

LinkedIn Message Scripts “The Survey Method”

The 3 Step Process To Turn A
Cold Lead Into An Hot Opportunity

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Welcome..these scripts are game changers!

If you’ve been using LinkedIn for a while, but are frustrated by the fact that your prospects won’t reply to your messages, you are going to love these messaging scripts.

This 3 step LinkedIn messaging process has been tested (and proven) thousands of times by our members and clients. These messaging scripts will teach you how to:

1. Get “cold leads” to accept your connection request
2. Build rapport with your new contact by sending a “thank you”
3. Get your new “warm prospect” to engage in a conversation with you by addressing the “pain points” in their business.

Remember, LinkedIn is a NETWORKING tool...not a SALES tool. So, your goal should be to provide value and understand the “pain points” they experience in their business (so you can provide a solution).

Trevor Turnbull

P.S. If you’d like to further understand how to leverage these LinkedIn messaging scripts for your own lead generation efforts, I’d also like to invite you to one of my upcoming FREE trainings on how to implement my “LinkedIn Funnel” process in your business.

On this webinar I’m going to show you a case study that breaks down each step of the messaging process to consistently convert qualified prospects into clients.

[CLICK HERE TO REGISTER FOR AN UPCOMING WEBINAR](#)

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☐ Step 1 - The Connection Request

NOTES

This is a “permission based” connection request where we are asking to connect, not demanding it. This puts the control in the prospects’ court and always results in higher positive response rates.

Take the similarities of your list, based on the filters you used, and put them in the connection request. This helps with personalization, while allowing you to scale.

TEMPLATE

Hi [PROSPECT NAME],

[Permission-based request to connect.] [Introductory statement that ties in all filters that apply to this particular audience.]

[YOUR NAME]

LinkedIn Profile Photo - (auto added from LinkedIn profile)

First Name - Last Name - (auto added from LinkedIn profile)

LinkedIn Headline - (auto added from LinkedIn profile)

Your Location - (auto added from LinkedIn profile)

EXAMPLE

Hi Jason,

I’m making an effort to expand my network of IT CEOs here in Vancouver. Would you be open to connecting?

Trevor

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☐ Step 2 - The Thank You Message

NOTES

Sent within 24 hours of an accepted connection request (but no sooner than 4 hours after, since you don't want to come across as being too aggressive).

Encourages the prospect to engage with you, without asking directly. The main goal of this message is to welcome the prospect to your network, offer value, and avoid having the first message they see after connecting with you be any sort of offer or request.

TEMPLATE

[Thank you statement (NAME).][Offer to provide general assistance (ie. make an introduction if wanted).][Offer to look at your profile and reach out if they see something relevant.]

[Sign off],
[YOUR NAME]
[Website or Lead Magnet]

EXAMPLE

Thanks for connecting Jason. Let me know if I can help out, perhaps by introducing you to somebody in my network. If you see anything of interest on my profile, feel free to reach out.

Cheers,
Trevor
<http://linkedfunnel.net/checklist>

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☐ Step 3 - The Survey Method Message

NOTES

Generally sent 4 days after the “Step 2 - Thank You Message” (but feel free to adjust).

Before you send the “Step 3 - Survey Method” message, think about whether or not you would respond to this message if you were in your prospects’ position. Don’t ask questions that have obvious answers, or questions that clearly are lead ins to you selling something. Eg. Don’t ask them if doubling their revenue next year is something they might be interested in (would you respond to this message?)

Ask “open-ended” questions....your goal is to engage in a conversation with your prospect to build a relationship and understand the challenges in their business. So, your main goal should be to get them to reply.

Depending on the resources you have to offer, you may want to use a different link in your signature in Step 3 than you did in the Step 2. For example, in the Step 2 message, we sent them to a lead capture page, and Step 3, we mention an industry-specific page on our website.

TEMPLATE

Hi [PROSPECT NAME],

[Introductory sentence that calls out ‘who they are’ and the topic that you are about to survey them on]

[survey item/pain point 1]

[survey item/pain point 2]

[survey item/pain point 3]

[Request for feedback][Acknowledgement that they may have an issue/pain point that was not mentioned above]

[Sign off],

[YOUR NAME]

[Website or Lead Magnet]

High Converting LinkedIn Message Scripts

EXAMPLE

Hi Jason,

I took a closer look at your profile, and I'm trying to gather information concerning how (or if) IT leaders are outsourcing their lead generation.

Some of the popular responses I've received so far are:

- Our lead generation is done in house, but our salespeople always want a better source of qualified leads
- We are already outsourcing some of our lead generation, with mixed results
- Our marketing & sales teams always feel it is the other one's responsibility to bring in warm leads

Do any of these resonate with you? Or, is there some other way you are growing your business that I haven't addressed?

Appreciate it,

Trevor

www.linkedintoleads.com/tech