CONNECTION, INMAIL, MESSAGE & FOLLOW-UP TEMPLATES

LINKEDIN OUTREACH SECRETS

GENERATE 5-15 QUALIFIED LEADS FOR FREE, JUST BY USING LINKEDIN 1H / DAY



LEADSIN.IO

inTRODUCTION

This is not an ordinary e-book.

No, really.

This is a brutally potent resource that'll take you from wherever you are right now...
to the highest floor of the business burj khalifa,

or central park tower in new york, as the name already says, overlooking the central park.

However,

whatever floats your boat, this'll get you there.

This report includes tested and proven LinkedIn outreach templates that you can use right away.

You'll get our proprietary fill-in-the-blank connection, in mail and follow up templates...

including full message and follow up sequences,

that were built on thousands of OUTREACH campaigns...

and deployed on hundreds of thousands of outreach messages sent the past years.

These templates get results.

They'll help you get more booked meetings,

without being spammy or annoying.

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inTRODUCTION

And look, you're here for a reason.

Maybe you don't know how to make the first move...

or follow up with people.

Maybe you're doing outreach already, and you need something new.

Something harder, *better*, *FASTER*, ***STRONGER!***

Whatever your situation is, wherever you are right now...

it's not just you.

A lot of people struggle with how to message their prospects.

They either come on way too strong...

or to weak, boring and 'copy-pastey',

what prospects don't like either.

And it's not just small-time companies, its BIG-name brands, too.

Actually, most companies are making the same mistakes,

(the most without even noticing).

They were using cold email and now spam people on LinkedIn.

And people HATE that.

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inTRODUCTION

If you want your business to actually grow...

you have to put in the work to talk to the right people in the RIGHT WAY.

Keep doing this enough times, and you're THE go-to expert for, at first dozens, then hundreds and later thousands of potential buyers, when they need your offer.

You'll be the first name that pops into their mind when they think about the problem...

And if you follow up with them, they'll be more receptive anyway.

Just because they've been exposed to you long before there was an offer on the table.

That's exactly what we and our clients get with this templates.

Flaming hot ready-to-close leads.

Hyper-qualified prospects that are ripe for picking.

The very same texts we use to reach out to this people are included in this resource.

And with this messages, more often than not, they happily hop on a call and listen to what we have to say...

and now this is something YOU can replicate for yourself.

Especially since we've already done most of the hard work for you,

you can simply follow our proven templates.

And all you need is a product, service or consultation to sell.

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LINKEDIN CONNECTION TEMPLATES



Hi {{firstName}}, would you like to connect?

It would be an honor for me to have experts/thought leaders like you in my professional network here!

Hey there {{firstName}},

I noticed you're a [industry] leader and wanted to reach out. Always looking to connect with pioneers in the [industry] space!

Looking forward to learning from one another.

- [your FIRST name]

Hi {{firstName}}, always looking to connect with industry leading executives and storytellers/thought leaders!

- [your FIRST name]

Hi {{firstName}}, big fan of the work you and your team do at {{currentCompany}}!

Always looking to connect with industry leading storytellers/thought leaders!

Cheers, [your FIRST name]

Hey {{firstName}}, I'm currently growing my network with innovative leaders in the [industry] space. Hope we can learn from each other!

- [your FIRST name]

FUN ALTERNATIVES
THAT WORK LIKE CRAZY

Hey {{firstName}}, you were listed as someone I should connect with and i agree with linkedin's algorithm :D

Looking forward to welcome you to my network!

Best, [your FIRST name]

Hey #firstname#,

*leave the #firstname# like it is, to make it seem like its an automation placeholder that malfunctioned :)

Ahaha just joking {{firstName}} :D

Big fan of the work you and your team do at {{currentCompany}}!

Always happy to connect with industry leading storytellers/ thought leaders!

Cheers, [your FIRST name]

THINKING IT'S WEIRD?
LINKEDIN IS CRINGE

TRY IT...YOU'LL BE SURPRISED HOW GOOD IT WORKS

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LINKEDIN OPENER/PPQ* TEMPLATES

**Pitch-Preparation-Question:* *Don't scream your pitch to just anybody on linkedin. Make sure if your prospect even actively has the need for your service right now in the moment. Additionally it has to trigger engagement by creating curiosity, like the all-star PPQ of our marketing agency clients: "...are you still providing your service?". We, at Leadsin, use "...are you using Linkedin to win more clients for your business', before we pitch our software. So, the idea of a PPQ is to 1. initiate the conversation, in the best case with a 'yes/no' question, most importantly, that you know the answer to already. 2. It has to trigger engagement/curiosity and 3. It has to qualify your contact if it even makes sense to send them your pitch.*



Welcome to my network {{firstName}}!

Short question, are you managing {{company}} yourself or would I have to reach out to somebody in your team for this company?

Thanks for connecting {{firstName}}!

I always try to know something about my connections.

What's your personal biggest goal this year at {{currentCompany}}? I'd love to hear it.

Thanks for connecting {{firstName}}!

Short question, can you handle to [consult / take over / etc.] X more clients this month?

Welcome to my network {{firstName}}!

Are you still providing your service?

Thanks for connecting {{firstName}}, honored to have you in my network! Do you answer here in person or is an assistant managing this account?

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LINKEDIN PITCHING TEMPLATES



Great, a pleasure to speak to you directly {{firstName}}!.

I help [your audience] to [result of result* of your service],

all without [barrier, risk, fear, etc.]...

and I might have an idea how to do that specifically in your industry.

I can give you a quick brief on the phone about it.

(Take it as a gift for the beginning of a valuable relationship🤝)

What's the best number to reach you at?

Thats awesome {{firstName}}, proud to have a big thinker in my network!

I help [your audience] to [result of result* of your service],

all without [barrier, risk, fear, etc.]...

and I might have an idea how to do that specifically in your industry.

If i'd share a short summary, could you spare 5 mins?

I might have an idea on how to do that in your industry, without [barrier, risk, fear, etc.].

If you can spare 5 mins, I can give you a short call later today or tomorrow.

What's the best number to reach you at?

*result of result: your service > achieves desired situation -> benefit of their desired situation
Example: marketing service -> more qualified leads -> more clients, sales, customers
Example: hr consulting -> better employer branding -> more applications of high caliber candidates

Great, as i wasn't sure...

Short question, can you handle to [consult / take over / etc.] X more clients this month?

If so, I might have an idea on how to do that in your industry...

without without [barrier, risk, fear, etc.].

If you can spare 5 mins, I can give you a short call later today or tomorrow.

What's the best number to reach you at?

Glad to reach you here directly :)

A bit about me: I help [your audience] to [result of result* of your service], without [barrier, risk, fear, etc.]...

Our partners include [your top three notable clients]...

and I'd love to explore the opportunity of partnering with you and {{currentCompany}}.

Are you available for a quick chat?

*result of result: your service > achieves desired situation -> benefit of their desired situation
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LINKEDIN INMAIL TEMPLATES



Subject:

Welcome to my network {{firstName}}!

InMail:

Hey {{firstName}},

I saw you're the {{occupation}} at {{currentCompany}}, so i thought to reach out directly.

I'm [your name] and I help [your audience] to [result of result* of your service],

all without [barrier, risk, fear, etc.].

If I'd share a short summary how that could work for your [business, career, life, body, etc.], could you spare 5 mins for that?

Subject:

Welcome to my network {{firstName}}!

InMail:

Hi {{firstName}}, before sending a LinkedIn invite I thought to reach out directly since we don't know each other yet.

Addressing your background at {{currentCompany}} – we're working with [your top three notable clients] on achieving [result of result* of your service]...

and i might have an idea how to do the same for your company.

Are you looking for new ways to [reach primary goal]?

*result of result: your service > achieves desired situation -> benefit of their desired situation
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BONUS: HOW TO SEND 120 FREE INMAILS EVERY DAY

Here's how we do it:

When we started using the LinkedIn Sales Navigator we were quite upset that for 90$ a month all linkedin gave me, were 50 Inmail credits...

of which 20 ghost you, 10 give you a direct no and further 10 just pitch back,

and the rest is a mix of interested prospects and people that just answer 'hello'.

So we had to find another way.

That's when we found out about 'open profiles' on linkedin.

Basically thats linkedin users that allow you to direct message them, without having to be connected or having to use a paid inmail from the sales navigator.

To find those people, instead of doing a regular 'people search' on linkedin, you want to make a so called 'services search'.

For this simply go to the regular search bar on the linkedin Home Screen, type in the position of your dream client, like f.e., CEO, Managing Director, etc. (make sure to use the most common term for your dream client). And click search.

Now below the search bar you see the different categories, like groups, people, posts, jobs, products, companies, courses, schools, events, SERVICES.

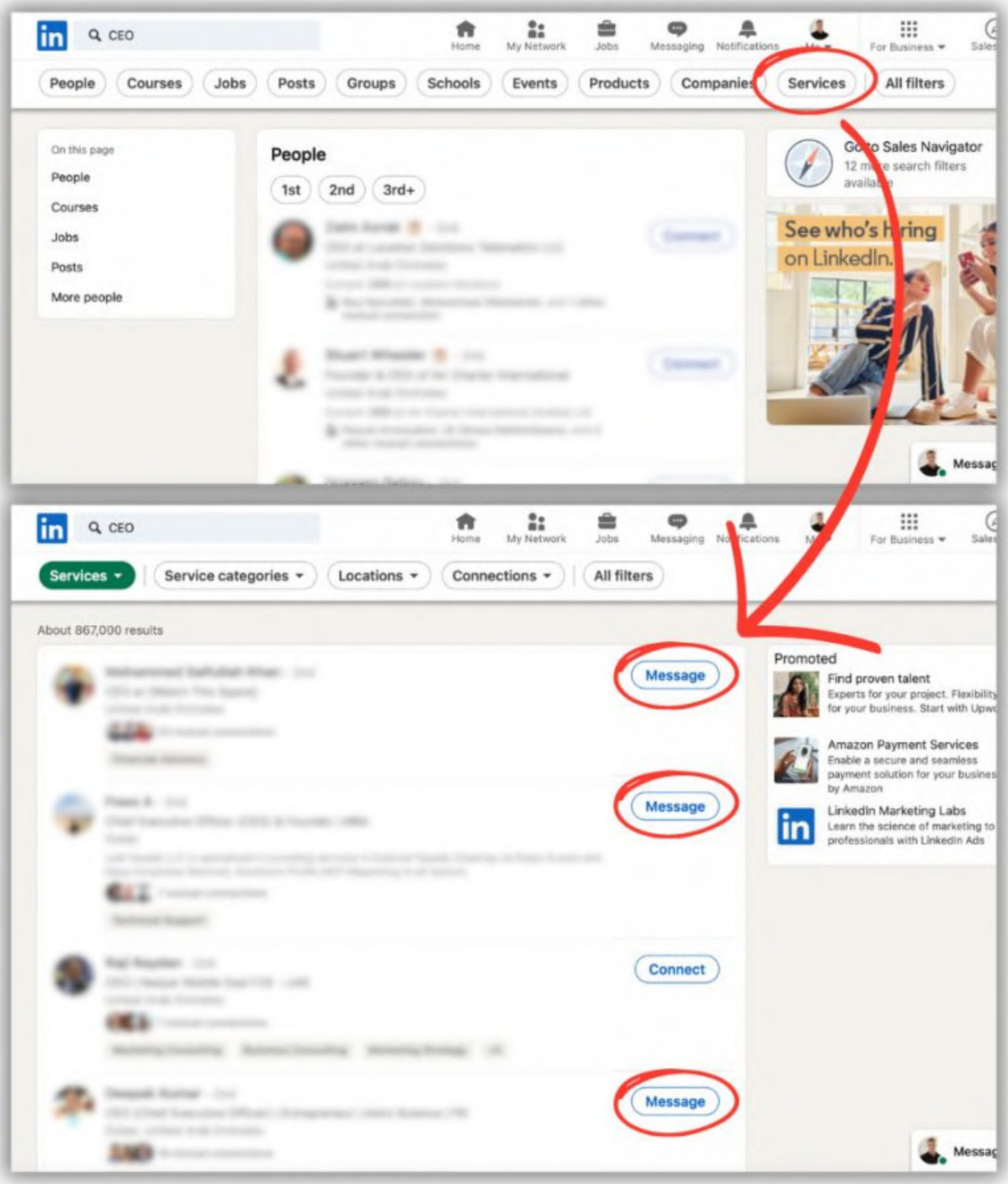
Click that.

Then click on 'All Filters' and narrow down your search as per your preferences.

Now you have a targeted list of so called 'open profiles' that you can simply click on 'message' and can directly contact with your pitch without having to use any of your inmails or paying for it.

This became our #1 way to introduce our service to our audience on scale.

CLICK-BY-CLICK
INSTRUCTION



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LINKEDIN FOLLOW UP TEMPLATES

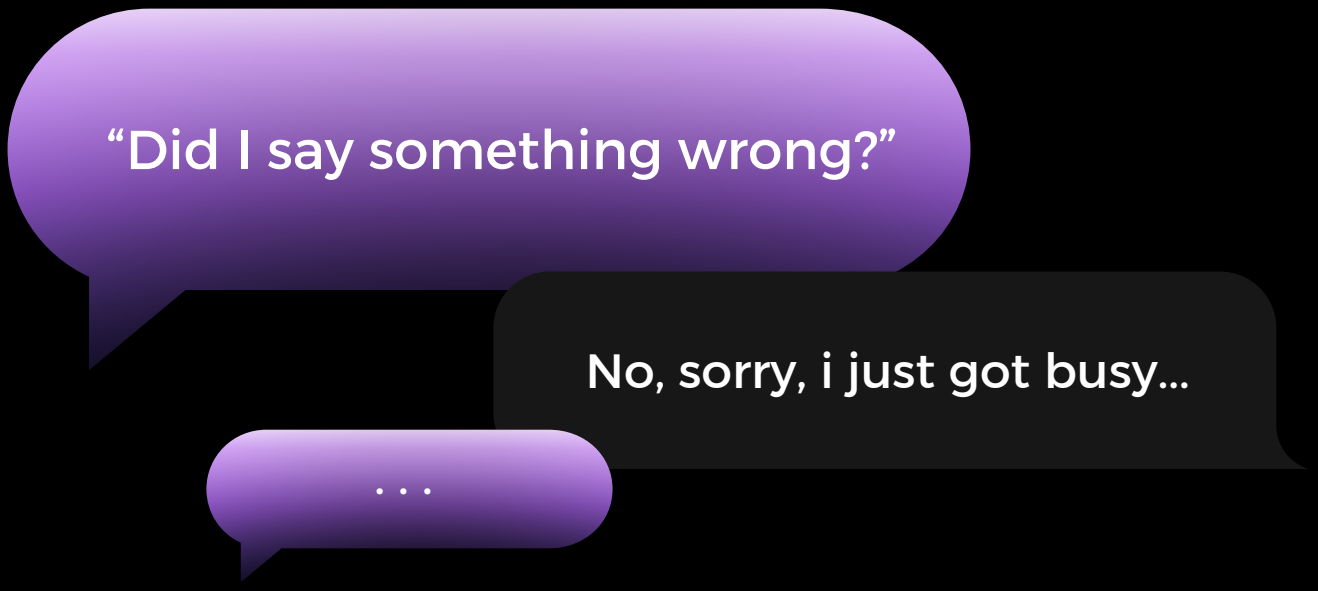


MOST POWERFUL FOLLOW UP MESSAGES TO GET IMMEDIATE ANSWERS AFTER GETTING GHOSTED

The ‘secret’ in powerful follow up, is to NOT follow up, but message them with something in infinite value to them. People only care about themselves, and the faster you accept that, the faster you’re going to get results in any of your marketing.

“Is it ok if I recommend you to my client, or are you full right now?”

This one above not just ‘works’, but it gets close to every person that ghosted you to answer you immediately. However, if theres nobody you can recommend them to after or if you want to have faster conversions by leading back to your pitch, use our ever-green follow up (works literally every time):



NO TIME TO HANG AROUND LINKEDIN THE WHOLE DAY?

I understand, we don't either...

We practice what we preach and rather let our smart and never-ill assistant (that even doesn't ask for salary) do the work...

24/7 managing our linkedin, connecting with our dream leads (like you), chatting and creating desire to make people literally ask us to call them back!

All we have left to do is, open our linkedin and see people sending us their numbers for a call back,

literally, without us having to lift a single finger.

How would you like to have an assistant generating leads all day and you just having to call and close them, day in day out?

For us and our users leadsin.io generates 90-450 high quality appointments, every single month.

What made many of our users seen sales more than double,

without EVER spending a penny on marketing again!

Get a Free 1-on-1 Demo



Disclaimer: This demo is designed to give a detailed look into our software and its strategic use, including more message and follow up examples. Therefore you will need at least 30 minutes to complete the demo. If you don't have this time now, come back to this button later, but if you do, don't waste more time and find out how you can double up your leads, clients and sales with just one simple tool, like leadsin.io.