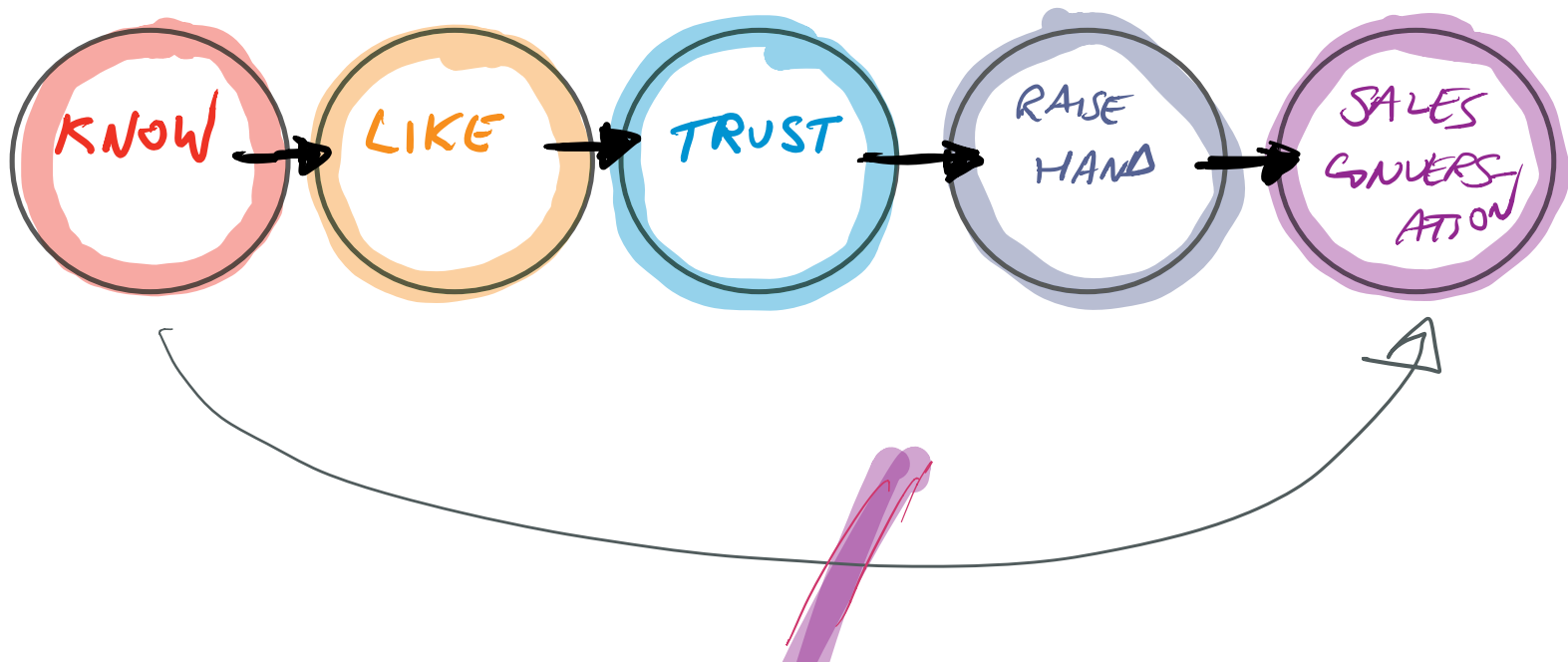
What not to do!



39 DMs



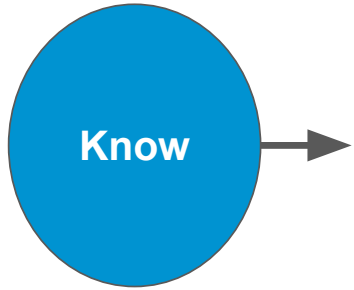
5 Step Message Nurturing System





5 Step Message Nurturing System

#1



✓ Reachout

✓ Reconnect

✓ Publishing Content

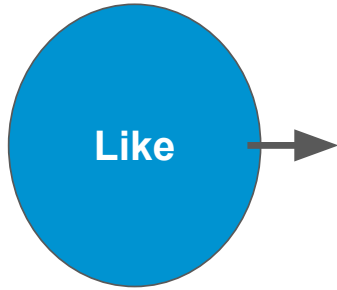
✓ Introductions

✓ Referrals



5 Step Message Nurturing System

#2



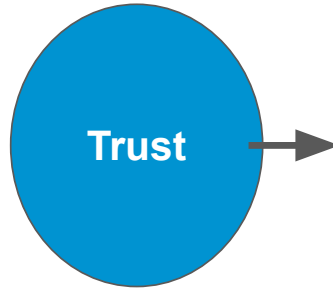
- ✓ Like
- ✓ Connect
- ✓ Congratulate
- ✓ Share
- ✓ Shared interests
- ✓ Mutual contacts
- ✓ Acknowledge



5 Step Message Nurturing System

'OFFER VALUE'

PERMISSION TO
PROCEED



✓ Be helpful

✓ Empathise

✓ Show understanding

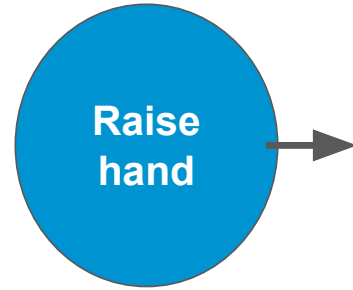
✓ offer value

✓ Asking for advice



5 Step Message Nurturing System

- ✓ Asking Advice.
- ✓ Invite to a next meeting focus.
- ① short question.
- ② Invite workshop / webinar





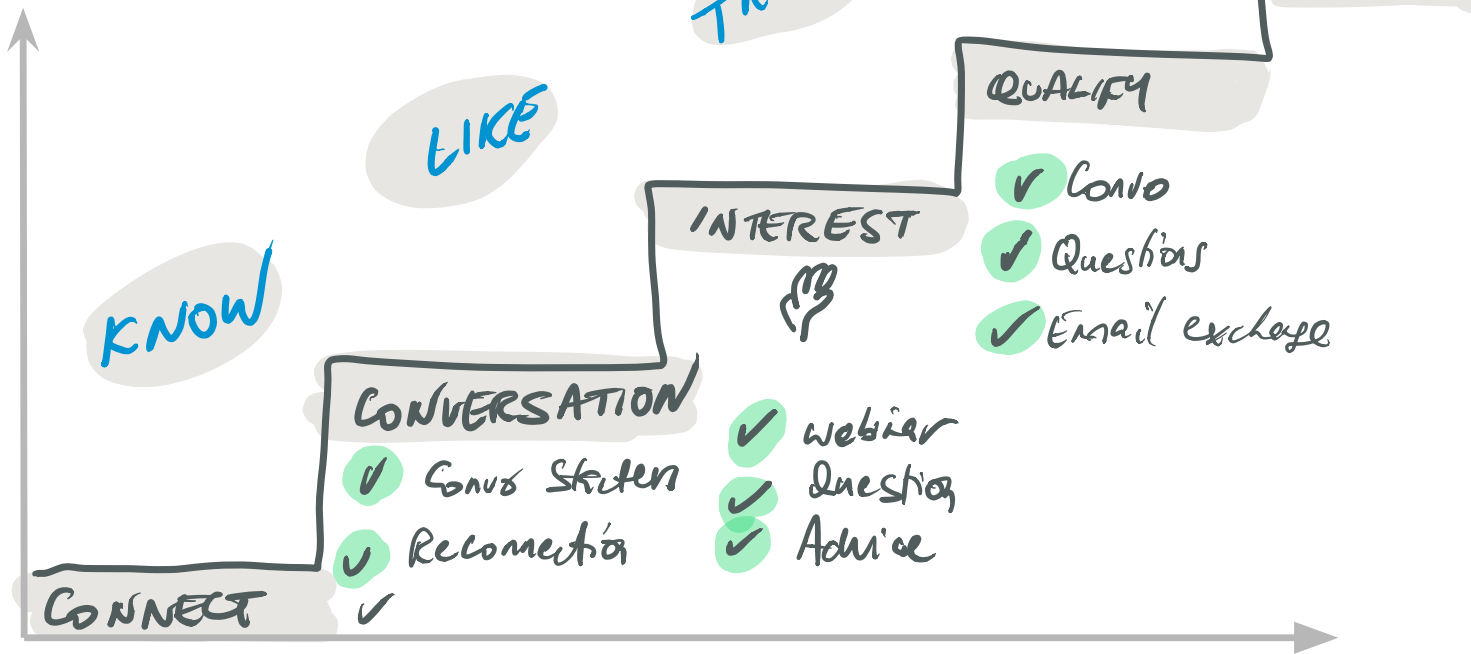
5 Step Message Nurturing System

① 2 STEP SALES





The 5 step ladder





Case Study - 1 new client from 1st phone conversation



Ingrid Louise Thompson

26 June at 16:17

...

Friday afternoon inspiration:

This morning I was speaking with Adam Franklin about the Sales Framework.

I knew I had a 20 minute "Discovery session" this afternoon with a prospective new client.

Terrific opportunity to try out the framework!!

I spent maybe 40 minutes modifying the questions to sound more like me and preparing exactly what to say based on what I knew from her original email - she approached me to help her - from her registration form to make the Zoom appointment and from looking at her website.

I followed the script - the sales framework ... kept it to 20 minutes - this has been a bit of a challenge for me in the past

My other challenge has been that I give away too much in the Discovery Call.

Twice I was tempted to divert from my sales framework - and I didn't!!

When I reached the point where I asked her if that sounded OK to her - my 3 session coaching pack

She said: "Yep, let's get started"

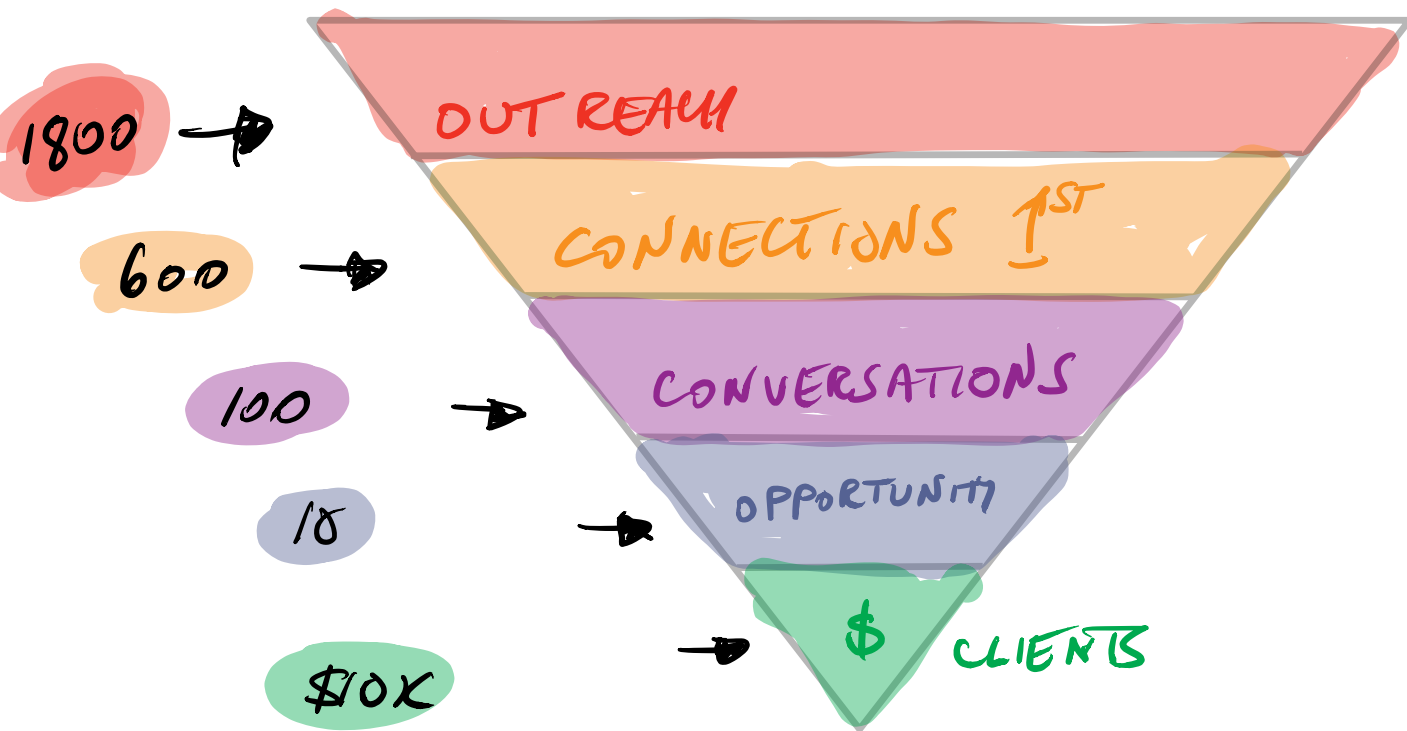
Signed up, price agreed, next session booked, invoice sent

Adam!! Thank you - the Framework, the System definitely works!!

Have a terrific weekend everyone!

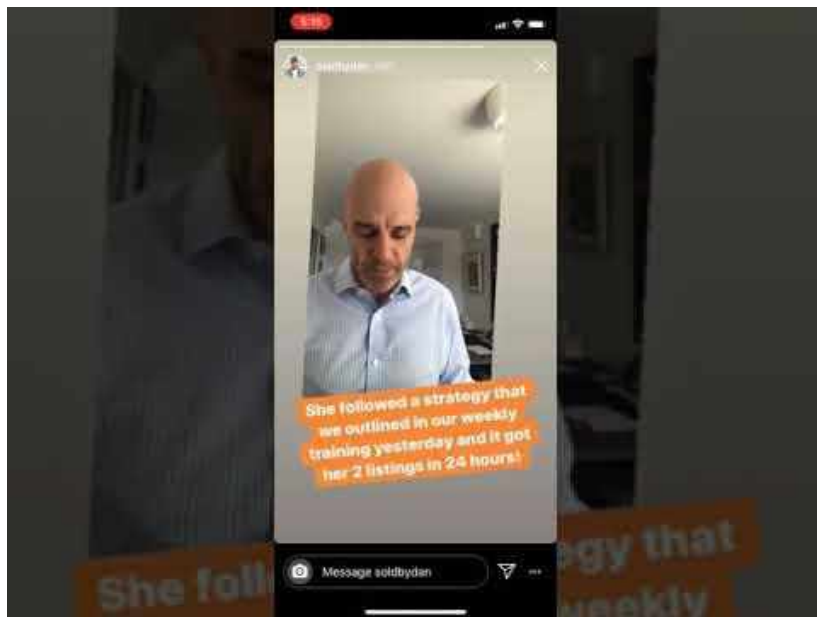


Tracking Metrics KPIs





Case Study - 2 real estate listings in 24 hours





Trish - 1 high-value CEO meeting



Patricia  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 





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 ~~Mortgage~~ 1 Mortgage Executive



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



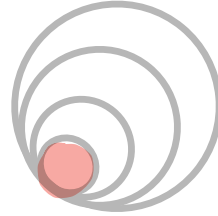


Action Item Capture Card

Strategy



Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)



Action Item Capture Card

Strategy

Effort



Action Items

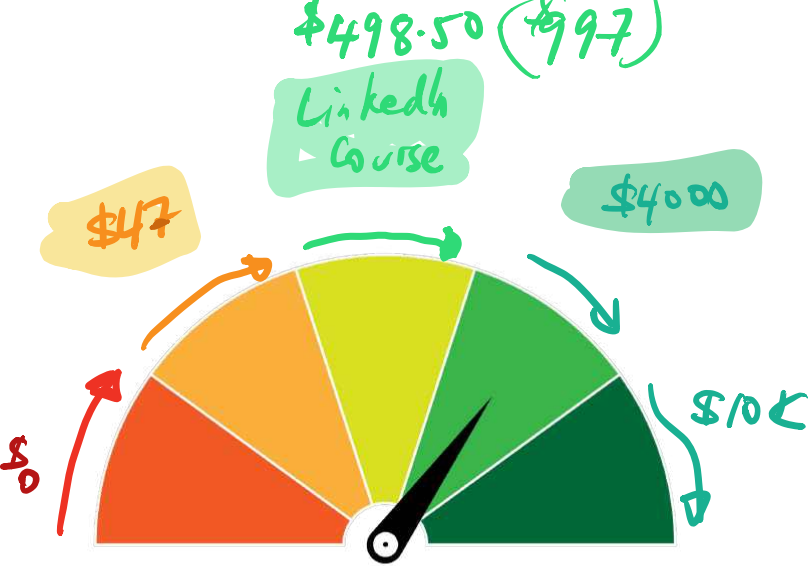
→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)



VIP Upgrade
\$47 USD today
\$97 USD tomorrow

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WORKING Break invite.

If a new client is worth over \$500

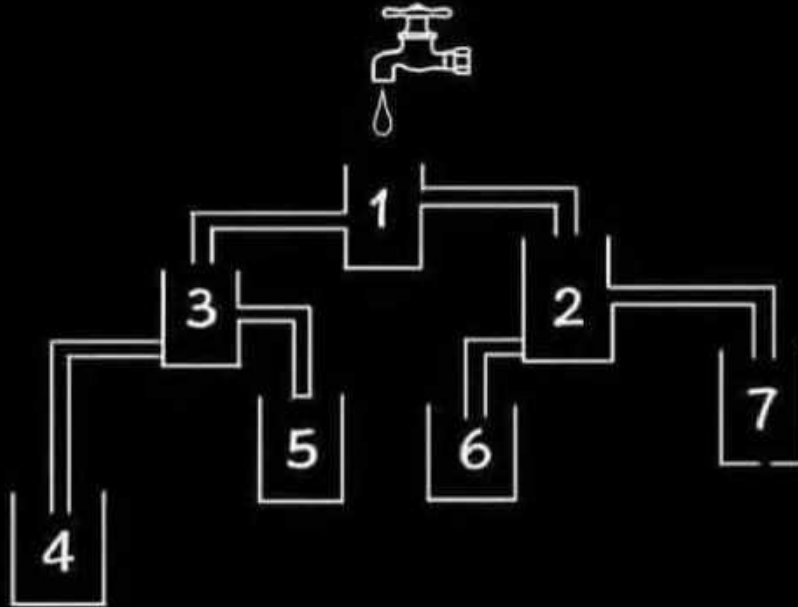
Would you like to know how I can help?

→ Come with me

15 min break



Which cups fills up first?



99% will fail.



LINKEDIN ACCELERATOR

FOR CONSULTANTS

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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...

Why publish content?

SCALE

100s 1000s

AUTHORITY

vs

1-1 DMs

POSITION

EDUCATE & INFORM

My experiment



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

2 years ago · 878 views

Why do I love LinkedIn?

4X REALM



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.

I started giving away valuable PDFs...

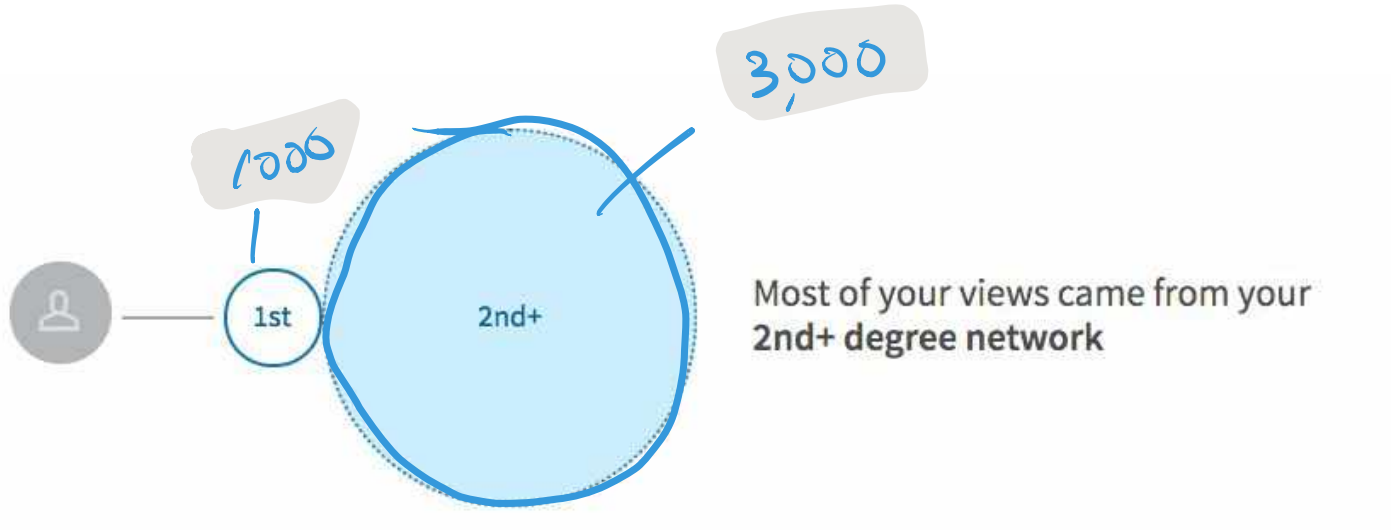


0:05/4:01

102 Likes 265 Comments

And more people started requesting my giveaways.


Huge organic reach



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!**

**Some videos
were more
popular than I
ever expected.**

DOCUMENT
(PDF)



Adam Franklin
 LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @Bluewin...
 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:



→ Use free keyword tools like [Ubersuggest](#), [Keyword Tool](#), [Keywords Everywhere](#), [Key Research Explorer](#), or to find where "long tail" keywords phrase suggestions.



Keywords Everywhere



Keyword Explorer



Related Keywords



Keyword Suggestions







17 • 345 Comments


 Like

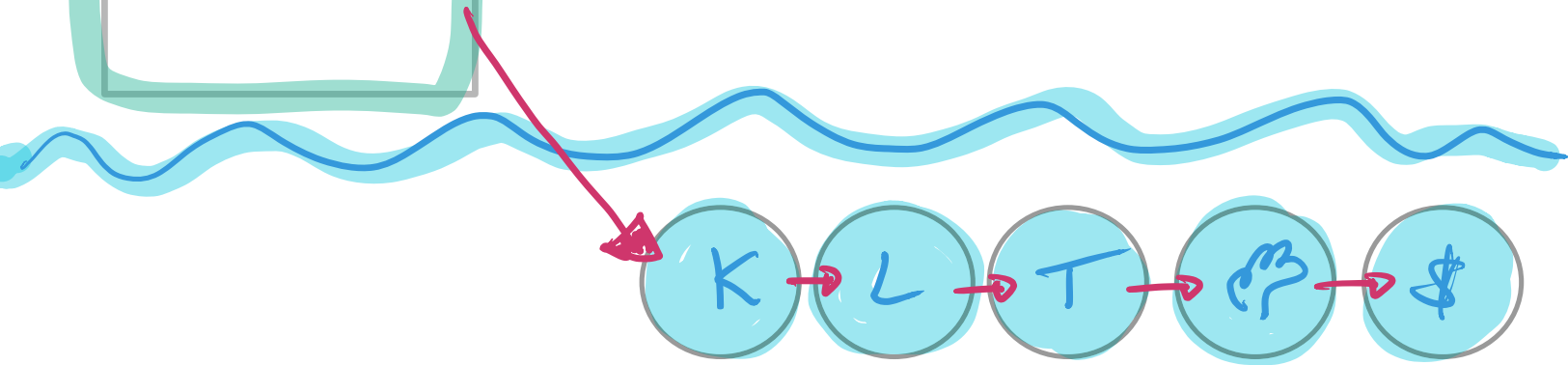
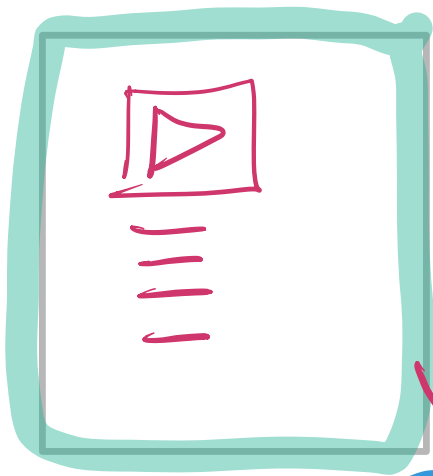

 Comment


 Share

10,162 views of your post in the feed



Magic is under the surface





What the secret of LinkedIn?

OFF LINKEDIN



What the secret of LinkedIn?

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

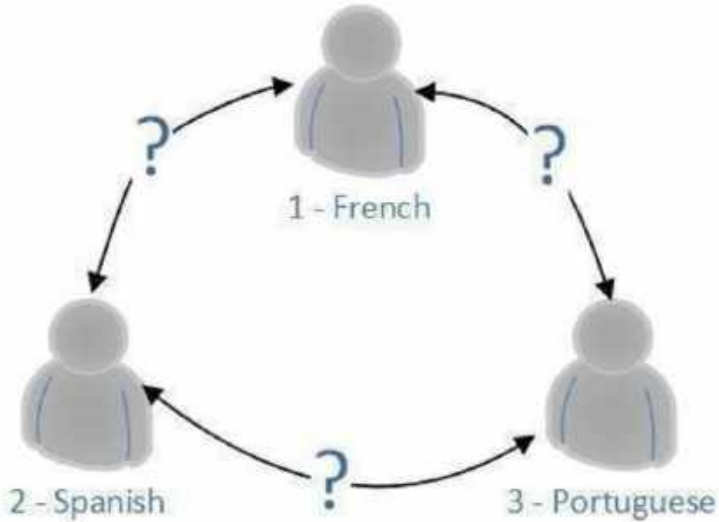


Magen Nayager • 1st

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



Mark

10 clients

Mark Korduba • 1st
Business Owner at Positive Moods
5d • Edited • 🗨️

Type i'm interested if you want to receive free PDF about how working as a contractor with NDIS clients works.

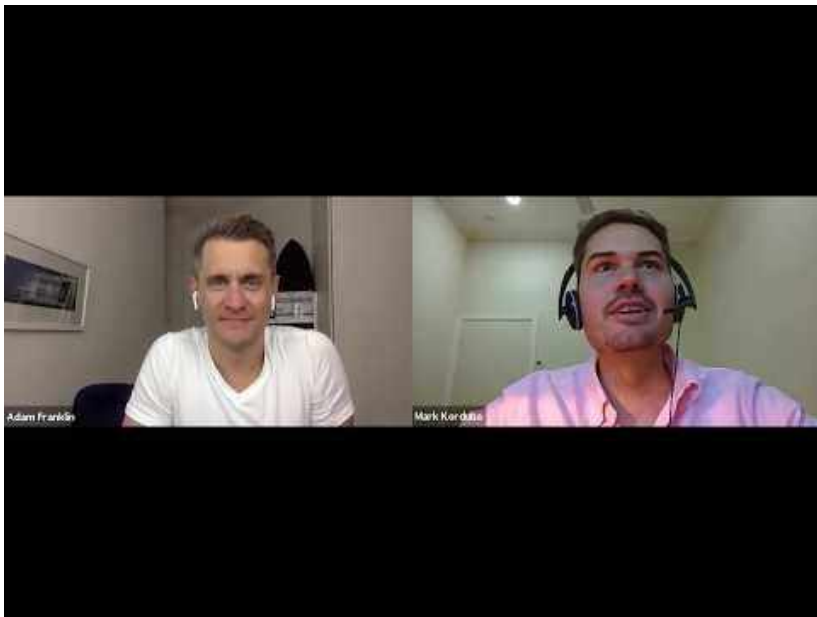
...see more

Why Work in the NDIS?

0:00 / 3:23



Mark - 10 new counselling clients



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 Agriculture
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 economy ...see more



63 Likes · 8 Comments · 2,608 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

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

Peter

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 \$\$\$)



👉 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?

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...

DIY TRAINING

4:00 GOAL



✓ 4:03:01



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

PROGRAM - what to do
- when

3 sessions (3-~~5~~ hrs)

Long Run

HITT

Tempo

29 MIN PB

8:34:42





How fast do you want to go?





Online Course
\$498.50 USD
today

\$997 USD
tomorrow

bluewiremedia.com.au/linkedin-50

VIP Upgrade
\$47 USD today
\$97 USD tomorrow

 **LINKEDIN**
ACCELERATOR
FOR CONSULTANTS



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.

If you're on the fence. Book a call with me.
calendly.com/adam-franklin/30min

Thank you!



Notes



Notes