

ControlIn LinkedIn

How to Effectively and Rapidly **FLIP Your LinkedIn Profile**
And **PIVOT Your Prospecting Strategy** to
Help Your Network When They Need It Most

Workshop FIVE: Take Consistent ACTION

Week 1: Foundation- April 14

- Introduction/Adapting to The Change/ Why Now Upgrading Your LinkedIn Profile and Activity Is a Must
- Mission-Vision-Goals
- Target Market

Week 2: Build- April 21

- Unique Producer Value Message
- Client-Based Story
- Owning a Platform - Platform Options

Week 3: LinkedIn Profile- April 28

- Essential Profile Elements
- How The Elements Fit the Client's Buying Journey
- Optimizing and Putting the Profile Elements Together

Week 4: Building Your Network- May 5

- Connections Strategy
- Using Search to Find Perfect Fit Connections
- Messaging and Follow Up With Connections

Week 5: Consistent Action Builds Trust, Credibility, & Creates Opportunity- May 12

- Content
- Commenting
- Connections
- Messaging

Workshop Five:

Content and Communication

- **Your 13 Week Content Plan...** including LinkedIn Post and Video Templates
- LinkedIn Content... **What to DO and NOT Do**
- LinkedIn Messaging... The Secret to **Move Connections to Calls to Clients**

How to Go From Commodity Agent to Trusted Authority Advisor





PUBLISH



ENGAGE



SQL

To Trusted
Authority
Advisor

ACTION-Posts, Videos, Articles
Commenting, Recommending, Sharing
Personalized Direct Messaging and Follow-Up

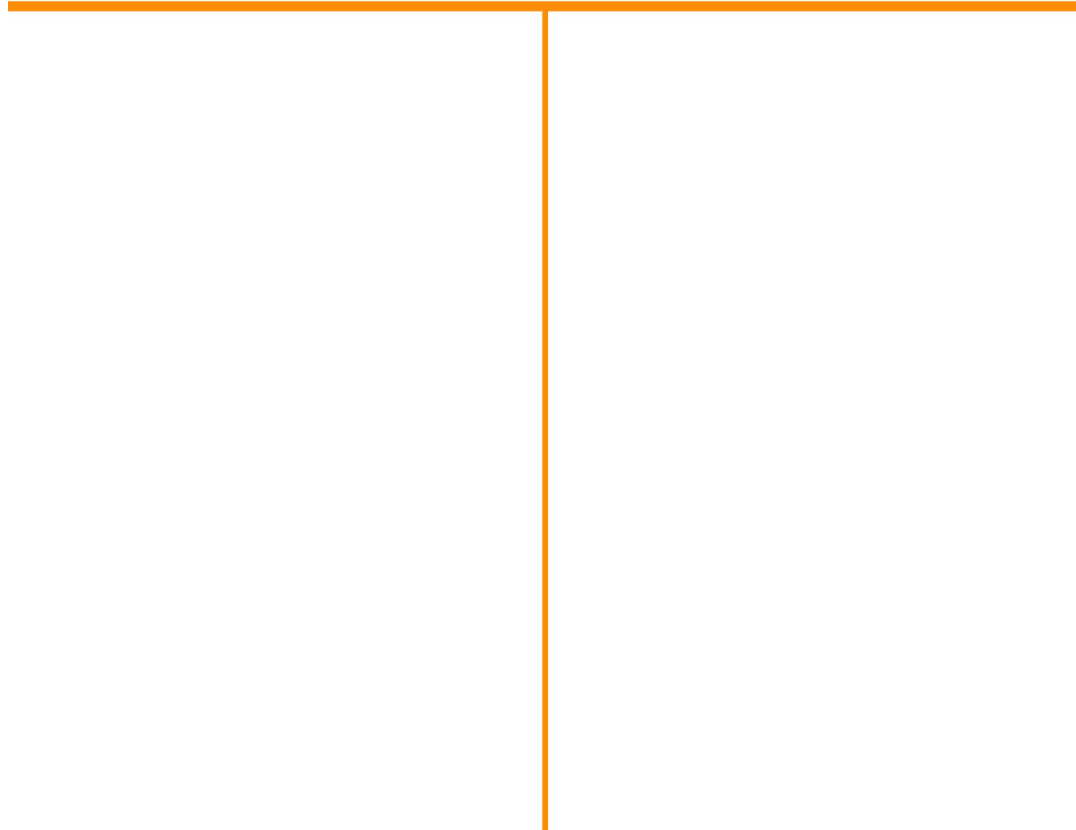
Conduct a Content Audit

- Posts/Articles
- Videos
- Interviews
- Case Studies
- Guides, Checklists, Templates

LinkedIn Content Brainstorm

Client Question/Problem

Your Answer



LinkedIn Content: WHAT

- Have a 13 Week Plan
- Be Consistent
- Text Posts- 1300 Characters
- Video- Native, 1-3 Minutes
- No Outside Links, Under 3 Hashtags
- Like and Comment on Your Own Post

LinkedIn Post/Video Framework

Text Post- 1300 Characters. No Outside Links.

Video- 1-3 Minutes. Direct Upload. Authentic.

- One Single Big Idea
- Emotion You Want Reader/Viewer to Feel
- Opening Hook
- First Point, Second Point, Third Point
- Call To Action- What Do You Want Reader/Viewer To Do Next?

Create Core Content

Foundation “Evergreen” Articles

- Who You Serve and Why
- Your Difference/Process/Client Experience
- Success Stories/ Results You Deliver

LinkedIn Content: Evergreen Articles

Three Core Articles

- Use Images, Videos, Links
- Your WHY: Rapport, Empathy, Opportunity to Serve
- Your Unique Process/Client Experience
- 3-5 Client Success Stories

Action Steps:

1. Conduct a Content Audit. What Content Can You Re-Purpose? What Content Must You Create?
2. Brainstorm Client Questions/Answers. Record 10.
3. Determine Your Publishing Frequency
4. Outline Your Evergreen Articles

LinkedIn Commenting: HOW

- Be Consistent- 5-10 Minutes Daily
- Use Content Search
- Add Your Insights
- Focus on Clients, Potential Clients, Strategic Partners

Action Steps:

1. Spend 5-10 Minutes Daily Commenting on Relevant LinkedIn Posts
2. Add Your Insights. Go Beyond “Great Post”
3. Tag Potential Clients to Get Them to Engage

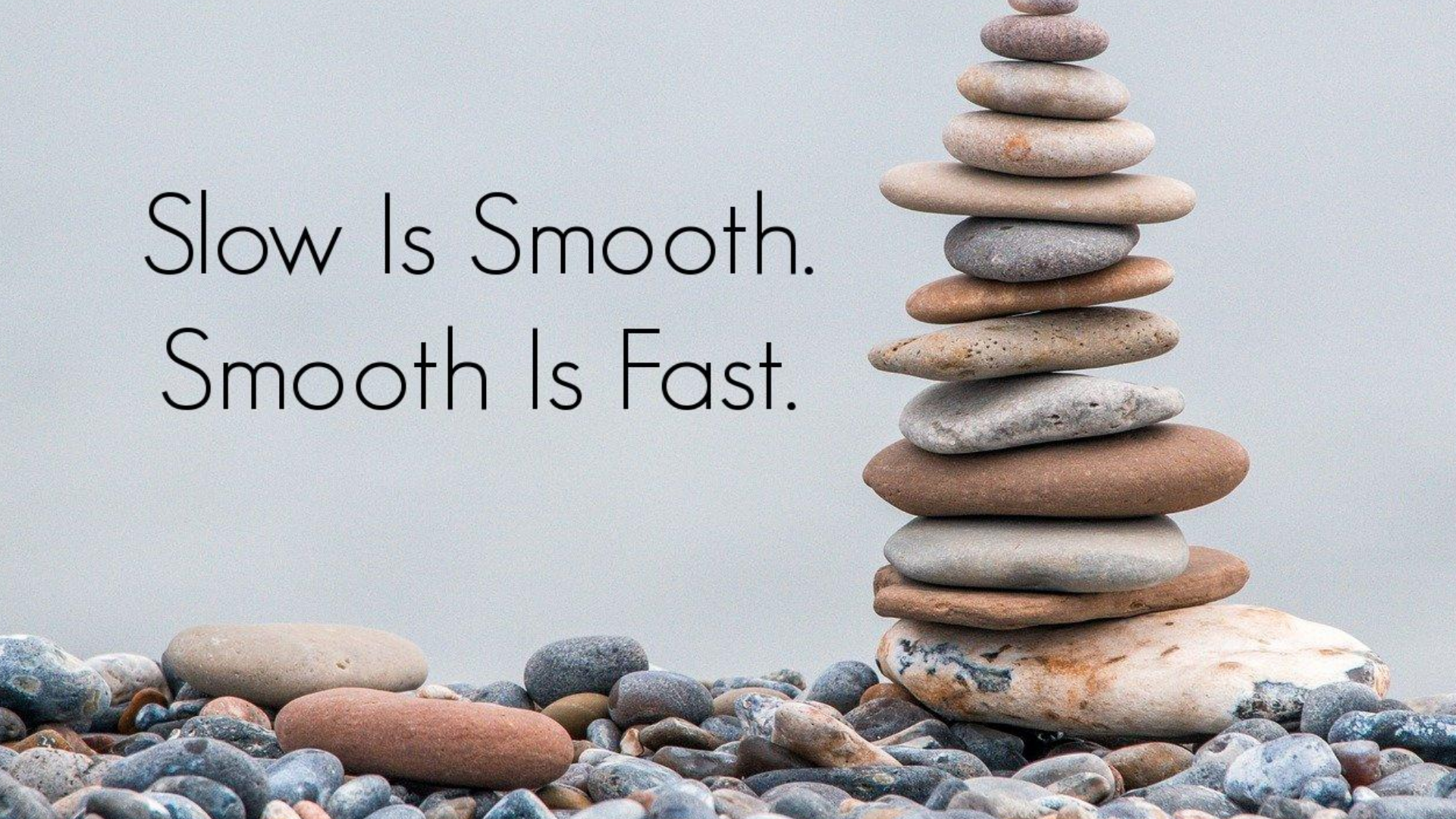
5 Step LinkedIn Prospecting Process



Seeding Connection Communications

- Visit Profile.. Then Follow First
- Train The LinkedIn Algorithm- Like, Comment, Message
- Phone Call or Email Before Connection
- Connection Request; No Message or Personalized Message

Slow Is Smooth.
Smooth Is Fast.



Build Know and Like First

Visit Potential Prospect and Strategic Partner Profiles

Check Their Activity. Follow Them.

Like and Comment on 2-3 recent Relevant Posts

Like, Comment, Email, Phone, Connect

ONE: LinkedIn Comment:

“Brad, Yes, always face the sunshine. Leave the shadows behind. I’m sure everyone is missing the friendly, smiling faces at Rancho Sante Fe.”

Email

3-4 Sentences, 3-4 Word Subject, Mobile Friendly

Make a Conscious/Subconscious Impression

Subject: after COVID protection

"Brad,

When Rancho Sante Fe is back in full swing after COVID fades away...

Are your members, staff, club assets, and operations fully protected from loss?

The Smart Club program provides your club with a complimentary continuity plan which includes the 'In Case of Crisis' app.

Open to leaning more, Brad?"

Voice Mail

“Hey Brad...

Following up on the email I sent you on Monday: “after COVID protection”

Do me a favor... Check it out because you might be able to get Rancho Santa Fe back up and running AND keep everyone- members, guests, and staff safe while protecting your club from lawsuits and other damages.

What’s more... you just might be able to reduce your total cost of risk by 27% or more

No need to call me back. Feel free to respond to that email.

Oh, by the way, this is John over at IOA.”

LinkedIn Connection Message

“Brad- Here’s a link to your free Club Score to get started on your Club Continuity Plan and receive your “In Case of Crisis” app. If you like what you read, let’s connect. If not send me your best objection.”

LinkedIn Welcome Message

- Send within 24 Hours of Connecting
- Personalize It
- No Selling
- Ask a Question to Spark Conversation

LinkedIn Follow Up Messages

- Send 5-7 Days After Welcome Message
- Ask for Their Opinion/Insight on an Article/Post
- Link to Your Post or Industry Authority Article
- Keep Sending Follow Up Messages to Spark Response

LinkedIn Suggest a Call Message

- Be Consistent. Be Patient.
- PULL Towards a Call.
- Suggest a Call.
- Use Video/Audio in Messages
- Mix in Email, Phone, Mailer, In-Person

Take Daily ACTION- LinkedIn Prospecting Habit

- Like and Comment on Target Market/Strategic Partner Posts
- Add New Connections
- Communicate and Build Relationships with Connections
- Post Original Insightful Content

Accomplish This in 15-60 Minutes a Day

Follow Sales and Prospecting Pros

Josh Braun

Jason Bay

Jeff Molander

Becc Holland

Justin Welsh

Jake Dunlap

Jason McElhone

Follow Insurance Sales Training Pros

Scott Addis

Jason Cass

Michael Jans

Randy Schwantz

Billy Williams

Charles Specht

Mick Hunt

Brent Kelly

Ryan Mathisen

Nick Ayers

And Of Course... Preston Diamond, Kevin Ring and
Institute of Work Comp Professionals

Check Out David Carothers

The EXTRA 2 Minutes

KillingCommercial.com



7 Mistakes That Kill Your Prospecting Efforts

1. A One Size Fits All Approach
2. Limiting prospecting to target only decision-makers
3. Broad or General Market. No Target Market Focus.
4. No Unique Value Difference Message
5. Lack of warming up prospects
6. Lack of a lead nurturing cadence
7. Lack of creativity in your outreach

Don't Be a LinkedIn Robot

- Re-Sharing Content with NO Insights
- Sending Copy and Paste Messages
- Blindly Clicking “Like” on Posts

Be YOU.

Share **YOUR** Thoughts, **YOUR** Stories,
Send **REAL** Messages.

Action Steps:

1. Connect with 3-5 Potential Clients/Strategic Partners
Daily
2. Craft and Send Your Personalized Connection Request
3. Craft Your Welcome, Follow Up, and Call To Action
Messages
4. Follow Sales/Prospecting Pros and Keep Improving

WORK-Shop Action Steps:

- Do Nothing
- Complete and Follow a Daily Connection, Content, and Communication Plan
- Get Help

Special Offer for ControlIn LinkedIn Participants



LinkedIn Profile: Done For You

- Strategy/Foundation- One Hour Zoom Session
- Profile Headline, About, Experience Copy
- Background Image/ Feature Images Created

PLUS Bonuses

Written Prospecting Playbook

- 13 Week Content Plan
- Connection Plan
- LinkedIn Post and Video Templates and Suggested Changes
- LinkedIn Message Templates and Positioning

Additional Bonuses

- 90 Days Unlimited Email and Phone Access
- 90 Day Prospecting and Positioning Check Up Session
- LinkedIn Post and Message Templates and Critiques

All Your Options Have Costs

1. Cost of Doing Nothing- Missed Opportunities
2. Cost of Doing It Yourself- Time and Mistakes
3. Cost of Done For You- Money

Prospecting Playbook Investment

Not \$1500

Not \$1000

Not \$750

Special Offer for ControlIn LinkedIn

All 10 Spots Filled

(Opening to 5 Additional Spots- One Week Only)

Only \$497

Grab Your Spot:

waltgoshert.com/controlin-linkedin-prospecting-playbook !

Let's Figure Out YOUR Steps to Go From
"Commodity Agent" to Trusted Authority Advisor

An illustration of a white notepad with a pencil and a pink plus sign. The notepad has several horizontal lines, and a pencil is lying across it. A pink plus sign is positioned above the word 'Prospecting'. The background is a light blue gradient.

Prospecting Prescription

Go To: <https://waltgoshert.com/prospecting-prescription/>