

**FREE GUIDE**



# LINKEDIN LEAD GENERATION PLAYBOOK

Turn Prospects Into Customers  
And Your Next Best Advocates



# Your Plan for Success



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We've seen LinkedIn become a powerhouse of recruiting and lead generation for our efforts, and we want to give that same capability to you.

Because, who wouldn't want to unleash a flood of viable, ready prospects that do the hard work of reaching out and asking questions to you, allowing your sales team to respond with friendly advice that moves people through your funnel?

7 Figure Automation is using LinkedIn to find companies that are right for our business, and we know you can do the same. This swipe file of scripts is designed to give you the right approach and words to share so you can turn prospects into customers and your next best advocates.

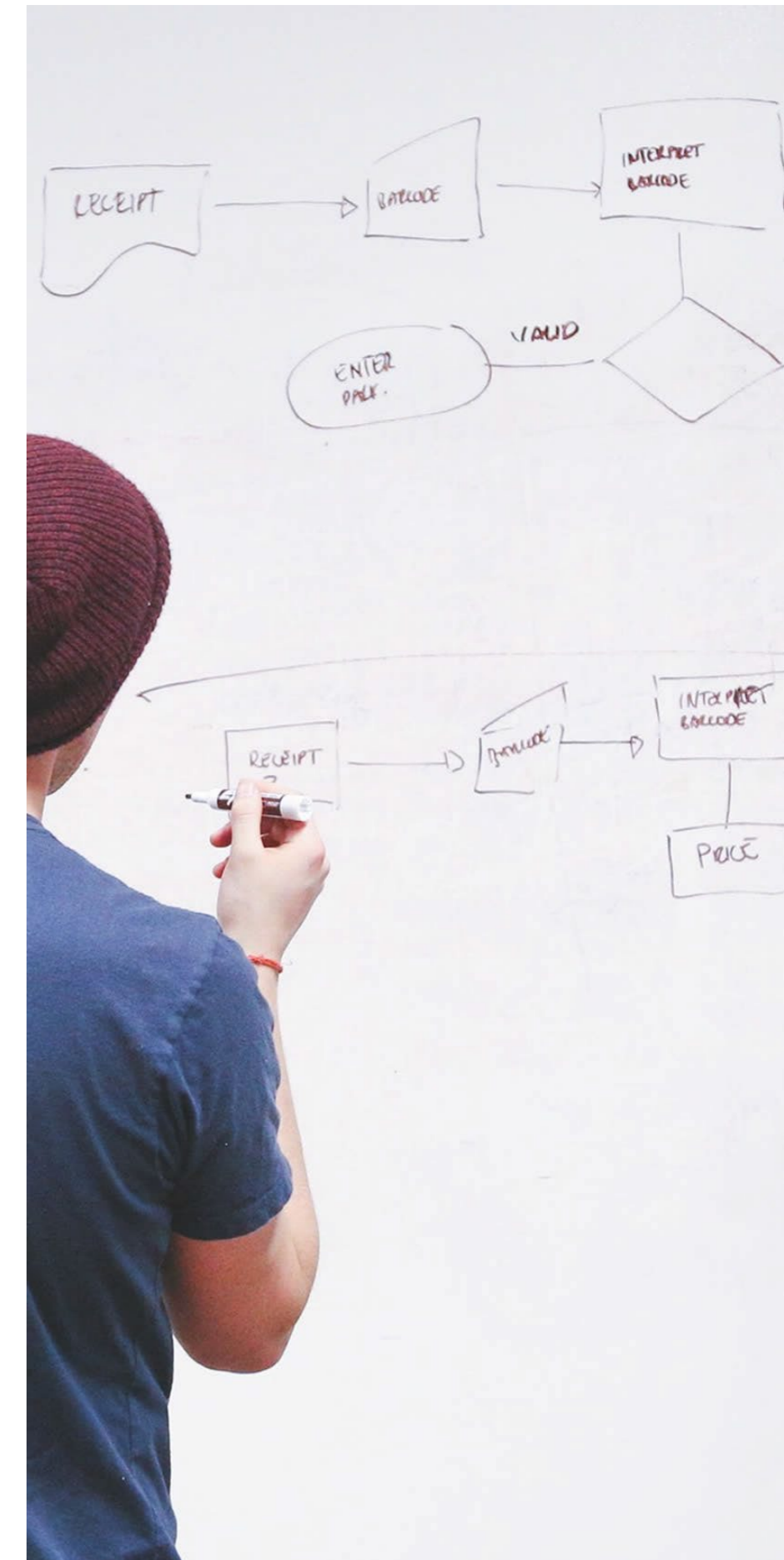
Put down the phone and stop the cold email blast for just a few minutes. Join us on a brief journey into the minds of your customers and why they'll be so responsive to LinkedIn messaging. It's a well of exciting potential for any marketer, no matter how much you're struggling.

That's all we're delivering and all we're promising.

Our goal isn't to have you experience the exact same success or path that we at 7 Figure Automation use. You'll discover your own.

But what we **will do** is help you avoid the pitfalls and issues we've seen that led to us creating these scripts and a series of best practices that guide how they're deployed. You get all the insight and best intelligence without the sweat, grumpy emails, and late nights worrying about if this marketing tactic can turn out right.

So, without further ado, let's jump in and get you ready to capitalize on your best marketing weapon.





Every Prospect (And Customer) Is a Potential Team Member

# Every Prospect (And Customer) Is a Potential Team Member

No matter what people-centric need our business has, we start with LinkedIn as our tool. It gives us the best chance to narrow the group of accounts/decision-makers we reach while also ensuring that they're quality and can bring us to new heights.

LinkedIn allows you to target in a smart way, so you can spend your time looking at and interacting with the best fit. Take your current market segmentation and align LinkedIn's search filters with those requirements to create a narrow list of prospects.

You can use LinkedIn to do your lead segmentation for you, and it's powerful and simple to build large lists that will sustain you for months. That's not the secret sauce here.

What you want to do next is cultivate the relationship with outreach designed to inform your audience and get to know them. We're asking questions and making introductions that'll benefit our leads, while also just being friendly.

You're going for a blend of Mr. Rogers and Lou Holtz.

By sharing relevant information and being friendly with your introduction, you get a chance to stay on their mind. Plus, simple interactions generate many notifications on LinkedIn, allowing you to stay in their field of vision too.

One thing Mr. Rogers did for his guests and Holtz does for his audiences is that they keep things personal. Take time to speak directly to each person — there's no benefit to having the first touch feel like it's mass marketing.

Go beyond a first name and let them know how you found them, an interesting thing that connects you, or another insight that makes you feel like a friend and not a salesperson. Customize your message just for that person. They'll be able to tell (and appreciate it).

**Customization is important.** I'm sharing with you the templates my team uses, but you need to customize these for your audience and your style. If the first and third message feel like they're written by two entirely different people, your leads will head for the hills.

Let's get started.

# Invitation to Connect

Here are our three biggest opening lines for successful outreach.

## Interest



Hi *[Their First Name]*,

I came across your LinkedIn profile on my homepage and thought it would be nice to connect if you're open to it. Would you tell me a little more about *[business/volunteer work/position]*?

Thanks,

*[Your Name]*

## Industry



Hi *[Their First Name]*,

I am expanding my network in the *[industry type]*. I looked at your profile and thought we might make a good connection.

Thanks,

*[Your Name]*

## Mutual Connection



Hi *[Their First Name]*,

I noticed that we're both connected to *[mutual acquaintance]* and thought we could benefit from connecting. Looking forward to speaking with you.

Thanks,

*[Your Name]*



# Thanks for Connecting

Follow up quickly with a thank-you note that talks about you and the prospect. You want to touch base to help stay top-of-mind. You can substitute the article with your own lead magnet or other content, just don't be overly promotional. This is about helping your contacts.

## Thanks for connecting

Hey *[Prospect First Name]*,

Thanks for connecting with me, I appreciate it.

I came across an article that shares some interesting strategies to help *[state a benefit or core activity relevant to their industry and title]*.

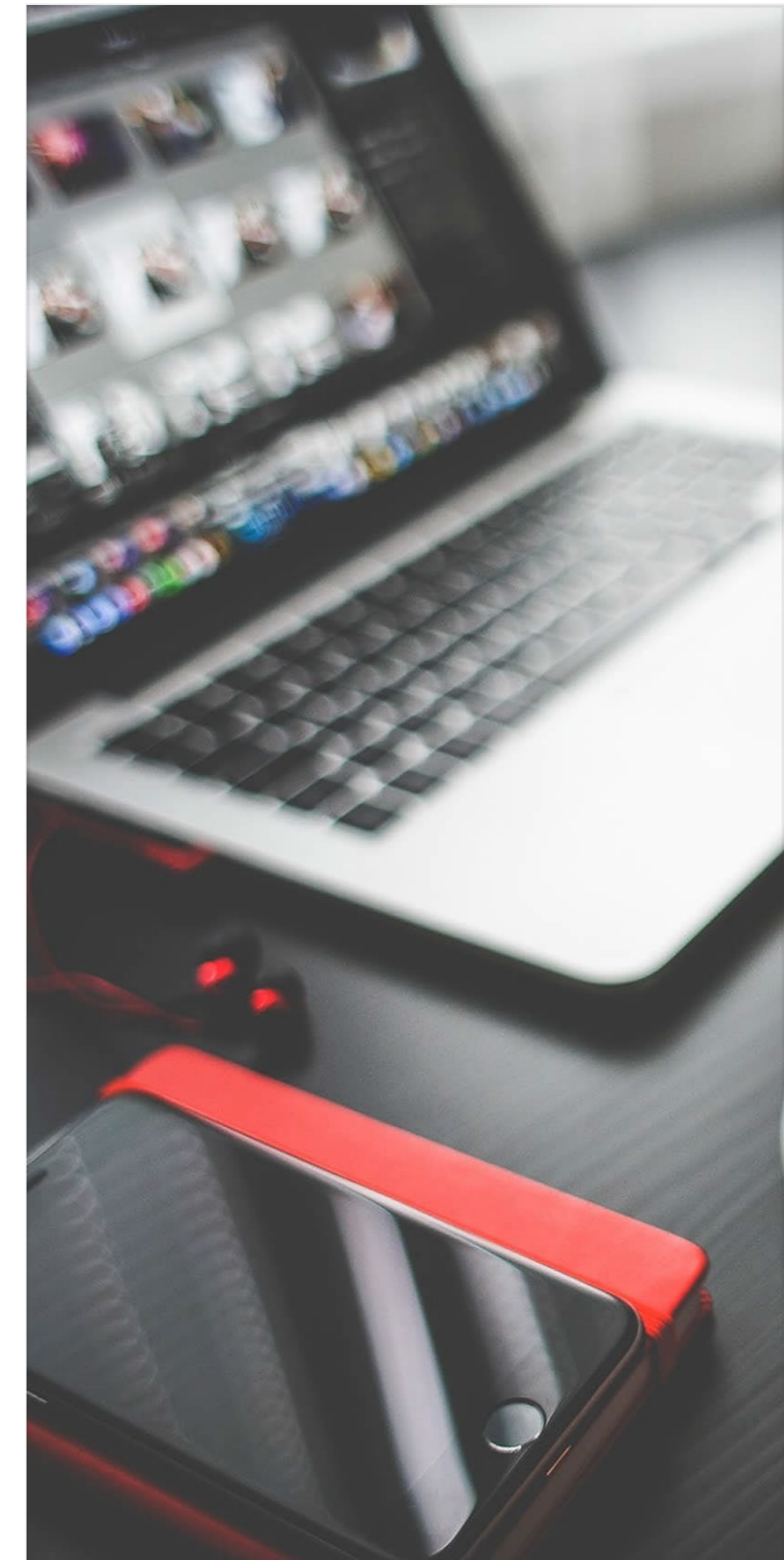
If you'd like to read it, you can check it out here: *[LINK]*

There are a few useful tips I plan on implementing around here, and I thought you might be interested in taking a look.

Thanks,

*[Your Name]*

You can add contact information as well if you're looking to drive the conversation elsewhere, but don't expect people to reach out beyond the LinkedIn platform. This is all about giving them something nice and waiting.



# Happy Occasion Messages

LinkedIn notifies us all the time about connection activities like birthdays and work anniversaries. Surprisingly, however, people only get a handful of notes, comments, or likes about any of these major milestones.

You can stand out from the rest by offering a quick little note, and it's also a chance to offer some free goodies to people too. The best is to use your current lead magnet — always free, preferably something that they trade contact information to receive.

Pick from a free report or eBook that you offer, checklists, infographics, or even blog posts. (Reports like the one you're reading work great too.)

Here's our favorite message for two important occasions: Birthdays and Work Anniversaries.

## Happy Birthday

Happy Birthday *[Prospect First Name]*!

Nothing beats celebrating on the big day. I grew up in a family that liked to give presents, and I bring that with me to business every day.

I wanted to give you a special gift: *[Gift's Name]*

You can get a free copy of it here: *[link to the gift]*

Hope you have an amazing day

*[Your name and signature]*

## Happy Work Anniversary

Congrats on your work anniversary, *[Prospect First Name]*. Seems like people enjoy working at *[Company Name]*.

Celebrating these milestones is important, so I wanted to share a small, special gift with you on the big day. It's the *[Gift's Name]*

You can get a free copy of it here: *[link to the gift]*

Have a great day

*[Your name and signature]*



# Promotion or New Position

LinkedIn also likes to share notifications when people start new jobs or get a promotion at their existing workplace. This is a terrific way to stay on top of your prospects and existing clients. You can again work in a free lead magnet or another gift, or you can ask a question to get the prospect talking.

We want to build a rapport. If you've already shared a lead magnet with them, hold back from the promotion and focus on the discussion.

Remember, if one of your clients changes companies, you'll want to make sure you have a new point of contact over there. The second follow-up is with your contact, to see if you can be of service in their new role. Don't get promotional and make the ask right away, ease into it by learning more about how the change in title or company is changing their work.

Again, customize the template to their change. If they're staying at the same company, try highlighting a product or service that they use as an alternate first line.

## Promotion or new position

*[Their First Name],*

Congrats on moving to your new company! I've heard good things about them.

Is your role there going to be new or is it like what you were doing at *[Former Company]*?

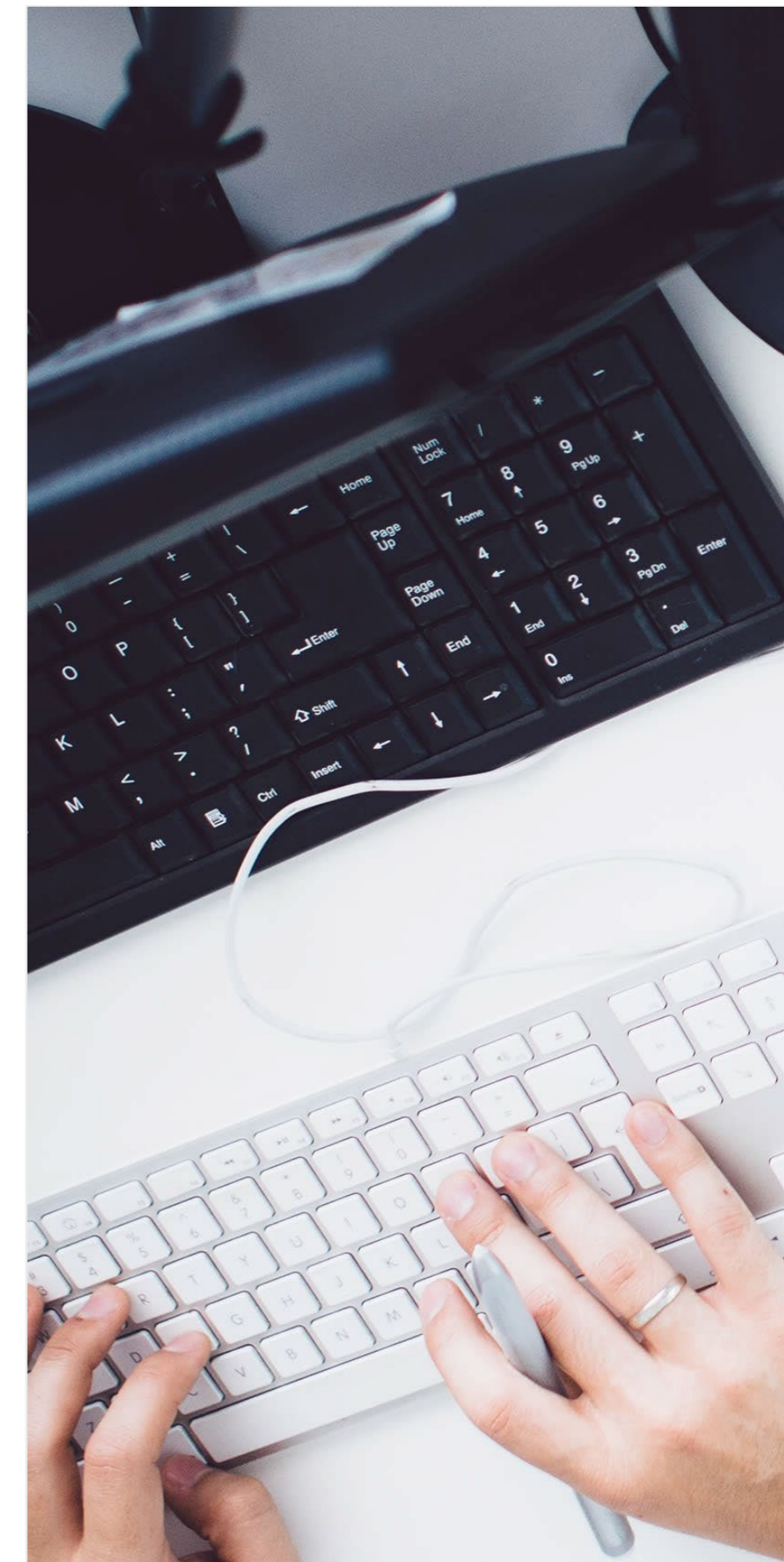
As a little way to say "congrats!" I wanted to send over a free copy of the latest thing we're working on over here, called the *[Lead Magnet Title]*. It provides *[core benefit of the lead magnet]* for roles like yours.

Here's a link to your free copy: *[Link]*.

Enjoy.

Wishing you continued success at the new place

*[Your name and signature]*





# Endorsements

One final tactic to be helpful to your connections and maintain the relationship is to endorse them. It offers you a couple of touchpoints that we'll discuss here. LinkedIn sends messages for endorsements, and we're capitalizing with a little extra.

Here are the two messages I send.

## Before Endorsing

Hey *[Prospect First Name]*,

I really like the work you're doing over at *[Company]* and wanted to endorse your skills here on LinkedIn to show that. What're your top 5 skills that you'd like a few more endorsements for?

## After Endorsing

Thanks for letting me know. I just endorsed you for those skills – hope it helps!

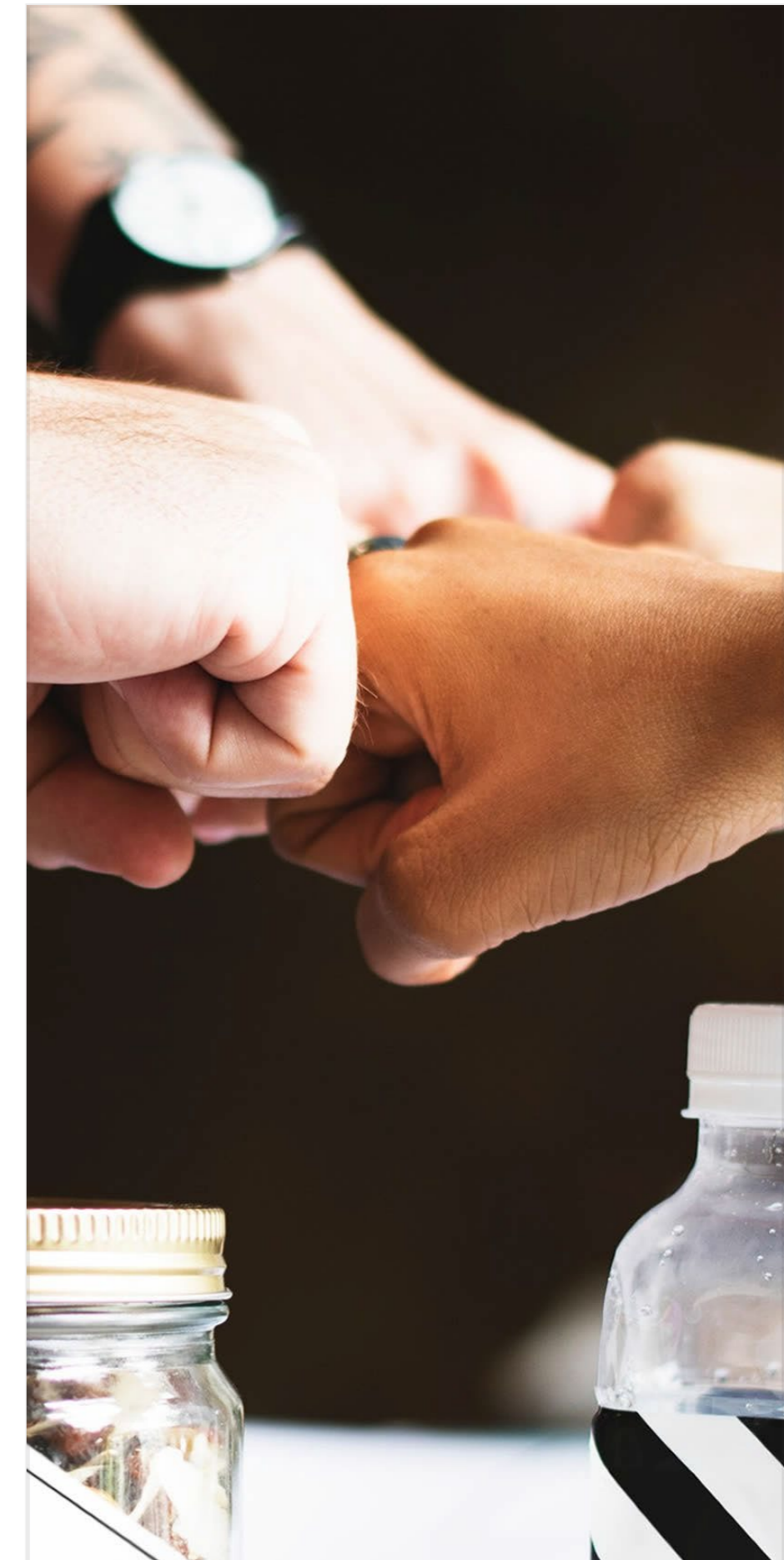
Would love to catch up sometime and learn more about what's new with you over there and what you're working on these days.

Let me know a good time for you, or you can use my online calendar to grab an open spot that works for your schedule:

*[Calendar Link]*

Looking forward to it!

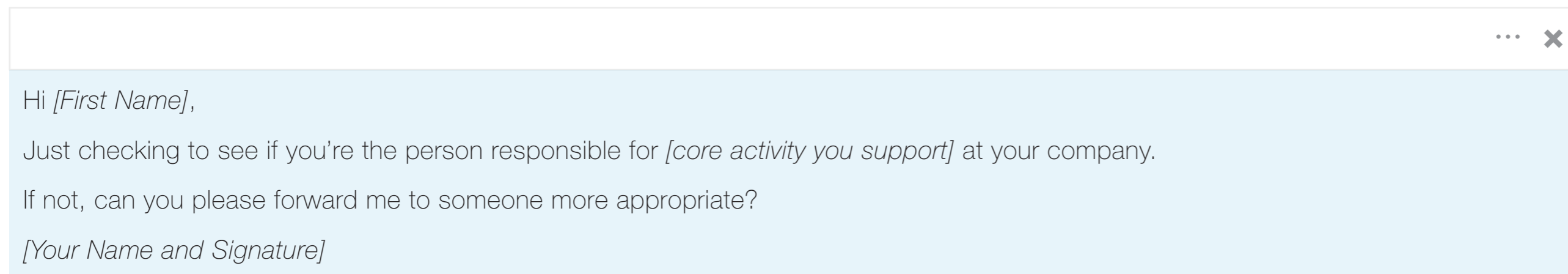
*[Your First Name]*



## One Final Secret Question

People know that some companies are using LinkedIn to prospect. They accept it, and many don't mind if you're upfront about it. So, if someone feels like a great lead, we have a very simple follow-up that can come after the "thank-you" message (or replace if they're especially hot).

Here's our secret sauce to get the right connection within an organization.



That little secret gets us the referrals we often need and yields many introductions that'll get you a foot in the door.

**The follow-up notes to this entrance** are just as important if not more important. However, these all must be customized to your specific business.

7 Figure Automation offers a toolkit to help you find the right messages and marketing style for your needs: **The 3 Step Process to LinkedIn Lead Generation and Creating a Predictable Sales Pipeline.**

That resource will walk you through everything we at 7 Figure Automation do each day to generate consistent leads for our business and many of our clients. Want qualified leads each week and people asking to meet with you instead of you having to hunt them down?

Then grab your copy, and good luck selling!

**Mark Marcelletti**

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