**15-Day Challenge**

***No-Fail Follow Up Message Matrix***

**Read these bullets below before developing your follow-up campaign:**

* These are not meant to be copied word for word when sending to each LinkedIn prospect. You need to customize your messages contextually for each person before sending.
* We highly recommend your first contact with a new LinkedIn connection sent as either a “voicemail” or custom video message to maximize personalization. Here’s an explainer on how: <https://www.youtube.com/watch?v=8FkCanq83C8>
* Too formal will turn off. Be conversational with your messages, think as if you’re talking to a potential prospect in person that you just met. Adjust around templates and messages to fit your personal tone and conversation style.
* Your goal is to get an online conversation started that leads to an offline sales discussion, not to send a sales pitch to your prospect online.
* You should know who your ideal prospect is and what they find the most valuable.
* Use our examples as *suggestions* to work off, not gospel to use word for word.
* Test your message campaign for at least 30 days consistently before making adjustments. Keep in mind, only 3% of your prospects need you at any given point in time. Just because they don’t respond right away does not mean they won’t need you in 6+ months from now.
* These messages will permanently be in that prospect’s inbox. Don’t say anything that could be used against you in the future or be seen as negative.
* These messages will permanently be in that prospect’s inbox. Craft these in a way that you can always refer back to in any future situation (example: you meet someone in person a year after you sent a series of follow up messages, you can always refer back to those. Or, you see that prospect starting to engage back with your profile/other marketing materials after a period of time, you can follow up from the “who’s viewed your profile section” and find that you contacted that person in the past and maybe timing is now right to reengage).

First follow-up message variation 1 (Direct Response)

**Send a couple hours to 1 day after connecting:**

|  |  |
| --- | --- |
| This is an opportunity to introduce yourself to a new connection and offer a helpful resource (positioning yourself as a thought leader, expert, and valuable resource). | **Example script using VM or Video follow-up:**   * Hey {name}, greetings from {your location}, I recently connected because I recognized you’re similar to a handful of clients we’ve successfully supported like, {name a client similar if possible or omit and just refer as “clients”} who were having challenges with {list three key pain points your clients were experiencing before your support}. I’m curious if this may be also causing you {list 1-2 results these pains may be causing like a loss of money (be as specific as possible), time, or some form of efficiency) as well?   Would you like me to provide you free resources right away to assist in your {XYZ} efforts? |

Second group follow-up attempt (If no response)

**Send 5+ days after first follow-up message:**

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| --- | --- |
| Add all decision makers and influencers you’re connected to within your target account, label the message, and send a video to all.  Send this message via custom video | **Examples:**  Group message headline: {company name} {name of your solution} gaps/roadblocks/costs, etc   * Hey {company name} team! Greetings from {your location}, I thought would be great to synch us all up after connecting recently. I recognized you’re similar to a handful of clients we’ve successfully supported like, {name a client similar if possible or omit and just refer clients} who were having challenges with {list three key pain points your clients were experiencing before your support}. I’m curious if this may be also causing you {list 1-2 results these pains may be causing like a loss of money (be as specific as possible), time, or some form of efficiency) as well?   Would you like me to provide you free resources right away to assist in your {XYZ} efforts? Feel free to message me back with any questions in this group chat or you can add others in your company that should be included in the convo. |

First follow-up message variation 2 (Collaboration method to meeting)

**Send a couple hours to 1 day after connecting:**

|  |  |
| --- | --- |
|  | **Example script using VM or Video follow-up:**   * Hey {*first name}*, hope you’re doing great and greetings from {your location}. We’re developing a series of free resources for other {persons title in company} like you and would love to see if you’re interested to being interviewed for 20-minutes in the coming week? My goal is to have you share some insights for our audience on your successes and challenges you’ve overcome with {name relevant information (ex: Digital transformation, marketing, security strategies, etc.)}.   This will be great exposure for your company, as well as extremely helpful for others who need mentorship from experts like yourself.  Let me know if you have any questions or thoughts before we schedule.  **Response if “yes”:** Sounds great! To save on back and forth to schedule, here’s a link to my calendar to snag a time best for you: {link to your calendar}  Chat soon!  *Tip: Check out* [*https://calendly.com/*](https://calendly.com/) *for a great scheduling tool that integrates with most Calendar applications.*  **Some question recommendation for the call:**   1. **What’s the most impactful advice you’d give to other {role of person in company} like yourself to be successful?** 2. **What are the top 2-3 challenges you regularly face as a {role in company}?** 3. **What initiatives/big actions will you implement this year to meet your company’s goals?** |