



**Linked**  <sup>®</sup>

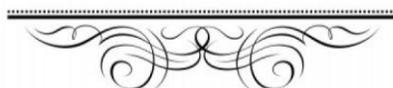


**How You Can Add**

**500 LinkedIn Connections**

**in 30 Days, Guaranteed.**

Your step-by-step, actionable guide  
for sales and marketing professionals  
to grow your following of potential customers on  
LinkedIn.



# CTOs on the Move

Are you connected to **500+** people on LinkedIn?

No?

Why not?

I can tell you why...

Because **you are LAZY!**

That's right.

You heard it correct, that's the only reason.

If you wanted, you could have 1,000+ connections in one year.

The best part, you don't really need to do that much work. And, yes – it is legal and spam-free.

But first a word of **WARNING**:



## **WARNING!**

These are advanced tactics for LinkedIn, specifically designed for B2B sales and marketing professionals.

It is assumed that you are already familiar with the basic functionality of profiles, invites, groups and updates. If you are looking for “LinkedIn for Beginners”, you are in the wrong place.



Here are the 14 steps how you can absolutely positively sky rocket the number of your prospective customers, referrers, endorsers, connectors and champions in your LinkedIn network:

## 1. Connect with Inbound People at Once

Every day we deal with a lot of people: clients, vendors, lawyers, consultants, prospects, colleagues, peers from other companies... a lot of the connections are momentous and meaningless – focused on a particular task at hand that, once done, stops being relevant.

It's almost like watching a movie with 100s of supporting actors.

The trick here is to connect with them on LinkedIn as soon as the task is done. Here is why:

- a) While you have a business issue you are working on, such connection is natural, relevant and expected.
  
- b) I can guarantee you that if you do long enough so of the peers would end up in “potential prospect” companies, some of the vendors would refer business to you and consultants would drive traffic to your site by publishing a case study on

you... if you connect with them on LinkedIn and make it easy to connect in the future.

- c) Once the “trail goes cold”... i.e. couple months pass since the business interaction, your connection request on LinkedIn would look “weird”. So do it now.

The easiest way to do this is by swiping your email contacts (from Outlook, Gmail, etc.) to LinkedIn every couple weeks or so.

## 2. Customize Your Invites

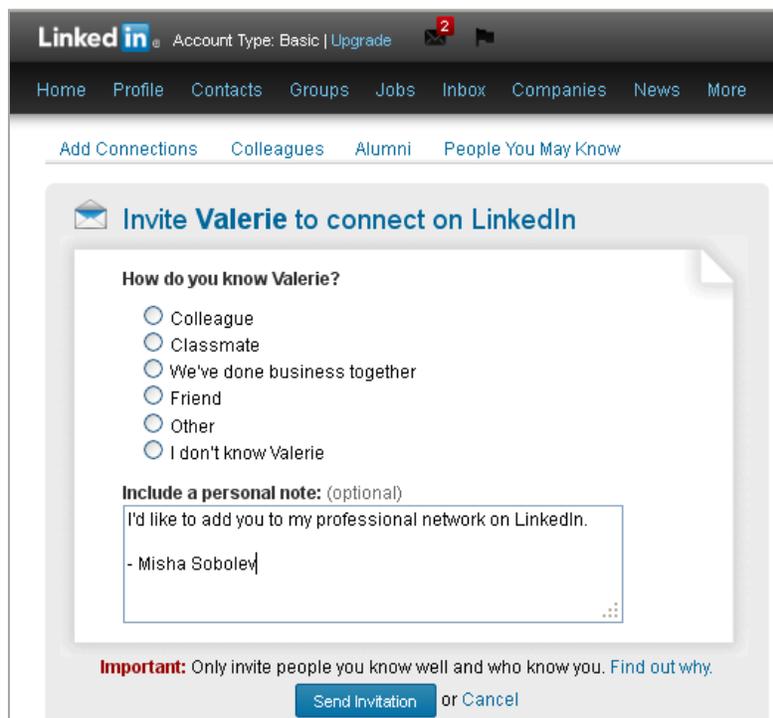
How do we get connected with people on LinkedIn?

By sending invites, right?

What does an invite say?

*“I'd like to add you to my professional network on LinkedIn”*

*-YourName”*



The screenshot shows the LinkedIn interface for sending an invitation. At the top, the LinkedIn logo and navigation menu are visible. The main content area is titled "Invite Valerie to connect on LinkedIn". Below the title, there is a section "How do you know Valerie?" with radio button options: Colleague, Classmate, We've done business together, Friend, Other, and I don't know Valerie. Below this is a text box for a personal note, which contains the text "I'd like to add you to my professional network on LinkedIn." and "- Misha Sobolev". At the bottom, there is an "Important" note and two buttons: "Send Invitation" and "or Cancel".

It might have as well said: “I’d like to hit you over the head with stick”... probably would have been as effective.

Now, I don’t know about you, but when I receive these invites, all I hear is:

*“I’d like to do something to you...”*

*I can’t be bothered to explain why I’d like that...*

*I also can’t be bothered to explain how you benefit from complying with my request.*

*Just say “yes”.*

Do you get my drift?

If you want to triple the rate of your invitation acceptances, follow this simple formula instead:

➤ **Key Ingredient #1**

Start with “You”, or at least with “We”.

➤ **Key Ingredient #2**

Show common ground, similarities, or what you share(d).

➤ **Key Ingredient #3**

Show immediate and obvious benefit to your recipient.

➤ **Key Ingredient #4**

Make the language non-threatening (would you, could you) and empower your recipient to make the decision (“please accept my invitation”).

Let’s put this all together with a few examples:

*“Hi Jeremy,*

*You were awesome on stage at today’s conference. I truly enjoyed your presentation. And I feel that we both can benefit from connecting in the future. Please accept my invitation here.*

*Best, MS”*

Or how about this one:

*“Hi Joanna,*

*We both are alums of Acme Community College and share the same industry background. I feel we can help each other with our respective careers if we connect on LinkedIn.*

*Best, MS”*

Or how about this one:

*“Hi Jessica,*

*We were in the same sales and marketing team at XYZ Corp, however since our move to Transilkazakhstan I’ve lost touch and would like to re-connect.*

*Talk soon. MS”*

These invitations to connect will get accepted. Just trust me on this one.

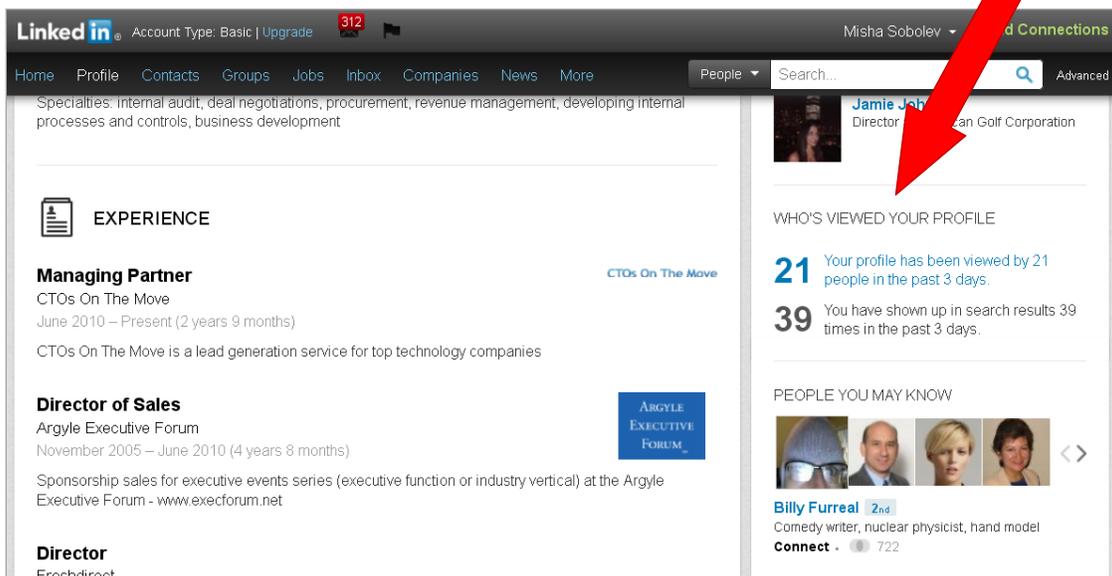
## 3. Monitor Your Profile Views

Here is the truth:

Your profile on LinkedIn will be checked out.

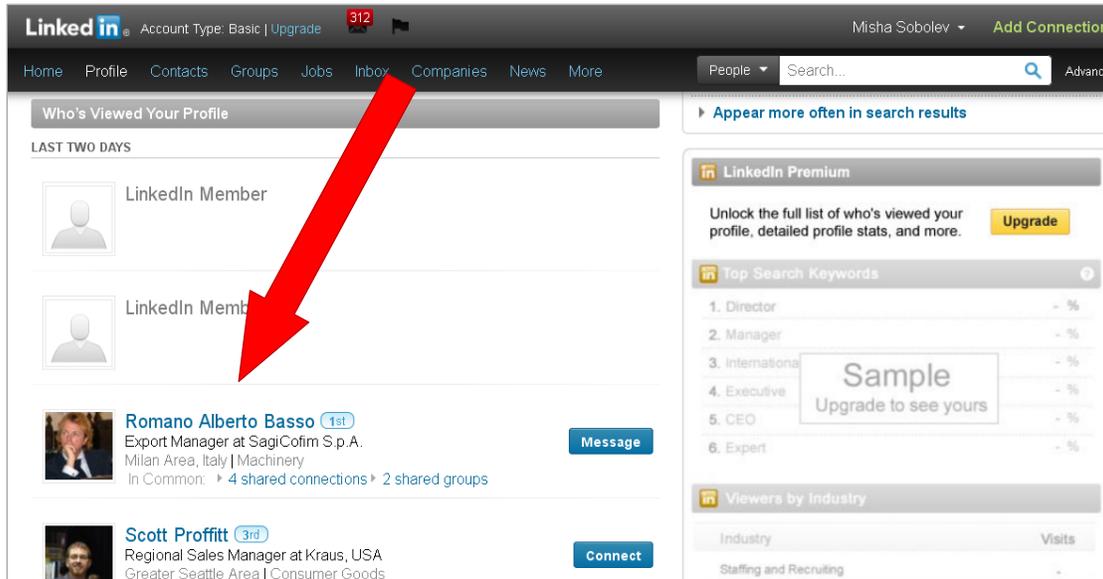
By colleagues, by head-hunters, by vendors, by prospective clients.

Well, now LinkedIn is telling you who checked you out:



The screenshot shows a LinkedIn profile page for Misha Sobolev. The main content area displays the 'EXPERIENCE' section with three roles: **Managing Partner** at CTOs On The Move (June 2010 – Present), **Director of Sales** at Argyle Executive Forum (November 2005 – June 2010), and **Director** at Freshdirect. The right-hand sidebar features a 'WHO'S VIEWED YOUR PROFILE' section with a red arrow pointing to a profile for Jamie Johnson, Director at a Golf Corporation. Below this, it shows '21 Your profile has been viewed by 21 people in the past 3 days.' and '39 You have shown up in search results 39 times in the past 3 days.' The 'PEOPLE YOU MAY KNOW' section shows a carousel of four profile pictures, with Billy Furreal (Comedy writer, nuclear physicist, hand model) being the first visible profile.

If this is a) someone you know and/or b) someone you don't know but would like to, feel go and invite them to connect.



You can say: “Hey, I noticed you looked at my profile and I wonder if you had some questions I could help you with”.

## 4. Engage Prospects Through Groups

You know that LinkedIn Groups is an excellent resource for you to identify, approach and engage your prospective clients. Here's how you can do it:

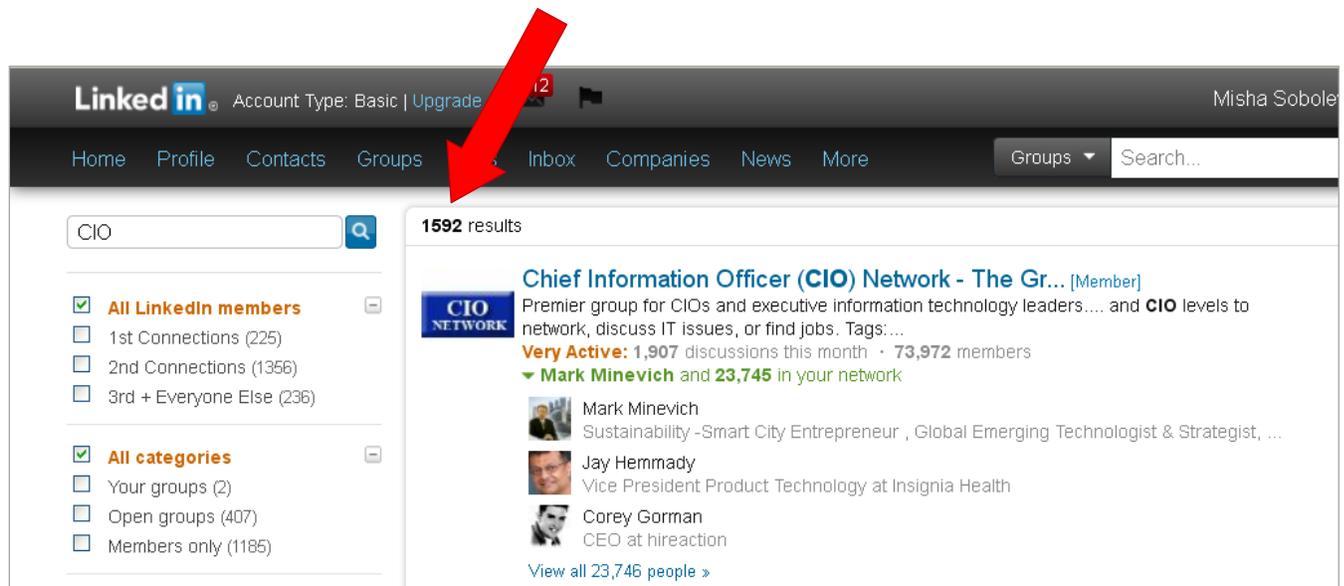
### Step 1 Find Relevant Groups

First, go to Groups > Directory

Let's say you sell technology to Chief Information Officers... Very well...

Let's go ahead and type “CIO” in the search box...

You get 1,592 groups! Not too shabby!



## Step 2 Join Relevant Groups

Now that you've selected groups where your prospective clients are members, go ahead and join them.

Yes, I know that not everyone will accept you.

Yes, I know that they have strict rules about posting solicitations in discussion threads.

Yes, I know that moderators will be suspicious of a salesperson joining the group.

However I also know that out of 1,578 you are GUARANTEED to find 50 that will accept you as a member.

You have a LinkedIn-imposed limit of 50 groups, so do choose wisely.

Usually, the larger the group the better, however there are exceptions.

You can also look at how active a group is, where it is located, etc.

Usually you can also get a lot from looking at the group's stats.

## Step 3 Identify Relevant Group Members Who Are Open to Connecting With Other Group Members

Once you get accepted into a group, go to "Members" area > Advanced Search and search by title your likely prospective clients...

Let's say you found 1,000 matches...

Not all of them, but some will be open to connecting with other group members:



The screenshot shows a LinkedIn interface for sending an invitation to Marv. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. Below this, there are links for 'Add Connections', 'Colleagues', 'Alumni', and 'People You May Know'. The main content area is titled 'Invite Marv to connect on LinkedIn'. It features a section 'How do you know Marv?' with radio button options: 'Colleague', 'Classmate', 'We've done business together', 'Friend', 'Groups' (which is selected), 'Other', and 'I don't know Marv'. A dropdown menu is labeled 'Choose a group...'. Below this is a text box for a personal note, containing the text 'I'd like to add you to my professional network on LinkedIn.' and '- Linda Hamilton'. At the bottom, there is an 'Important' notice: 'Only invite people you know well and who know you. Find out why.' and two buttons: 'Send Invitation' and 'Cancel'. A large red arrow points to the 'Groups' radio button.

Now, what you say is super important...

Don't say:

"I'd like to add you to my professional network on LinkedIn".

We already know that it is lame.

Your prospects don't care about what you'd like.

I don't care about what you'd like.

Your dog doesn't care about what you'd like.

Deal with it.

So instead put the spotlight on your prospect and lead with “You”. Say something like this:

*“You and I are members of the same group on LinkedIn.*

*Since we have this shared interest, I feel we can both benefit from connecting directly.*

*Therefore I’d like to invite you to accept my invitation.*

*Best,*

*-Jane D.”*

This invitation is personalized, relevant and not too pushy. Even if I have no intention of connecting with strangers this way, it is highly unlikely it will be reported as spam.

Don’t get me wrong, not everyone you send an invitation to will accept it... But enough of them will.

Btw, if you like these tactics so far, you can get the whole report, free – just type in your email below:

Or you can grab your free copy: just enter your valid email address and click the button.

## Step 4. Gradually engage

Once your invitation is accepted you do what \_\_\_\_?

Now the natural reaction of any sales person is to start an all-out full frontal sales pitch assault.

Don’t.

It is not going to work.

What should you do instead?

The same thing you’d do when someone subscribed to your blog...

Be helpful...

Provide value without asking anything in return.

Only when you earned the trust, established yourself as an expert in a relevant field, as someone who cares... only then you can start switching to the sales mode.

## 5. Leverage Your Inbox



Are you on the Outlook?

Gmail?

Yahoo?

AOL (just kidding)?...

Before you do anything else, go to every single email platform you are using and export your contact book into LinkedIn. This one little tactic will get you easily 200-300 contacts in your LinkedIn you didn't have before.

Here is why it is super important for you.

1/3 of your contact list moves jobs every year, on average. So if you don't touch your contact database on the Outlook, in three years you can toss it.

However, if you are connected on LinkedIn – this is forever.

Because you can always see their current job, or access their personal email.

So go ahead, dump all your email contact books into LinkedIn... And make a note to do this syncing at least every 6 months.

## 6. Do you know what business cards are for?



So let's say you go to a business conference... you shake hands, you exchange cards.

Now tell me and be truthful – what are you doing with those business cards when the conference is over?

No, seriously?

I will tell you – best case scenario – you will give a bunch of 100+ cards to an intern to load it up to some CRM and you will send them 1 generic email blast 3 months after the conference.

And you didn't believe me when I said I could read your mind.

Here is what I do with them: the day after the conference (or the same day if this was a multi-day event) I find them on LinkedIn and invite them to connect with a personal note "Hey it was great to meet you at the conference the other day..."

There you have it.

Make this a habit.

## 7. So you think you are smart?

I think you are smart.

How do I know?

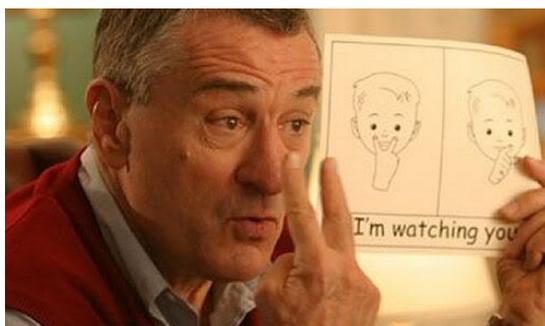
Well, something tells me you have a college degree (at least) so you are certifiably smart.

That means you have access to 100K+ alumni base that your alma mater produced.

That also means that you have every legitimate right to connect with them directly on LinkedIn.

Just do it.

## 8. That Little Circle of Trust of Yours...



Family, friends, friends of friends, ex'es and their friends – if you really scratch your head I am sure you can easily put together a list of 100 names or more.

Now go and invite them to connect.

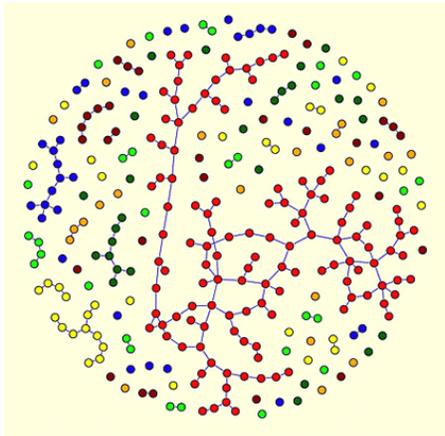
You may not see them as potential clients, employers, referrals, suppliers or collaborators.

Maybe not now. Or tomorrow...

However, one day one of these seemingly useless connections will be worth its weight in gold.

I promise.

## 9. Harness Random Connections



So you met someone during a cross-Atlantic flight?

A cute couple while on a family vacation?

Someone you didn't know at an office party?

Your sister-in-law's significant other at a Thanksgiving dinner?

Charity event?

Movie screening?

Other parent at your kids' activities?

Connect with them.

Find something that you have in common, put this in the invitation request and it won't look weird. Trust me on this one.

## 10. Finding Nuggets in Your Previous Life



People move a lot.

I am more an exception... I moved even more... tumble-weed, they say.

Every place comes with its own set of neighbors, co-workers, friends and acquaintances.

I don't ever expect to keep in touch with all of them. But there is a tremendous benefit of connecting with people you used to know.

So go ahead... make a list and invite them to connect.

## 11. Now You as an Organizer

If other items didn't get you to 500+ here is what you do...

Organize a conference or a webinar – go wild about inviting people in your CRM system.

Ask people to forward the invitation around.

Then invite all attendees to connect on LinkedIn.

## 12. Go Pinch a List



Are attending, sponsoring, or speaking at an industry event? You are probably doing some or all of these activities multiple times a year.

So as a result you actually have more leverage with the organizers than you realize.

And it is time to use this leverage.

So go ahead and ask for the updated list of all attendees, preferably with emails.

After or even during the event connect with relevant (or all) attendees on LinkedIn.

## 13. Syndicate Across

Add “Connect with me on LinkedIn” icon and link to your:

- website
- blog
- email signature
- ebooks, pdf, whitepapers – everything distributed electronically
- flyers, programs, brochures – use bit.ly link shortening service if necessary
- other social media properties on Twitter, Facebook, YouTube, Google+, Pinterest, Quora, and others.
- business card

## 14. Master the Art of a Cold Connect



If you had a LinkedIn profile, you surely received emails from your connections or strangers asking you to get internships for their kids, to rate their books on Amazon, to provide referrals...

And these are people you don't or barely know. Hence almost universal aversion to trying to connect with someone you don't know on LinkedIn...

However, this still can be done in two ways:

a) **InMail** – this is a feature of LinkedIn where you can send a certain number of emails to total strangers... but there is a tight limit of how many you can send and it also doesn't come free.

b) **Cold email** – if you know your recipient's email, you can invite them to connect and in the message make it relevant and personal enough for them to accept or respond.

There is an art to it... don't try to sell, don't pitch, don't talk about what you want. If you say something like:

*"Hi John,*

*I noticed in your profile that you recently published a book on \_\_\_\_\_. This is a topic of interest for me and I'd be happy to share with some of the material I collected over the years that could be helpful with your next book. I hope to connect with you directly.*

*Best,*

*-Misha"*

Make it personal, relevant, about them and provide value without asking for anything more than just to accept your invitation.

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