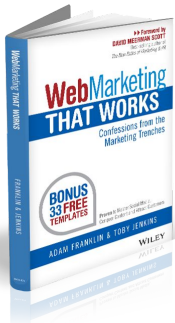# LINKEDIN ACCELERATOR

FOR CONSULTANTS
Zoom workshop

Adam Franklin

Session #2: LinkedIn Network

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

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...

Get your phone out

Size of market

10:25

Q ceo   Filters 2

Clear   People   Sydney, Australia ▾   Connection

About 64,000 results

Brian Hartzer 🔗 • 2nd
Former CEO
⌖ Sydney, Australia
Current: Former **CEO** Westpac at Westpac

10 shared connections

Matt McCANN 🔗 • 2nd
Chief Executive Officer (CEO) at
Bastion EBA
⌖ Sydney, Australia

167 shared connections

Melanie Perkins • 2nd
Co-founder & CEO at Canva
⌖ Sydney, Australia
Current: **CEO** & Co-founder at Canva

130 shared connections

64,000

CEOs

Sydney

Market Size Calculator

Role / Title	Location	Industry	# Contacts
CEO	Sydney		64,000
		Financial	5,800
Ideal Future Clients: TOTAL CONTACTS #			64,000

Opportunity Calculator

Money on the Table

Total Contacts (#)	# 64,000	
x Acceptance Rate (eg. 30%)	% 30	19,200 PROSPECTS
x Prospects - Ready to Buy (~1%)	% 1	192 READY TO BUY
x Sales Conversion Rate (eg. 30%)	% 25	48 CLIENTS
x Average Deal Size ($)	$ 10K	
Total Opportunity ($)	$ 480,000	

State your ideal client

TASK ROLE + LOCATION

$ NUMER OPPORTUNITY

A-HA

(A) STARTS

(2) Time Keeper (2 min)

Notes

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

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30 min break