

# LINKEDIN GROWTH METHOD

Align, Request, Connect

BY SHELLA GARDEZI

# *THE LINKEDIN GROWTH METHOD*

Align, Request, Connect

*By Shella Gardezi*

*All rights reserved. This product is intended for personal use only and may not be resold, rented, leased, or otherwise transferred to any third party without the express written consent of Words Plus Design. Any unauthorized resale or distribution will be considered a violation of our intellectual property rights.*

## Introduction

LinkedIn invitations from strangers are often ignored because the inviter does not personalize the message and does not give the invitee a good reason to respond.

In this short tactical ebook, we are going to look at how to create a LinkedIn outreach strategy and get more people to say yes. Typically, when you are asking people you already know to connect you can expect about 90-100 percent to say yes (as long as they are active enough on the platform to bother responding to requests). However, when you are trying to connect with people you don't know, you can expect about 30 percent to say yes. This doesn't mean you will never be able to connect with that person, but you may need to find a strategy other than LinkedIn.

## WHY DO YOU NEED MORE LINKEDIN CONNECTIONS?

If you are in B2B sales, you probably already know the power of LinkedIn connections. For one thing, LinkedIn gives you:

- Useful data
- High engagement
- A personal one-to-one connection

Plus, people on LinkedIn are there for professional reasons, not personal. They are more likely to consider your request based on what you can add to their day-to-day business.

Some other benefits include:

- Contributing to your credibility
- Providing more organic traffic and engagement on your posts
- Endorsements and referrals
- Expanding your personal network beyond first degree connections

## WHAT ARE SOME REASONS PEOPLE REJECT OR IGNORE LINKEDIN INVITATIONS?

Here are a few common reasons people ignore connection requests:

- They only follow people they know in real life, or they are no longer active on LinkedIn. This will often be reflected in a low number of connections and an out-of-date bio.
- Your pitch was generic. They couldn't understand who you were or why you were contacting them.
- They are not interested in the product or service that you sell and/or are not in your target demographic.

In this workbook, we are going to review three strategies to increase your performance with LinkedIn connections.

**Bio strategy:** Base your connection request on your ideal prospect's bio

**Activity strategy:** Be present and engaged so the prospect wants you in his/her connections

**Messaging strategy:** Craft a message that gets a high acceptance rate

### Bio Strategy

Before you send a connection request, review the individual's bio and draw connections.

What is their name? (Make sure you spell it correctly.)

What is their industry? How does this relate to your product or services?

What is their role in the company? For most entrepreneurs, you may want to consider if this person has any decision-making power or influence when it comes to deciding whether or not to buy your product or service. For example, a marketing coordinator would likely be able to influence the decision to subscribe to a social media scheduler but would not have any influence over accounting software.

Where are they located? People are more likely to follow people in the same town or city. However, you could also mention any relationship you have to their location.

What connections do you have in common? View the person's connections and find out if any of their connections overlap with yours.

Use the chart on the next page to analyze your prospect and draw connections.

Name	Title	Industry	Location	Mutual Connections	Possible Synergies	Conection Request Sent (Y/N)

## Activity Strategy

Examine the prospects business and personal activity and look for points of connection.

**LinkedIn activity:** What have they posted recently on LinkedIn? Like and comment before reaching out.

**Website:** Check out their website and look at their blog or news reel for recent updates.

**Other social platforms:** Check out both the prospect's personal social media and business social media for interesting updates that you might mention. (Some people keep their personal Facebook and Instagram profiles private.)

Use the chart on the next page to help identify and save interesting information that you can use in your outreach request.

Name	Title	Industry	LinkedIn	Website/Blog	Facebook/ Instagram/Etc	Conection Request Sent (Y/N)

## Write Your Message

First impressions count, especially when you are trying to develop a one-to-one relationship. Here are a few ideas for writing you connection request.

- Avoid using cliches.
- Keep it short.
- Mention how you are connected.
- Mention anything you noticed when you analyzed their activity.
- Let them know what you do and why they should connect with you.
- Mention any regular content you produce such as a newsletter or podcast.
- End with your call to action.

Example outreach message: Hi Mary! I noticed that you are active in blogging on your website. I enjoyed reading your latest blog post about how interest rates have affected the market. I'd love to connect and share tips with you about blogging for business, which is one of my main services in my marketing agency, Words Plus Design. If this is something that interests you, please feel free to connect. I look forward to hearing from you.

Your turn:

Name: \_\_\_\_\_

Connection: \_\_\_\_\_

\_\_\_\_\_

Your value: \_\_\_\_\_

---

Why should they connect with you: \_\_\_\_\_

---

## What's next?

Sometimes your new connection will respond with a message. Other times they will simply accept and not say anything. Either way, it's important to respond right away.

Let them know about any content marketing that you are doing regularly. This could include:

- Posts
- Livestreams
- Podcasts
- Videos

Wherever you show up consistently, invite them to follow you.

Offer to send them a free resource they might enjoy. This could include:

- Webinar recording
- Mini-course
- Ebook
- Report

- Digital download

Continue to follow them and like and comment on their posts to stay top of mind.

## Bonus: Basics of LinkedIn Checklist

- Claim your personalized LinkedIn URL
- Optimized bio that clearly explains who you are and who you serve
- Clear, professional headshot in profile
- Consistent content strategy: Posts, videos, articles, livestream and/or newsletters
- Liking and commenting on follower's content
- Responding to comments and messages in a timely manner
- Join groups where your ideal client hangs out
- Follow up with your connections regularly

[Connect with me on LinkedIn](#) for a free gift!

[Visit the website](#) for a Free Consultation or our PR Email Course.