



Build Connections on LinkedIn with Confidence

DM Swipe File

Video Instructions for this Google doc:

<https://www.loom.com/share/eead7d4c769045c9934014be73bf711e?sid=6506ddaf-4e16-4c36-88de-218bd85a0560>



When you are networking on LinkedIn, it's the same as networking in person.

So think about it. Yes, in real life people offer us things we don't want. And yes that happens in our DMs too. But that doesn't mean that all conversations are yuck! Just like it shouldn't mean that all private messages or DMs are to be avoided.

It's like going on a first date and you want to be seen as interesting. In real life you wouldn't just talk about how amazing you are, it's the same with social selling.

BUT FIRST! Just like dating:

Before you start sending messages back and forth, ask yourself what two or three pieces of information **you need to have to verify whether they are an ideal client for your services and worth continuing a conversation with.**

For example:

Do they have a business?

How long have they had their business?

Are they a service-based business?

How do they work with their clients?

Your goal once verifying them is to see if they have a problem you can solve and there is urgency on their part in solving it.

If you are selling a high ticket offer or want to work with a corporate organisation then I recommend considering this as if you are starting a relationship. Not a copy and paste message that will allow you to “make the numbers.”

Remember social selling is **rapport building and real conversations with real people**. This can't be templatised.

Personally, having done both total cold DMing and DMing after some kind of interaction on LinkedIn! I prefer to DM following a previous interaction. It's more like real life. Isn't it?

Which include:

1. Someone connecting with me for the first time
2. A new follower
3. Someone who comments on my posts
4. Someone who shares my articles or posts
5. Someone who interacts with my comment on someone else's posts.

I don't necessarily interact with everyone who takes these actions.

But they are the ones that most likely result in me reaching out to direct message someone.

It works particularly well in tandem with conversation starting content.



Social Media Post Conversation Starter

For example

***If you posted a question with a strong point of view for your category.
Mine is social media. I might say:***

Great content isn't affected by the algorithm. Do you agree?

Or

The call success happens before you click start meeting on Zoom. Do you agree?

What question could you ask in your conversation post:

--

If someone commented on that post that you would like to reach out to then here is what you might say...



DMing:

For your first message, keep it light, open and direct!

You will have different first direct messages depending on the conversation starter post.

Using:

Great content isn't affected by the algorithm. Do you agree?

“Hey (Commenter’s Name), Thanks for your comment on my post about content not being affected by the algorithm. I love that you said (what they said) are you just posting on LinkedIn or elsewhere too?”

Respond to them and continue to ask questions.

This helps you to both move the conversation along and also **build rapport with them before inviting them to a call with you**. Then you can send them a message like this:

1. *Oh amazing, I work with people on this daily...*

2. *I can help you with that...*
3. *We cover that in my (program name)...*
4. *We helped a client that also had that problem last week...*
5. *That is my favourite thing to help clients with...*

Followed by...

- *Let's hop on a call to discuss, how is next Tuesday or Wednesday?*

If someone says no to a call with you, say something like:

"No problem at all. It's great that you are busy. This might be handy to have. It's a resource on X that I think will help with you X."

If someone starts to follow you.

You could reach out and say thank you. And **ask them a simple question.**

Like:

I noticed that you are following me, so thought I will reach out with a connection request instead to see how we can help each other.

Also, I am curious which content or comment caught your attention in the first place?

That will help me to put out better content for my followers!

How could you change this message so that it uses your colloquial language:

You could do the same if someone connected with you.

But only if it's a general connection.

If on the other hand someone connects with you after a networking meeting or a conference then refer to it.

Always try to get on a call with people that you are interested in working with.

It will save you lots of time in the long run. As you'll find out sooner than later whether you can work with them.

Be prepared to receive no's from people. Or being ignored. Everyone is getting many more messages these days.

Put them on a follow up list, like the Trello Lead Management Board that comes with this course:

<https://trello.com/b/GoBwHZDS>

Keep in touch with people that say that now isn't a good time. You don't want it to be the case that when they are ready, they go to someone else. Stay top of mind.

Invite them to other things. If you have an email list (I recommend that you do. Then share a lead magnet with them that will allow them to register for your list.) Give value, demonstrate your expertise in your niche.



Some people need time to have a call. (But honestly, I don't ever consider these a "warm lead." I follow up, but don't count them as a potential customer in my projections.

10 Conversation Tips

1. Be the **most interesting person** in their LinkedIn inbox by being yourself and helpful
2. A **message about yourself** will be less likely to get a response
3. People **appreciate efforts** to get to know them better
4. Sending **voice or video messages** will likely get a higher response rate
5. Make sure that you do not ask questions that you could find the answers to on their social media (e.g. 'What do you do?'). Do your research
6. **Be mindful of the language you use.** Avoid being too formal. Use the chatty language you would normally use with a close colleague.
7. Build the relationship over time. Don't ask big questions straight out. Avoid asking what someone's goals are straight away. Keep it simple and breezy as if you were actually networking in person.
8. If everything about them is telling you that they are the **right person**, keep nurturing and staying in touch. Unless they explicitly say to go away, continue to touch base.
9. It's ok to ask for help. If you have a LinkedIn Poll to share that they could answer. Or an invite to a Masterclass that they might enjoy then by all means share it.

10. Be helpful. Share compliments. Show up as if you are starting an in person friendship or working relationship.

It doesn't have to take long. But the build needs to be proportional to the level of how you know them. So don't open with a BIG question. Keep it light and breezy and tick tack with ease.

Find things that you have in common. Avoid solution selling until you are working with them.

Go grab my Sell Without Feeling Salesy Checklist:

<https://elainewalshmcgrath.lpages.co/sell-without-feeling-sales-checklist/>