## Audit Your Existing Linkedin Connections

If you already have built up Linkedin Connections then you will want to carry out an audit to see if you have ideal clients within your existing Linkedin Connections. If you don't have many existing Linkedin Connections you can move straight onto connecting with new people.

Carry out an audit of your existing connections and write down below in the table the job title of your ideal clients and the number of existing Linkedin Connections you have with that job title:

| Ideal Client | Job Title | No. of Existing Linkedin Connections matching that Job Title |
|---|---|---|
| Audience 1 | | |
| Audience 2 | | |
| Audience 3 | | |
| Audience 4 | | |

## Create your reconnection message

Once you have discovered you have ideal clients within your Linkedin Connections you want to create a message you can send to them that will allow you to see if they need your assistance and enable you to get appointments booked in.

Use the template below to create your reconnection message

Dear [enter name],

I realised we have been connected for some time but haven't messaged for a while.

I have been working with many [enter audience] in [enter industry sector], and I've realised that many have a similar problem around [enter key problem].

I'm curious - is [enter topic relating to problem] a priority for you now?

If it is, I would be happy to share a couple of insights with you over a quick phone call. Do you have 10 minutes free in the next few days?

Let me know when you are available, and I'd be happy to chat with you.

Your name

**Write Your Reconnection Linkedin Connection Message Below:**

    1. **Write Your Linkedin Messages**

    A) **Use the templates below to create your Linkedin connection message**

First Message Template:

Dear [enter name],

I came across your profile and I am interested in learning more about you and your work.

I help [enter ideal client title] to [outcome of your work]

Would you be interested in having a quick chat? (or replace with this wording – I look forward to connecting with you)

Your name

**Write Your Linkedin Connection Message Below:**

    B) **Use the template below to create your Linkedin Follow Up Message**

Follow-up Message Template:

Hi [enter name],

Thank you for connecting with me.

Typically, [job titles] come to me because they are [emotion 1] with [pain 1]. Some are [emotion 2] with [pain 2]. I don't suppose any of this sounds familiar?

If it does, I would love to have a call with you to get to know more about your situation and share some strategies that will help you (enter solution)

When are you available for a chat?

Kind regards,

Your name

**Write Your Linkedin Follow-Up Message Below:**

2. **Tracking You Lead Generation on Linkedin**

Now send 10 connection requests to your ideal clients and use the table below to track your prospecting on Linkedin. Make sure you take a look at the spreadsheet in this module, you can also use this for tracking your lead generation on Linkedin and analysing your sales funnel performance.

|  | PROSPECT | DATE SENT CONNECTION REQUEST | DATE SENT FOLLOW UP MESSAGE | APPOINTMENT BOOKED |
|---|---|---|---|---|
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
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| 6. |  |  |  |  |
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