

**WEEK 5**

VIDEO MODULE 2 – LINKEDIN PART V

WORKSHEET

Summary:

Today, we’re going to be doing a little bit of preparation before our next messages in our LinkedIn sequence.

The next message in the sequence will be a “sales message” – but an incredibly low-pressure one.

The way to do this, is by being SUPER polite, and leaving the ball entirely in the other person’s court, and the way we’ll be doing that is by offering to send more information via email.

The reason for this is because saying “yes” to more information to be sent via email is much less intimidating than, for example, agreeing to set an appointment for a phone call (aka a sales call).

The other great thing about asking for their email is that this helps you to build your email list. We’ll be covering more on that later on in the bootcamp, but believe it or not, an email address is actually quite a great asset to have, even if it’s not an immediate sale right now.

It will all make more sense once you go through the next step, but in preparation for this, we need to figure out what your “more information” piece is going to be.

Do you have existing brochure PDF that you could use?

If not, please don’t stress. You can very easily put together a 1 page word document (doesn’t even need to be pretty!) and save that as a PDF. Just briefly outline who you are, what you do, and put down your contact details as well.

(You literally are just using it as a means to get a foot in the door, don’t even be surprised if you find out later that they never even read it!)

If you’re stuck for ideas on this, you can download the Fortissimo Marketing brochure from the website under the link to this worksheet, as an example of a more elaborate brochure (which I made using PowerPoint), as well as a very simple info PDF we made up for a client (using Canva) because they had nothing at the time.

Action Items:

1. Decide on what will be your “info PDF” that you will send to new leads.
2. If you don’t have one already, create a simple 1-2 page Word Document and save this as a PDF (see example download on website).