***15-Day Challenge***

***The No Rejection Connection Decision Tree and Template***

Use this matrix to develop your content in real time to the video provided.

*Important reminder!* For maximum effectiveness, connecting on LinkedIn should not be done in a templated, or high-volume manner. Use these templates as guides to structure your custom messages around. Save this document to your desktop and copy and paste into custom connection fields where relevant.

**Where to start with your daily connection campaigns in order of importance:**

1. As a good starting place for this program to initially build your network - start with all past and present clients, people you’ve worked with already or met offline at some point.

Example template: Hey (name), It’s been great working with you {include context to relationship}, thought would be a good idea to keep in touch here and would appreciate your feedback on the resources I’m sharing. Chat soon!

1. Connect with *other* C-Suite executives in all of your past and present client lists.

*Example: You’ve worked with the CTO over the last number of years, make sure to connect to others in the same company such as VPs, VP of sales, Directors, CEO, etc.*

Example template: Hey (name), It’s been great working with {include your POC in company that already knows you}, thought would be a good idea to connect as well and would appreciate your feedback on the resources I’m sharing. Chat soon!

1. Connect with prospects within key target accounts already connected to your 1st degree connections, ideally already existing clients of yours.

Example template: Hey (name), see you’re connected to our client {first and last name} at {name of company}. Noticed a few similarities and thought would be a good idea to loop you and your team on the work we’ve done together. Chat soon!

1. Land and expand! Once you get connected with a single point of contact in your target account (could be anyone from an assistant to CEO and anyone else in between), leverage that relationship to connect with other key decision makers and influencers in the company.

Example template: Hey (name), recently connected up with {first and last name of person in their organization} and thought would be a good idea to loop you into the conversation. Chat soon!

1. Prospects who have already viewed your LinkedIn profile but have not reached out to you yet.

*Note: through your various LinkedIn activities you may find an uptick of prospects checking out your profile, many forget to re-engage them. Go to your “who’s viewed your profile” section and filter through relevant people.*

Example template: Hey (name), appreciate you stopping by recently. Thought would be great to keep in touch so you can get looped into the content resources I’ll be sharing. Chat soon!