

LinkedIn Outreach & Lead Nurturing (6 Step Process)

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, then raise their hand, book an appointment and ultimately buy from you, if they are the right fit.”***

The 6 Step Process for LinkedIn Outreach and Lead Nurturing to Win High-Value Clients

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

#1. Find ideal buyers (prospects)

Use a LinkedIn search to identify ideal clients in your existing 1st degree network or to reach out to connect with a 2nd or 3rd degree contact.

#2: They must **know** you

Send a note to *connect* with a new person (2nd or 3rd degree) or a message to *reconnect* with an existing contact (1st degree contact). This way they now know you or remember who you are. Treat this interaction like you would in real life --- be kind, human and polite!

#3: They must **like** you

Send a friendly message or do something generous like congratulate them on an achievement or comment on one of their posts.

#4: They must **trust** you

Offer them something valuable like a PDF, an endorsement/recommendation or an introduction. Remember to ask them for 'permission to proceed' first -- don't just force it upon them.

#5: They must **express interest** (aka raise their hand)

If they seem like an ideal client, ask them if they are interested in your help.

#6: They book a **sales conversation**

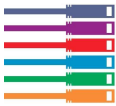
If you can help the prospect, you can now transition to a sales conversation.

When you follow this framework, prospects will be much more likely to become a **high-value client**.

Please note: Relationships are the lifeblood of most businesses and cannot be outsourced to a VA, message bot or even automated. Afterall 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 interrupt people who don't know you with InMail). My philosophy is that we are better off educating and nurturing people in our existing networks (1st, 2nd or 3rd degree) rather than interrupting total 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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Feel free to connect

For more marketing tips, templates and videos please feel free to connect with me, **Adam Franklin** on LinkedIn:

www.linkedin.com/in/adamfranklin

If you'd like to brainstorm your LinkedIn marketing strategy with me, please let me know and I'll explain next steps.

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

LinkedIn 10 Minute Daily Plan



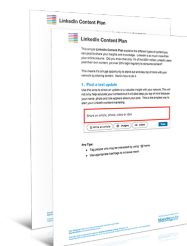
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