SCRIPT GUIDELINES

- Look for the win / win
- Decide: Soft? or Direct? Your Objective?
- **Soft Connect** on LinkedIn and build relationship gradually with several InMails
- **Direct Connect** on Linkedin and Ask for a next step: Join Newsletter, Join Group, Phone Call, Meeting etc.
- **Your Objective:** Introduction? Networking?

SOFT Script - SAMPLE

Hi Joe,

I noticed that we are both members of Top Recommended People and when I took a look at your background, I was very interested in learning more about your_____

(i.e. coaching experience, thoughts on coaching, coaching career) And I would be delighted if you accepted my invitation to connect on Linkedin.

Best,

Donna Lang

Semi – Direct

Hi Joe,

You don't know me but I was combing the (name a group) and I saw that you love to _____(inspire people, train people, empower students, etc.)

I really like that. **(add Emotion here)**

We have allot in common because I help _____

(mention what you do in a way that sets you apart and why you are different)

I'd be delighted to learn more about you and your goals. Interested?

Best,

Jane Doe

PS: I'm noticed your recent award…NICE!

DIRECT SCRIPT SAMPLE - A

Hello Joe,

The purpose of this note is to briefly introduce my company _____to you and your organization. We are a team of _____.who specialize in _____

We are pleased to announce the latest release of our _____(Website, FB Page, New Idea, New Book, etc) . We've added more information and features for 2012, including a _____ .At your convenience please take a moment to browse our (info, Attachment, link, website, etc)

I would like to learn more about your thoughts and ideas on business and networking, as there may be a way *we can benefit each other in the future.*

If you have any questions please feel free to email me at

donna(at) SmartToolsCoaching.com or call me at 770-241-0273.

Regards,
Donna Lang

DIRECT SCRIPT– SAMPLE - B

Hi Joe,

In your last email, you mentioned an interest in business growth ideas, so I wanted to share new information.

-- If you're looking for * FREE *Social Media Tools / Resources to enhance your "Social Media Strategy" then go to www.SM4E.com for your ***FREE Guide***

The Top 10 Social Media Tools – Quide, is designed for Business Owners, like you.

-- And - if you'd like to *Ramp Up* Your "Social Media Marketing Strategy" in 2012 -
-- Go to: http://www.socialmediaonline.eventbrite.com -- --

– I "stuff" 25 hours of Value into 3 hours of Online Training –
– YOU will walk about with a Social Media Action Plan – you can use immediately
– Learn how to leverage Social Media in just 30-60 minutes a day –

Would you please let me know if you found this information useful?

Also - Please keep me posted on what you have going on as well. I'd love to help spread the word!

Warmly,
Donna Lang

DIRECT SCRIPT - SAMPLE - C

Hello Tom,

By way of introduction I was very impressed with your LinkedIn Profile and wondered if you'd be open to exploring a new collaborative idea ? Here are some factors.

If you target small business owners (1-40 employees)
then I'd like to explore how we might help each other.

Here is a snapshot of what I offer as a Business Success
Coach and Social Media Strategist. http://tinyurl.com/6vf6ucm

Here is what my Clients Rave about!
http://sm4e.com/#videos

NEXT STEPS:
Please take a look around at www.SM4E.com and let me know if you'd like to set up an informational conversation so we can learn MORE about each other.

I so look forward to your response.
Best,
Donna Lang

PS: Yesterday's Competitor is Today's Collaborator

DIRECT SCRIPT - SAMPLE -D

Hello Sharon,

I hope you are doing well.

I'm exploring the potential of LinkedIn and found its a great place to find like minded small business owners. And I'm currently looking to make new collaborative connections.

To that end I am offering something for social networks which I am naming as Social Portfolio -- i.e.: fan page design, cover photos for Google Plus, Twitter and Facebook for a select number of people within our LinkedIn group : Marketing Genius

Do you know of anyone that would benefit from this? Best wishes for you.

Thanks
Joey Poey

Networking Script - Sample

Hi Donna,

Please accept my invitation to connect via LinkedIn.

My goal is to assist my connections every week and I encourage you to leverage my connections and/or expertise.

My phone and e-mail is listed on my profile and I welcome a call, e-mail and the opportunity to_____ (network or collaborate, or explore how we can support each other)

Thanks, Ben

PS: I noticed on your profile that you recently won an award. Congratulations!!

[note: using a PS: to put specific info that impressed you about a person you are connecting with, is a HUGE Tactic that many people do not do. This ONE thing can INSTANTLY set you apart)

Following-Up on Accepted Invitations

Here is HOW to Continue to TOUCH your NEW CONNECTIONS

AFTER They Accept Your Invitation.

Use ONE of the Following **[CTA]** Call To Action Items in 2-4 week increments

in your Follow-up InMails, on LinkedIn.

1. Email a Permission Request Email to Receive Your Newsletter and/ or Blog
2. Ask about Speaking Opportunities(**RE Your Topic**) that they may know about
3. Ask about Associations/ Networking Groups that they would recommend
4. Invite them to visit your website and/or Like Your FB PAGE
5. Ask for a Phone Meeting- (to pick their brain on a mutual topic)

2 UNIQUE OPPORTUNITIES

COI and TESTIMONIAL REQUESTS

COI'S –"**INTRODUCE YOU"**-TACTIC

When you want to leverage the great relationships with your Centers of Influence consider the following Tactic:

SEND AN" **INTRODUCE YOU " SCRIPT** TO YOUR COI (center of influence people) And ask them to *copy and past it* into their emails or inmails *so that they can* ***introduce YOU*** *to* ***their Network or Center of Influence***.

BE CAREFUL, when making this request.

BE SURE These are your TRUE CENTER OF INFLUENCE PEOPLE!

– Otherwise you may come across the wrong way.

SEE SAMPLE IN THE NEXT SLIDE

COI'S – "**INTRODUCE YOU**" -SCRIPT

I hope you're doing very well. I just wanted to introduce you to someone I KNOW who can be a valuable resource for you – hope you don't mind!

Larry Birdfaceowitz is a colleague who has provided _____Solutions to _____ for over _____ years!

If you're a fan of_____ (examples) SUCCESS Magazine, Jack Canfield, Stephen Covey and other _____(i.e leadership development , Training, etc) resources – then I really feel you that you would want to know how
Larry Birdfaceowitz helps_____(Companies, business teams, engineers,) succeed!

Feel free to reach out to _____ at _____or on LinkedInhttp://www.linkedin.com/_____
and ask about his _____Programs –
He is the best I've ever seen for Personal and Professional _____.

~ Donna Lang
PS: Please pass this email along to colleagues who are looking for a "_____"Pro!

ASK FOR TESTIMONIALS

Hi Sam,

Thank you for sharing your glowing remarks after attending my_____. (workshop, coaching program, etc.)

I wondered if you would be willing to share your testimonial on Linkedin? I would really appreciate it!

Warmly,

Donna Lang

PS: I'd be happy to write a testimonial up for you, so you could repurpose it as your own, if that would save you time.