

I'm excited to reintroduce to you my LinkedIn handbook.

I published version 1.0 of this beast in 2018 when Jacinda Ardern was at the peak of her powers; I could afford a cafe coffee, the All Blacks knew how to win a game of rugby, and the first TikTok dances were gracing our shores.

I think back on this time as New Zealand's golden age and the first time I realised you could make a lot of money on LinkedIn.

Since then, a lot has changed, Covid being the elephant in the room. This dramatically accelerated our society's march towards an online world where zoom, slack and TikTok reign supreme.

But through thick and thin, one old hill I planted my flag on many moons ago has stood firm, albeit un-excitedly. LinkedIn has forever been my pot of gold at the end of the rainbow.

LinkedIn has, and I suspect will continue to be, one of the most unloved but overgiving social media platforms. They say marketers ruin everything, well, they haven't ruined LinkedIn yet... In just 60 days in 2018, I used this platform to generate six figures in new business.

Now four years later, I'm back with the updated strategy I've used to sign multiple 6 figure retail distribution agreements, launch a business newsletter, and find 7 figure clients for my growth marketing agency.

The scaffolding is the same, but the house has changed.

In this updated version of my handbook. I'll introduce you to new tools, hacks, copywriting methods and ways to play the same old LinkedIn lead generation game.

So without further ado, Let's dig in.

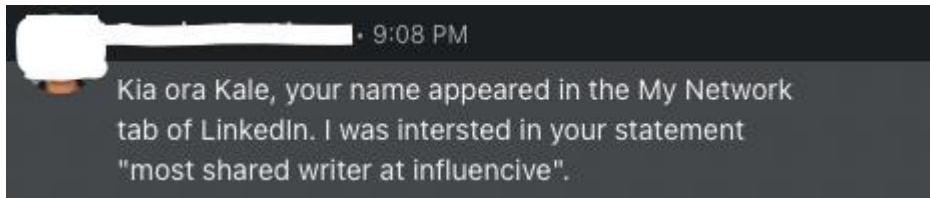
Part 1: Make It So People Stare At You

1a. Profile Headers

Everybody knows how important first impressions are. But not everybody knows that the "first impression" is only a seven-second window of opportunity.

In a world where people's attention spans are fickle, you need your profile to make an immediate impact on people.

I had "Most Shared Writer at Influencive" in a previous headline in my profile. And here is the message I got:



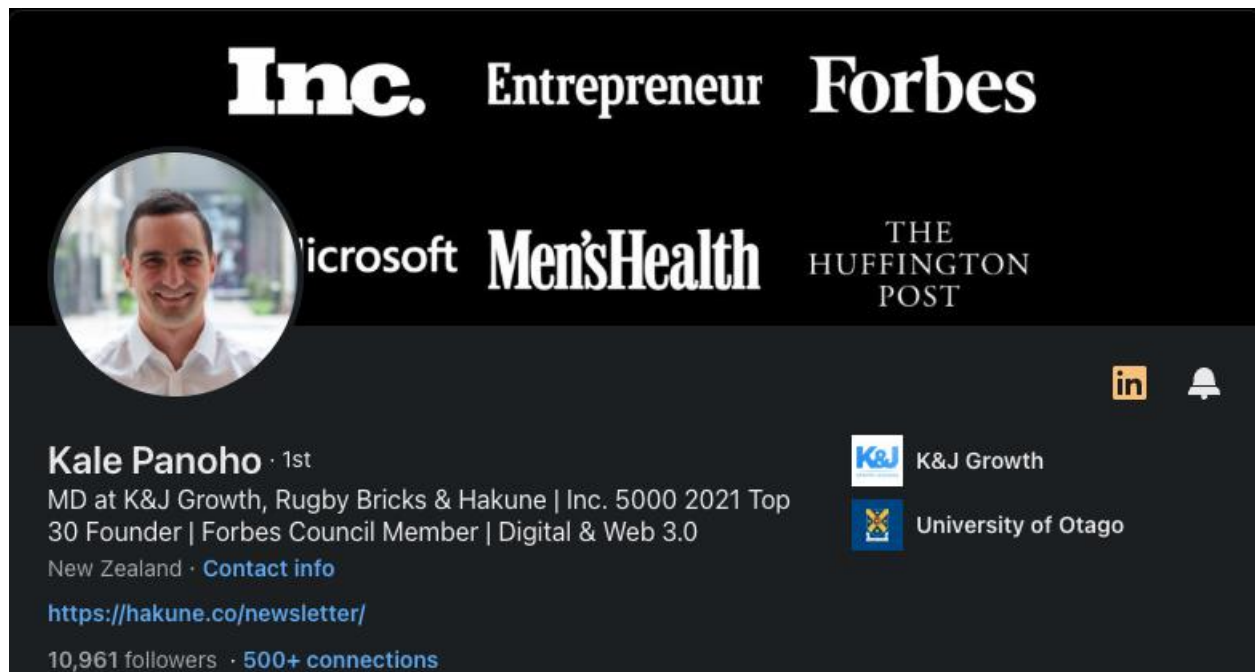
Have something that people can grab onto when they see your profile, and you'll be remembered for that.

Now let's start with your headshot.

Compare this.



With this.

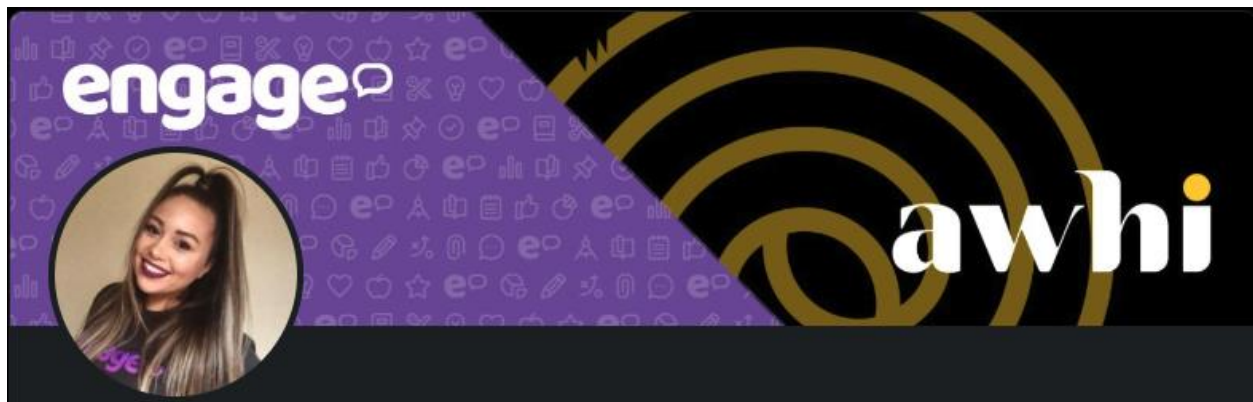


One has a personalised headshot that makes you recognisable to others. The other does not. People relate to people.

I paid a professional for my headshot (you're 14 times more likely to have your profile viewed when you have a photo).



The next easy win is your banner. The banner is the photo that sits across the top of your profile (1584px x 396px are the optimal dimensions). I use my banner to signal trust with a list of the most well-known publications I have featured in.

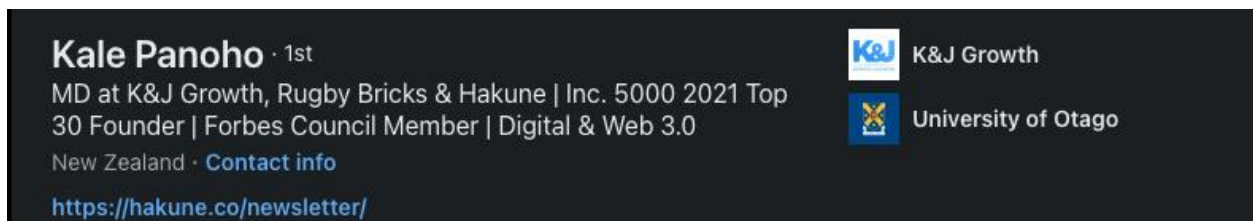


If you don't have PR to signal trust. You can use your business or employer's branding and logos for the same effect. [Holly's profile](#) banner is an excellent example of this. She's got a ton of PR but wants to promote her businesses first.

Essentially your goal is to portray either:

- public credibility
- or friendliness by using a photo of yourself featuring others that people can relate to people

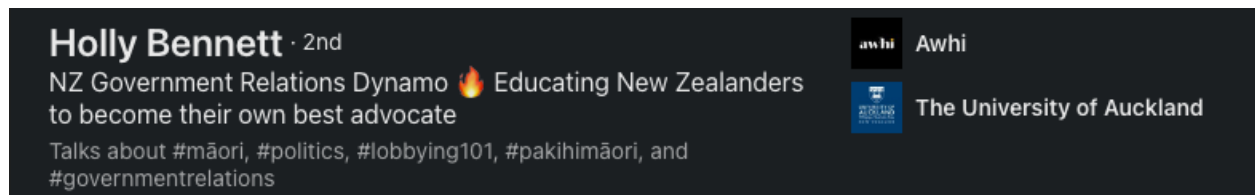
1b. Establish who you are and what you do



In the headline section of my profile, I aim to share three things

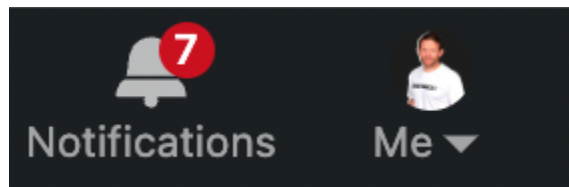
- A list of my achievements to give it wow factor
- Having a searchable term in the title "Web 3.0"
- A link to my newsletter as I'm audience building

Holly's headline section is a great example. It includes search terms that potential clients might use to find her. Like #governmentrelations #māori #politics #pakihi māori #lobbying101



To set up your profile like this you need to switch to “Creator Mode”. Here’s how to do this - I’ve used one of my co-founder’s profiles as an example below:

1. Click on the Me section of your profile in the top right corner.



2. Click “View Profile”



3. Scroll down to “Creator mode” and turn it on

Resources

👁 Private to you



Creator mode On

Get discovered, showcase content on your profile, and get access to creator tools

4. Click on “Topics” and choose what you want to be known for

Topics (optional)

Topics you select will be displayed on your profile to show potential followers what you post about most.

You can add up to 5.

#coaching ✓

#rugby ✓

#usa +



#scrum +

#allblacks +



#rugbybricks +



Add topics +

Once you have this sorted your profile tagline will be optimised for both search and credibility.



Peter Breen · 1st
Rugby Skills Coach at Rugby Bricks | @rugbybricks
Talks about #rugby and #coaching
Greater Melbourne Area · [Contact info](#)
www.rugbybricks.com
5,581 followers · [500+ connections](#)

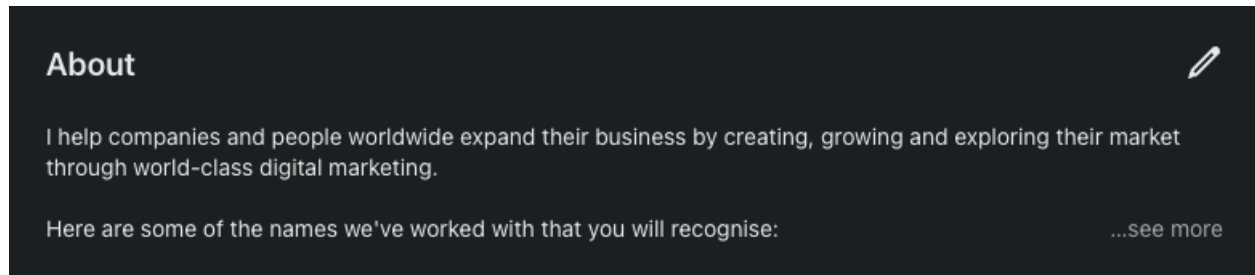
 Melbourne Storm
 Otago Polytechnic

  184 mutual connections: Frank van der Velden, Joe Coventry, and 182 others

1. c) Write an interesting bio and three-sentence summary

When people continue to scroll, they'll see the first three lines of your bio and then selected media you've shared. This is another opportunity to impress people and show them what you can do for them.

Start by telling people [very clearly] what it is you do.



"I help companies, and people worldwide expand their business by creating, growing and exploring their market through world-class digital marketing."




"Here are some of the names we've worked with that you will recognise:"



I tell people how I can help them, which is digital marketing. Then I add social proof with the names of the companies I have worked with, but they need to click "...see more" to find out.

This encourages them to spend more time on my profile and increases their likelihood of reading more about me. You want people to read on, which leads them to your work experience.

1. e) Personalising your work experience and getting recommendations and endorsements

Below is a list of my work experience. I organise it by putting my companies in sequential order with the one I want people to interact with first to last.


 Experience  


**Managing Director** 
K&J Growth
Jun 2017 - Present · 5 yrs 5 mos
Dunedin, New Zealand



I partner in leading a data-driven team to drive multifaceted growth marketing campaigns for companies around the world - we've worked with clients like the NZ government, TikTok, Monster Energy, Xfinity and more. Our team's work has been featured in Inc., Forbes, Entrepreneur and on a number of podcasts including Entrepreneur on Fire with John Lee Dumas.

Get in touch with me at kale@kjgrowth.com

Skills: Growth Marketing · Social Media · Marketing Strategy · Business Development · Digital Marketing


**K&J Growth Ranks as the 28th Fastest Growing Company in California in 2021**
K&J Growth grew by 661% yearly to make it within the top 30 companies in one of the most competitive years in the market.

**Forbes - The Age Of Analytics And The Importance Of Data Quality**
Data is everything - learn how we leverage this in our marketing in my article for Forbes.com

**Managing Director** 
Rugby Bricks
Jan 2019 - Present · 3 yrs 10 mos
Dunedin

Rugby Bricks is a company that is building the bricks of knowledge for players, coaches, and supporters. As a partner of Rugby Bricks, I'm leading company growth, revenue and digital acquisition of building out the Bricks Family.

Skills: Digital Media · Digital Strategy · Digital Marketing

**Kiwi skills coach Peter Breen helping Melbourne Storm kick on post-Cameron Smith**

This section is another brag opportunity. When listing my work experience, I want people to::

- See how well my companies have performed by showing the awards they've won.
- Become curious enough to click on my company's links and dig further

When listing your previous employers or your new company, ensure that the company has a LinkedIn profile. Nothing screams I'm new to this, and my solo trading company was created last week with the photoless company profile below.



If you're unsure how to create a company profile on LinkedIn so that you have the proper picture go [here](#).

If you're short on work experience, add anything you've done in the past that other people look kindly upon - like:

- Student groups
- Volunteering roles
- Clubs you've managed

These show your credibility and diversity. They let people know there's more to you than work and study.

Your profile now tells people who you are, what you've done, how you can help them and why they should trust you.

The last section to update is your Skills & Endorsements section.

Skills

Demonstrate skills

Social Media

2 experiences across K&J Growth and 1 other company

Endorsed by Zach Benson and 4 others who are highly skilled at this

Endorsed by 4 colleagues at K&J Growth

Show all 4 details →

Marketing Strategy

Managing Director at K&J Growth

Endorsed by Zach Benson and 2 others who are highly skilled at this

Endorsed by 3 colleagues at K&J Growth

Show all 4 details →

Fitness

Managing Director at Rugby Bricks

Endorsed by 3 colleagues at K&J Growth

87 endorsements

Show all 22 skills →

I have three visible endorsements on my page: Fitness, Social Media and Marketing Strategy. The reason I have them is that they are my most endorsed skills.

The more endorsements you have, the better. When you're optimising your profile, showcase the top three skills you want to be known for.

Your goal is to get double-digit recommendations for each skill.

If you are short on recommendations like I was in the beginning. You'll need to phone a friend.

Here is the message I sent to my friends on Facebook, who I knew would respond quickly if I asked them for help:

"Hey (first name),

How are you?

I want to ask a favour of you. I'm trying to optimise my LinkedIn profile and would love it, if you get the chance to endorse me for my top 3 skills on the platform and possibly leave a recommendation about (insert whatever skills you're good at). It would mean a lot, and I would be thrilled to do the same.

Here is my profile: (insert a direct link to your profile)

If it doesn't fit, I completely understand!

Chat soon"

- I share an easier way to get endorsements later in this guide after you've made your first 500 connections.

Now that your profile is ready to rock and roll, it's time to start the fun part and connect with anyone you've ever wanted to meet.

2. Connect with anyone, even the Prime Minister Of New Zealand

Have you ever wanted to connect with the Prime Minister?

What about the CEO of the company you love?

How about the author who wrote the book on which you've based your personal and professional philosophies?


You can be almost certain that these people are on LinkedIn, and even if you're starting from scratch, it's possible to reach them.

So let's look at how you can build your world-class network.

2. a) Getting The Right Tools

Before you start you'll need the right web browser for the job, i.e. Google Chrome, it's time to switch your [web browser](#).

Okay, first sign up for the LinkedIn core program 30-day free trial.



Core

Click below to see pricing

[Start your free trial](#)

Top features:

- Advanced lead & company search
- Alerts on your saved leads and accounts
- Create Custom Lists

Then head to [We-Connect](#) and sign up for a 14-day free trial. We want to use all of the free features before paying for anything.

The We-Connect onboarding can be a little cumbersome so I'll walk you through that here.

2. b) Join We-Connect (<https://we-connect.io/>)

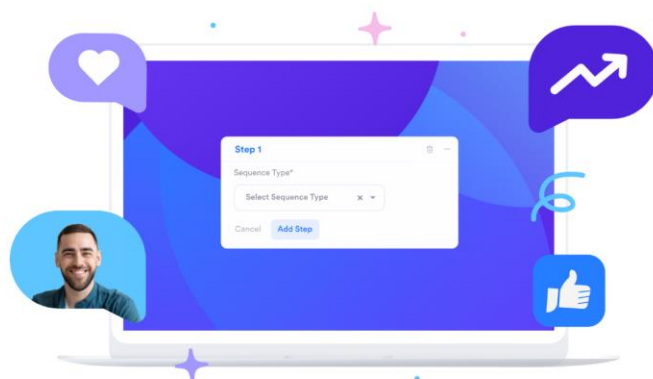
A New Approach to LinkedIn Prospecting

With the most safe, advanced and affordable LinkedIn outreach platform.

@ Enter your email

Start 14 days free trial

No credit card required.



Sign Up

Already have an account? [Sign in](#)

John Doe



info@hakune.co



Password



This field is required

Confirm password



☐ I Agree to the [terms and conditions](#)

Submit

Fill in the required details above. You'll get the next screen.



✓ Thank you. To complete your registration please check your email.

Resend email

Before you can log in you need to activate your account - so goto your emails and find the WeConnect activation email. Select "Activate my account" then you'll be asked to confirm your LinkedIn login details, like below;

Connect a LinkedIn account

LinkedIn Email

Enter LinkedIn Primary Email



LinkedIn Password

Enter LinkedIn Password



Please click show password icon to verify correct LinkedIn credentials.

Pop in your creds. It will begin to sync with your LinkedIn profile.

50% Please Wait

We are now syncing with LinkedIn

Then you'll get this message:

Linkedin Security Verification

As you have logged into LinkedIn from a new location, LinkedIn has sent you a security pin to validate your login access.

LinkedIn sends the security pin to your email, however if you have enabled 2FA then the pin will be sent as an SMS to your mobile phone.

Please Note: The pin validity is about 10 mins, please hurry up.

 Re-send

You can find the pin in your LinkedIn inbox Don't stress. No one is trying to hack your account. You'll also get an email from LinkedIn saying someone is trying to access your account (like below) but don't stress, this is normal.



Hi John,

We noticed an unusual sign-in to your LinkedIn account and want to be sure it's you:

Sign-in details

Date: November 5, 2022, 3:08 AM (GMT)

Approximate Location: Sydney, New South Wales, Australia

Device: Chrome on Linux

If you recognize this activity, you can disregard this email.

If this wasn't you, please let us know immediately

No, it wasn't me

Selecting "No" will require you to reset your password. To further secure your account, you can also:

- [check where you're signed in](#)
- [enable two-step verification](#)

Here is the second email.



John Doe



Hi John,

We noticed someone just tried to sign in to your LinkedIn account from a location you haven't used before, so we want to make sure it's really you.

If you did try to sign in:

Please use this verification code to complete your sign in:

161700

If you didn't try to sign in, be sure to change your password by clicking the link below.

Thanks for helping us keep your account secure.
The LinkedIn Team

When and where this happened

Date:

November 5, 2022, 3:08 AM (GMT)

Operating System:

Linux

Browser:

Chrome


Approximate Location:

Sydney, New South Wales, Australia

Didn't do this? Be sure to [change your password](#) right away.

Okay so once you've got your LinkedIn pin, enter it into the LinkedIn Security Verification box on Weconnect and hit 'Submit'

Submit

 Re-send

From here select "Exit setup".


Exit setup


Now, jump to the parent menu on the left to ensure it's worked.




 Dashboard

 Playboard

 My Network

 Messaging


 Search


 Campaigns


 LinkedIn Accounts

LinkedIn Account

 Reports

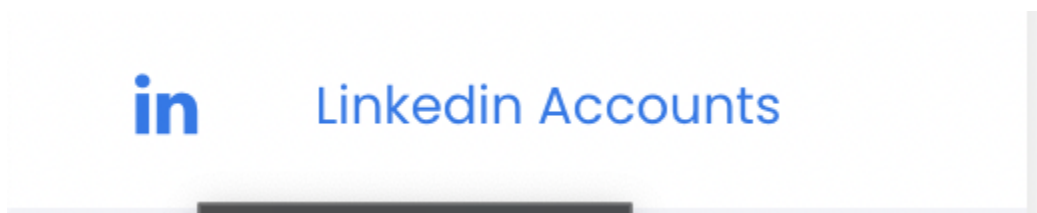
 My Folder >

 Billing >

 Settings

<https://account.we-connect.io/my-accounts>

Select the LinkedIn logo.



This works 99% of the time, and you should see your account here.

Manage LinkedIn Accounts + Add New

Show 10 entries Search:

First Name	Last Name	LinkedIn Email	Status	Actions
John	Doe	info@hakune.co	active (current)	B

Showing 1 to 1 of 1 entries

If it says under the “Status” tab “, active (current)”, you are good to go.

2. c) List Building

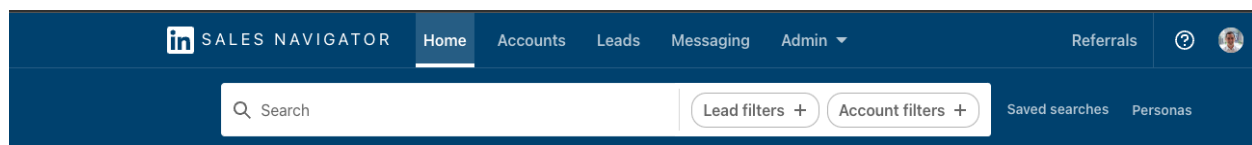
We'll now jump into the list-building process inside LinkedIn [Sales Navigator](#). This is what you signed up for in step 1a.

When I start building my list, I want to remember two things.

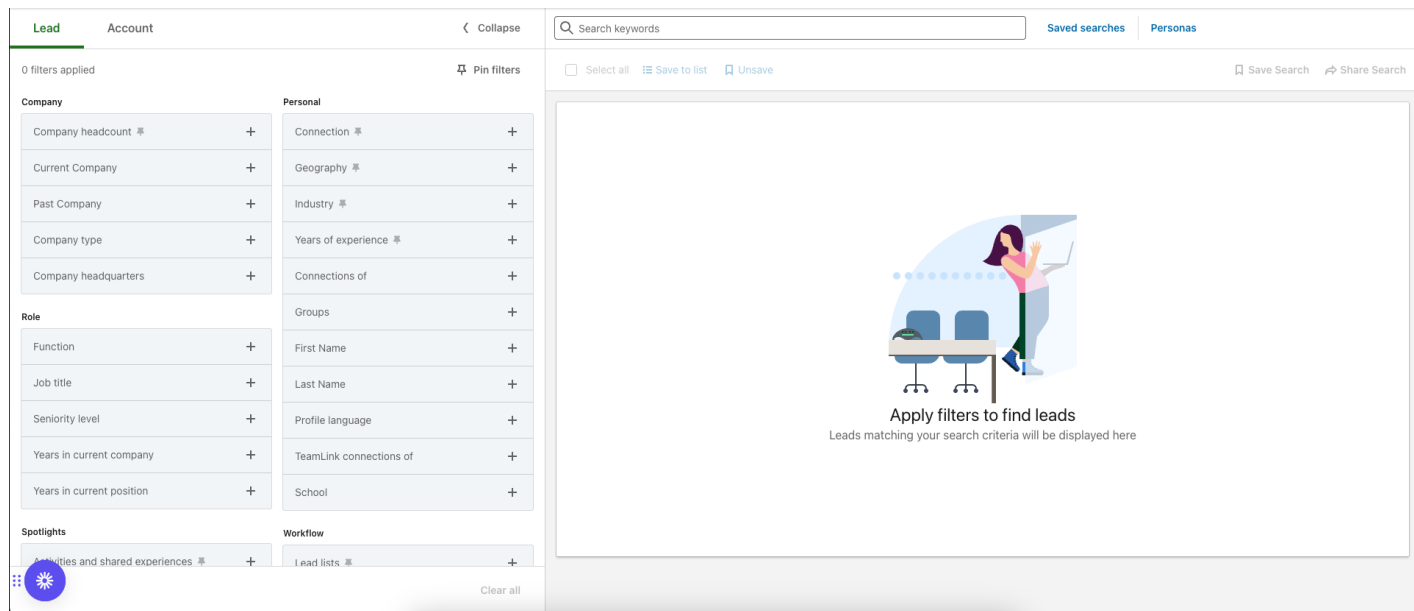
1. You have defined my customer avatar (this is my buyer of whatever I'm selling) - if you need help determining this, we've written an incredibly [detailed blog over at Hakune](#)
2. What does this person look like on LinkedIn based on the filters you can choose from

In this scenario, I will walk you through how I'm building a list of rugby professionals to get their feedback on our latest product for our [e-comm company Rugby Bricks](#).

Your home screen should look like this:

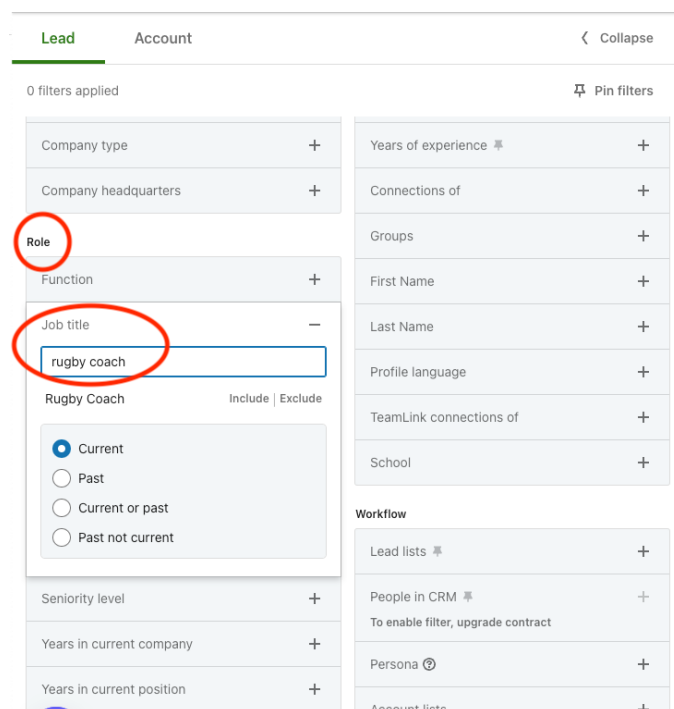


Select “Lead filters”. Now your screen should look like this:



I want to select a few things from the filter list using my example of rugby professionals.

Under “Role”, select “Job Title”:



From the drop-down list choose “current” when I’m looking for new clients. If I’m just trying to get broader industry feedback, like in this scenario, I choose “Current or past” from the options.

I'll add similar titles, like "rugby player", "rugby professional", "director of rugby", etc. You'll get a list that should populate like this.

The screenshot shows a LinkedIn search interface with the following elements:

- Filters (Left Panel):**
 - Company type:** +
 - Company headquarters:** +
 - Role:**
 - Function:** +
 - Job title:** -
 - Rugby Coach | X
 - Professional Rugby Player | X
 - Director of Rugby | X
 - Add titles
 - Seniority level:** +
 - Years in current company:** +
 - Workflow:**
 - Lead lists: +
 - People in CRM: +
 - To enable filter, upgrade contract
 - Persona: +
 - Account lists: +
- Results (Right Panel):**
 - 22K+ results**
 - Jeremy Kenny** - 2nd | Founder Director Solar Motorways Ltd - SOLAR MOTORWAYS LIMITED
 - Mark Asten** - 2nd | Rugby Coach (Volunteer) - Sutton & Epsom RFC
 - Owen Coyne** - 2nd | Joint Managing Director/Owner - Wickman Group
 - Lachlan Anderson** - 2nd | Account Executive - DocuSign

This list has 22,000+ results which is too many. So I start to narrow. Out of these 22,000, I want to connect with the active people on LinkedIn, so I jump down to "Spotlights" and "Posted on LinkedIn in 30 Days".

The screenshot shows the LinkedIn search filters menu with the following elements:

- Filters (Left Panel):**
 - Function:** +
 - Job title:** -
 - Rugby Coach | X
 - Professional Rugby Player | X
 - Director of Rugby | X
 - + Add titles
 - Seniority level:** +
 - Years in current company:** +
 - Years in current position:** +
- Workflow:**
 - Lead lists: +
 - People in CRM: +
 - To enable filter, upgrade contract
 - Persona: +
 - Account lists: +
 - People you interacted with: +
 - Saved leads and accounts: +

Spotlights (Highlighted):

- Activities and shared experiences: -
- Mentioned in news in last 30 days: 0
- Posted on LinkedIn in 30 days: 4K+**
- Have shared experiences with you: 223
- Following your company: 6
- With teamlink intro

I also increase my chances of making connections by filtering out people who aren't 2nd connections.

People often check mutual connections before accepting a connection request.

To do this, select "Personal" > "Connection" and then "2nd Connection".

The screenshot shows the LinkedIn search interface. On the left, the 'Personal' filter is selected, and the '2nd Degree Connections' filter is highlighted with a red circle. The search results on the right show a list of 618 people, with the first four profiles visible: Lachlan Anderson, William Luangrath, Guy C., and Shaun Paga. Each profile includes a checkbox, a 'Save' button, and details about their role, location, and experience.

That left me with a list of 618 people. Who:

- Are rugby coaches, professionals or players
- Have been active on LinkedIn within the last 30 days
- Are you connected to someone I'm already connected to on LinkedIn

Once you're happy with your list, you need to save it. You can do this by giving your list a name and selecting "Save Search".

Save your lead search

×

This search will be saved to your saved lead search page. Results are updated daily and you will receive emails on saved search alerts weekly.

Name	Created on
Kale - We-Connect Example Rugby	11/8/2022

Cancel

Save search

* Before moving on, I suggest you play with the filters to find an audience as close to your target customer avatar. The better the list, the higher chance you have of getting connections. We're now going to send our connection requests via We-Connect.

2. c) Automated Outreach

Before we open [We-Connect](#) again, grab the saved list URL you just created from LinkedIn Sales Navigator.

The screenshot shows the LinkedIn Sales Navigator interface. At the top, the navigation bar includes 'SALES NAVIGATOR', 'Home', 'Accounts', 'Leads', 'Messaging', 'Admin', 'Referrals', and a user profile icon. Below the navigation bar, the 'Lead' tab is selected, and the search bar contains 'Kale - We-Connect Example Rugby'. The search results are displayed in a list format, showing 618 results. The results list includes the following entries:

- Lachlan Anderson** - 2nd degree connection, Account Executive - DocuSign, Greater Sydney Area, 11 months in role | 3 years 5 months in company. Experience: 2018 - 2019 (1 yr) - Wesley College, Dublin - Boarding Assistant and Rugby coach. 11 shared connections. Posted on LinkedIn.
- William Luangrath** - 2nd degree connection, Growth Director - Masterclassing, United Kingdom, 11 months in role | 3 years 4 months in company. About: Over 7 years experience in senior management or head of department roles. Have a background in business development, professional...see more. Experience: 2017 - 2018 (9 mos) - Imperial College Rugby - Director of RugbyHead Coach. 14 shared connections.
- Guy C.** - 2nd degree connection, Rugby Coach & Sports Leadership - Level Two Accreditation - Queensland Rugby Union / Australian Rugby Union, Brisbane, Queensland, Australia, 12 years 9 months in role | 12 years 9 months in company. About: Business Owner | People, Culture & Leadership | Executive Coach | Champion of Life-long Learning | Mental Health Advocate | Property...see more. Experience: 2017 - 2018 (9 mos) - Imperial College Rugby - Director of RugbyHead Coach. 15 shared connections. Changed jobs 3 months ago. Posted on LinkedIn.
- Shaun Paga** - 2nd degree connection, Director of Strategic Accounts - Soul Machines, San Francisco Bay Area, 1 year 2 months in role | 1 year 2 months in company. Experience: 2007 - 2008 (8 mos) - SC Frankfurt 1880 - Professional Rugby Player.

On the left side of the interface, there are filters applied for 'Company' and 'Role'. The 'Company' filters include 'Company headcount', 'Current Company', 'Past Company', 'Company type', and 'Company headquarters'. The 'Role' filters include 'Function', 'Job title', 'Seniority level', and 'TeamLink connections of'. A notification at the bottom left states: 'Your lead search was saved successfully. View all saved lead searches'.

Choose "My Folder" from the parent menu on the left of your screen, then select "Saved Lists".



My Folder



• Saved Lists

And choose “+Add List”.

+ Add List

WeConnect will then ask you to give it a URL to search with.

Search CSV Import



Search By URL

Insert LinkedIn search page URL / Sales Navigator search page URL

Search

Please Select



1st Connections



2nd+ Connections



Group members

Click “Search” once the URL is pasted.

>

Search results

⚠ Once the contacts shows up on this page, please save this list and it will keep saving in the background. We import the data in a very careful manner to keep your LinkedIn account safe. Please be patient. If you are setting up a campaign, you can select this list and launch it.

Cancel

Save Search

<input type="checkbox"/>	Full Name	Job Title	Company	Email	Phone	Actions
--------------------------	-----------	-----------	---------	-------	-------	---------

The list you created on LinkedIn will then populate. Click save search.

Save Search

You'll get a pop-up. Name your audience and then the goal of the campaign. In this scenario, we're making the first connection and follow-up, so I named it "Rugby Bricks 1st Connections - Outreach".

Save Search

Save your time by viewing frequently accessed searches through File Manager

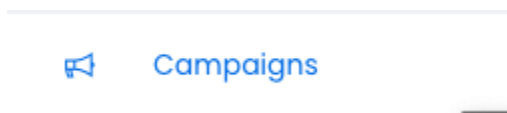
* Search Name

Close

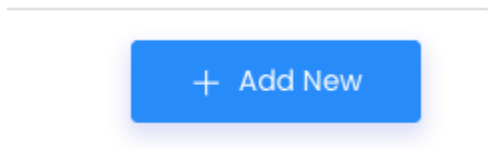
Save

Now go back to the home page and choose *Campaigns* from the main menu.

Click 'Add New'



Select "+ Add New" in the top right corner.



Now name your campaign "Outreach Campaign - (DATE)".

Under “Campaign Type”, select “Invite New Connections”.

Under “Saved Lists”, choose the list you created earlier.

Like below.



The screenshot shows a LinkedIn campaign setup form. It has three main sections: 'Campaign Name', 'Campaign Type', and 'Saved Lists'. Each section has a text input field. Below the 'Saved Lists' section is a blue 'Continue' button with a right-pointing arrow.

Campaign Name*

Rugby Outreach Campaign

Campaign Type*

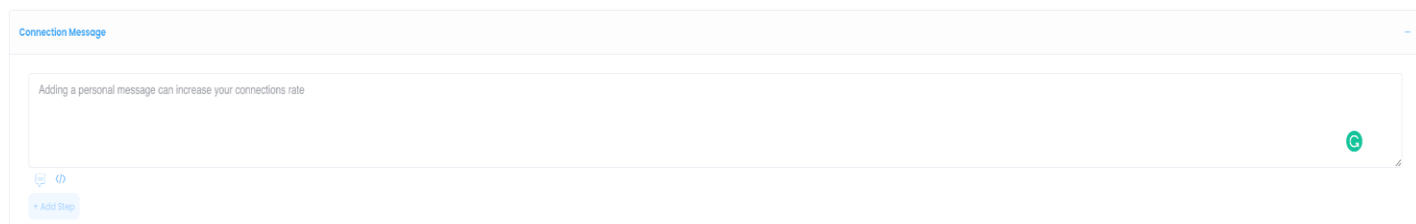
Invite New Connections

Saved Lists*

Rugby Bricks 1st Connections - Outreach

Continue →

Click “Continue” and you’ll be taken to the ‘connection message’ form. This is where you write the message that people receive when you send them a connection request - like Barry’s message below.



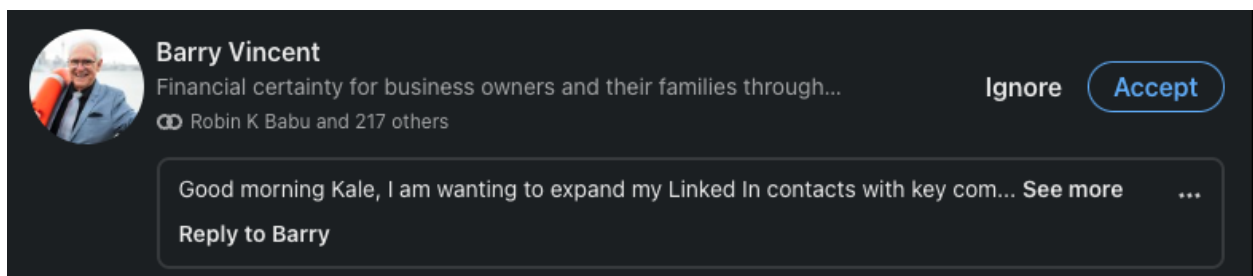
The screenshot shows the LinkedIn 'Connection Message' form. It has a title bar 'Connection Message' and a large text area for writing the message. A hint says 'Adding a personal message can increase your connections rate'. There is a green 'G' icon in the bottom right corner of the text area. Below the text area is a '+ Add Step' button.

Connection Message

Adding a personal message can increase your connections rate

+ Add Step

Here is what this looks like.



Do not use your connection request message to sell - you'll be ignored.; Instead, make a simple ask that appeals to an individual's better nature and admits you need help by asking to learn from them. Again, I have to emphasise this do not try to sell them anything because they won't connect with you.

Here is the one I'm using for my rugby connections campaign.

Connection Message

Hey [FIRST_NAME],

I'm looking to connect with a few more people in the rugby community. I'm the MD at Rugby Bricks, an online rugby company. We're looking at growing overseas, and I wanted to chat with those in the rugby world, past and present. No stress if you don't see a fit.

Cheers,

Kale

+ Add Step

"Hey [FIRST_NAME],

I'm looking to connect with a few more people in the rugby community. I'm the MD at Rugby Bricks, an online rugby company. We're looking at growing overseas, and I wanted to chat with those in the rugby world, past and present. No stress if you don't see a fit.

Cheers,

Kale"

Underneath this message, you'll see an option to+ Add Step". Choose that.

Connection Message

Hey [FIRST_NAME],

I'm looking to connect with a few more people in the rugby community. I'm the MD at Rugby Bricks, an online rugby company. We're looking at growing overseas, and I wanted to chat with those in the rugby world, past and present. No stress if you don't see a fit.

Cheers,

Kale

+ Add Step

This next step will allow you to send another message two days after a person accepts your connection request

This is where you can make your ask.

Follow up #1

2 Days

Cheers for connecting with me [FIRST_NAME].

We're about to launch a Kickstarter for a new physical product, so I'd love for you to take a look at what we're building and grab your feedback if possible. If you are all right with it, I'll email you a mock-up. What is the best one to catch you on? No pressure if you are too busy.

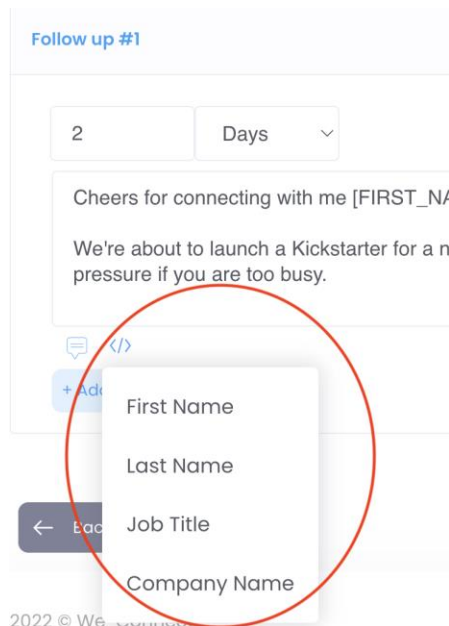
+ Add Step

Here is the message I'm using for my campaign:

"Cheers for connecting with me [FIRST_NAME].

We're about to launch a Kickstarter for a new physical product, so I'd love for you to take a look at what we're building and grab your feedback if possible. If you are all right with it, I'll email you a mock-up. What is the best one to catch you on? No pressure if you are too busy."

To add features like their first name or company to your message, select the little </> HTML box at the bottom of the message box.



Click "Continue" from here.

You'll be taken to your campaign limits.

This is how many connection requests you send a day and the follow-up messages to send.

I recommend no more than 20 per day, to begin with. Once you have played around with this, you send up to 700 per week on We-Connect.

Daily Invite Limits***Daily Followup Message Limits*****Campaign Schedule***

Default is set M-F 10:00 AM-4:15 PM NZST

[< Back](#)[Continue >](#)

You will want to change the campaign schedule to your local time zone. The default is in EST, I run my campaigns from Monday - Friday and 10 - 4.15 PM in my local timezone to make it look like it is being done manually.

Campaign Schedule*

Default is set M-F 10:00 AM-4:15 PM NZST

From here, all you need to do is hit “Continue” and then “Launch”.

The typical connection request response you should expect if your message is good is 30% or above.

In terms of replies, you should aim for anything above 25%.

<input type="checkbox"/>	Campaign Name	Contacts	Processed	Connected	Replied	Status	Type	Actions
<input type="checkbox"/>	Rugby Bricks First Connection Message	1236	28%	62%	30%	Paused	Invite	...

Once you’ve got this process up and running, you can hand this over to a virtual assistant or an employee but be wary that you will get a lot of inbound after the first 30 days of doing this.

Part 3: Building Influence and finding your 1,000 true fans

By now, you should be getting 10+ new connections every day, and your dm's are probably starting to get a little exciting.

Over the next few months, you can expect to make hundreds, if not 1000's, of new connections, but connections by themselves on LinkedIn are worthless.

Connections that like and trust you, though, are a whole other story.

Many moons ago, Kevin Kelly, an Internet OG, understood the value of an online audience that likes and trusts you when he wrote his infamous article '[1,000 true fans](#)'. The premise of the article, if you can't be bothered reading it, is:

- Anyone can build and create a dream lifestyle business online if they have 1,000 true fans
- You curate these 1,000 true fans by giving them value - in this case, we'll be doing it on LinkedIn.
- Like Daniel Caldini's Law of reciprocity - people will like you and support you when you give to them first.

For the rest of this chapter, I will share how to give value to LinkedIn and find your 1,000 true LinkedIn fans..

There are a few ways you can give value on LinkedIn - in this guide; we'll focus on how to do it by creating content.

Only about 1% of active LinkedIn users create content. But that 1% is getting 9 billion impressions a week.

The story goes that many have tried, but after their first few posts don't get any likes - they quit.

Creating great content - the stuff that gives value is hard. It's like any other skill you've learned, whether playing chess, riding a bike, or cooking a family recipe. You're not going to be great your first time stepping up to bat, nor the 2nd, 3rd or 4th.

That's just not how life works. So first, you need to be aware that this will take a little perseverance; you'll probably feel silly writing to no one, and you might have a few mates question your sanity - but that's just part of the gig.

The good news for you is LinkedIn recommends your posts to your new connections and sees you might be the only person they connected to lately that is creating content - yours are going to get recommended a lot.



Viv Conway, your new connection, shared a post you may be interested in

3d



Sri Govindaraju posted: I was thrilled to be part of The founder made event in LA this week. Oh the adrenaline rush I experienced while hustling and speaking about our wee brand...

3d



You'll quickly learn what your audience finds valuable and what they don't.

3. a) Testing Content

As I alluded to, you don't know what valuable content is until you start posting and your connections tell you what is and isn't.

You've got to quieten that ego here and listen - you don't get to decide what is valuable; they do.

Before we continue, I have one caveat here. Certain types of content will always get a lot of engagement on social media platforms - anything political or that challenges people's beliefs, i.e. polarising statements without nuance, will get you a lot of engagement.

That may seem easy to do, but it's not valuable it's just news. Start by picking a niche and creating content around that.

3. b) Picking Your Niche

First, you want to pick a single content category you will post about.

Like: Small Business, Gardening, Pop Culture, or Travel.

If you hope for these connections to support your business one day, pick a topic relevant to what

you're selling.

Don't write about travel if you want to sell bookkeeping services, don't write about gardening if you want to sell tickets to your next music gig.

3. c) Writing Your Post

Creating content is a skill, that needs honing.

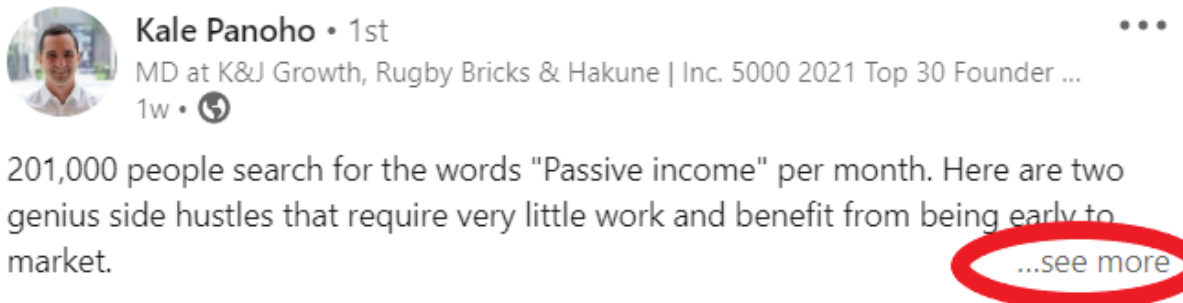
When I started on LinkedIn, I posted five times a week, and barely anyone engaged with my content. My posts were lucky to get a few likes and a hundred views.

Now I'm averaging 5,000+ views, and 10+ comments a post, some have even gone viral - reaching millions of people.

I write every post using a simple formula that I will outline below.

i. The Intro

LinkedIn gives you 210 characters to grab people's attention. Your first job on every piece of content you create is to get people to click 'see more'



Every time someone clicks 'see more' on your post - LinkedIn counts that as an 'engagement' and the more engagements you get, the more people LinkedIn shows your content to.

Think of your intros like an email subject line - they must grab people's attention.

Those first few lines are what we call the hook. If you write a great hook, your content will do well.

There are a couple of different ways I like to write hooks.

1) Calling out my target

- “Do I know any **small business owners** looking for
- “Most **marketers** get this wrong about email marketing.....”

This is the easiest way to get your target audience to stop scrolling and read.

2) The value promise

With these hooks, I indicate to my audience they will get value by reading further.

- “These five automation tools helped me save 5 hours a week....”
- “This is the best business advice I’ve ever received.....”



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MD at K&J Growth, Rugby Bricks & Hakune | Inc. 5000 2021 Top 30 Founder ...
8h • 🌐



Starting a company at any stage is difficult. Here are the eight learnings I wish somebody had given me when I cracked into it.

1. Founder of [AngelList](#) Naval Ravikant has said, "Entrepreneurial efforts often fail. But good entrepreneurs don't fail because they stay at it." Your ability · ...see more

3) Creating desire

If you know your target audience/network, you'll know what they want.

I get people's attention with these hooks by sharing how I've achieved something I know my target audience wants.



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MD at K&J Growth, Rugby Bricks & Hakune | Inc. 5000 2021 Top 30 Founder ...
1w • 🌐



We just reached 35,000 customers at Rugby Bricks. Here are a few lessons we've learned from building an e-commerce company in the world of rugby.

...see more

“My latest Facebook marketing campaign is earning a ROAS of 5.6x.....”

“I just ran 5km in 17 minutes; here’s how I did it...”

Every sentence you write should draw your reader down the page to the next sentence. So your writing is creating a slippery slope for their attention. Generally, if you can hook someone for three or more sentences, you’ve got them. They’re going to keep reading.

ii. A.I.D.A.

The most well-known and used copywriting tool to create a slippery slope is called A.I.D.A. This acronym stands for

- Attention
- Interest
- Desire
- Action

It’s a framework many other content marketers, and I often use to write engaging post intros.

Your first line has to grab someone’s **attention** - this is your scroll stopper, like the hooks I’ve shared above.

Your following line should keep them **interested** with random facts, quotes or an opinion - this is where you get your reader thinking.

Then you build some **desire** by creating a picture in their mind about an outcome your post can help them achieve.

And finally, you tell them what **action** you want them to take next.

Here’s an example.

- **Attention:** Do you want to get fit?
- **Interest:** John Doe just became our 25th provincial champion.
- **Desire:** We’ve helped 1000’s of members hit new PBs and break records with our 8-week ‘Milers’ program.
- **Action:** “Here’s the 5-step framework our runners use to constantly run faster”

I made that up on the spot - with a little thought, you can write something a lot catchier. But hopefully, you get the point.

If you want an in-depth explanation of the AIDA formula - Neville Medhora has written a great post [here](#).

Now let's look at the middle.

iii. The Middle

This is where you deliver what you've promised in the hook. A quick warning here - clickbait is not cool, and it's a quick way to ruin any credibility you may have built with your audience.

If you promise them something or suggest you talk about a specific topic but switch it up, you will ruin your chances of finding repeat readers and building a valuable network.

So the point of the intro is to stop your audience from scrolling and engage with your content. And the point of the body is to deliver value.

This is where you build long-term credibility and trust with your audience - how you establish yourself as an authority, how you give before you receive and so on.

The best part about the middle is it relies a lot less on your ability to copy-write and more on your ideas.

Remember here that good stories, great ideas, helpful resources and so on are far more valuable than good writing.

That said, here are a few tricks that seem to perform well on LinkedIn.

One sentence, one idea.

This doesn't mean I write every single post one line at a time - but it does mean I only ever cover one idea at a time.



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2mo • 🌐

Last week I had the privilege of joining in on a pitch evening for a VC firm in the U.S.

One of the investors spoke sporadically throughout the session. Speaking with one of the judges afterwards, they said she rarely speaks throughout pitches and is often referred to as the smartest person in the room.

It led me to a few observations that I've shared in this post.

The smartest person in the room is usually not the person in the room who is the loudest.

They are not the person who directs most of the conversation.

They are not loud because they are thinking.

They are not talking because they are observing.

They are the individual who will always raise the same question:



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1mo •

We hired a visual brand coach three years ago at K&J to help us make our pitch decks. We also worked with another coach to help create stories for our potential leads. Here is the format of how we create our decks when pitching in B2B (I've linked to an example deck in the comments).

Slide 1: Grab the branding from the client's website and use their logo and colour palette.

- The title should read "What you are doing for (Company Name)" and an image of their logo beside this.
- Two tools that make this more accessible are the chrome extensions (Hex Colour & WhatFont)

Slide 2: Show the top three problems you've found with their business.

Don't quote me on this, but the theory is the white space you put in your posts, the better the consumption experience.

Similarly to the one-sentence, one-idea structure, people love bullet points and/or ordering your points with numbers. It also is easier to read on mobile.



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MD at K&J Growth, Rugby Bricks & Hakune | Inc. 5000 2021 Top 30 Founder ...
1d • 🌐



Starting a company at any stage is difficult. Here are the eight learnings I wish somebody had given me when I cracked into it.

1. Founder of [Angellist](#) Naval Ravikant has said, "Entrepreneurial efforts often fail. But good entrepreneurs don't fail because they stay at it." Your ability to stick through the ups and downs will be your defining factor. Not intelligence, creativity or uniqueness but often sheer effort.
2. Indecision is far worse than no decision. Most business success is iteration and learning. If you don't fail, you can't learn.
3. Be accountable. Most of the time, it's effortless to look over the fence at friends with jobs and a limited time window of responsibility and wish that was what you had. The sooner you solve your problems, the faster you'll get to where you need to go.
4. Pick people you can see yourself working with for a lifetime. People you trust and like are far more valuable than people with excellent technical competency.

I like to use this structure to back up my intro with relevant facts. Or to dig into a pain point, I think the reader might be facing before I share my solution.

This structure works well when you want to emphasise your opening hook.

iv. Play Tag

Tagging people and businesses in my posts are my favourite way to *steal* more engagement.

Often the people and businesses I tag like and comment on my posts - so my posts then get exposed to their audiences.

I like to mix up the people I'm tagging so my content gets exposed to many different audiences.

For someone who had achieved what he has he did a lot of listening and gave insight after you had expressed what you needed to.

I'm not sure listening falls under a super-power category but being heard certainly makes you feel like a super hero when it is from someone you look up to.

Lastly, there were so many incredible humans that I spent time with at Toru but I wanted to shout out a couple here:

Roger - Thanks for pulling together an incredible event I'm still reflecting on this weeks later and will continue to for years to come.

Holly - Thank you for inviting me. It's pretty rare to get in a room with such incredible humans. Tēnā rawa atu koe.

5. If your content is good enough, you get free media. The image in this post is from a media interview **Peter Breen** had with **Stuff**.

They interviewed him about his work with the **Melbourne Storm** and mentioned **Rugby Bricks**

Using our podcast, we've had over 20 different media mentions by pitching our content journalists.

We could have paid a PR firm for this or paid costs to advertise in these outlets. Instead, we banked the free PR and used it to invest back into our product and content.

Shout out to the people who've helped you along the way - you'll be surprised how well this works. Shout me and this guide out on your next post, and I promise I'll give it a like and leave a comment.

v. The Sign-Off

Most people make the mistake of not closing off their LI posts. There's another opportunity to add value.

Here are my favourite tactics to sign-off a post in style.

If someone has read your whole post and got something out of it, they're much more likely to do something for you in return. Which is why I like to make asks at the end of my posts.

This is the action I want the person to take next like to connect with me, like my post, leave a comment or even subscribe to my newsletter.

The more value you give in the body the more likely someone will take you up on your ask.

Lastly, if you found any of this useful, I write a newsletter on business, life, health and happiness with my mate [Rhys](#) for our blog [Hakune](#) - you can find the link to the newsletter in my profile.

If this sounds like you or someone you know, please share this with them.

Tagging a few people who might know some candidates - [Sarah](#), [Viv](#), [Saara](#), [Robett](#)

That's the actual game you're playing here. Not likes, followers or anything else - give value, give value, and you will receive.

Sometimes my most engaging posts drive the least outcomes and vice versa. Aim to give value before anything else.

vi. Add Some Pictures

My posts that have a relevant and decent-quality image seem to get about 50% more reach and engagement.

The images I've found play best are photos of me smiling with one or a couple of people.

If I'm writing about my business - I like to throw in a photo of me with my staff or business partner.

If I'm writing about my journey - I like to throw photos of me with friends and family who've helped along the way.

Clear images of smiling people seems to be the killer combo.



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In the last four months, I've drunk on two separate occasions. I'm a huge fan of beer, but the evidence is overwhelmingly negative for any amount of alcohol consumption which is why I've reduced my intake so much. ...see more



vii. Ask & Answer Questions

If you've tried throwing everything you've got at your posts and your engagement is still low, it's time to ask questions.

Some of my most engaging posts have been questions I've asked my audience.

I still structure my post the same way with the intro, meat and sign-off, but the point of my post isn't to inform, entertain or emphasise. It is to seek information from my audience. I find opinion-seeking questions rather than fact-finding seem to work the best.

"What is your favourite way to switch off at the end of the day?"

"What advice would you give to your younger self?"



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MD at K&J Growth, Rugby Bricks & Hakune | Inc. 5000 2021 Top 30 Founder ...

1mo • 🌐



I'm speaking at my high school tomorrow. Most of the presentation is ironed out, but I'd love to know. If you were 14 / 15, what advice do you wish you had received from someone who has taken an alternate career path?

[#contentmarketing](#) [#nzbusiness](#) [#growthmarketing](#) [#ads](#) [#entrepreneuership](#)
[#careers](#)

^ This simple post got 21 comments and 5,000 impressions.

By asking questions of your audience, you're giving them a call to action to interact with you, and this is a quick way to grow engagement.

viii. Follow Up and Engage

Remember you can't build connections with people by ignoring them.

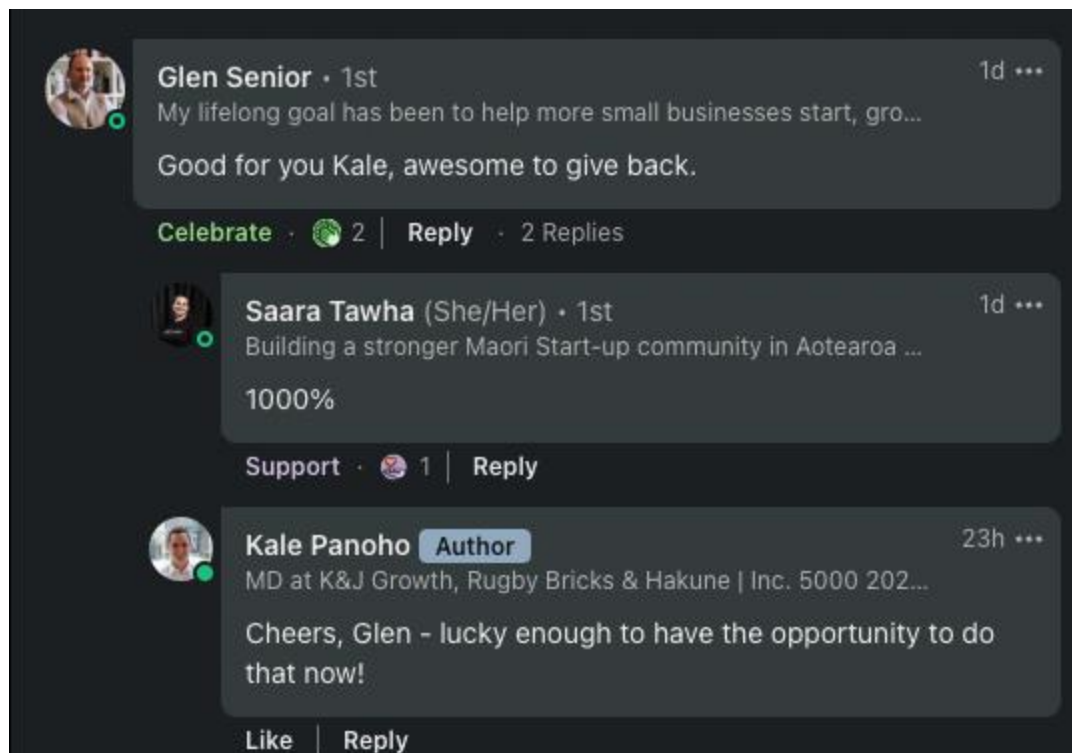
If someone came up to you in the street and asked you a question or made a passing comment to strike up a conversation - you'd be a bit of a prick to ignore them.

The same goes for social media.

Sure I don't respond to emojis and 'good jobs' - there are not many places you can take a one-word comment. But I always do my best to respond to people leaving thoughtful and insightful comments or questions.

You'll find that if you don't respond to people, they will disappear quickly. People are commenting on your posts because they want to engage with you, like in real life - ghosting is not cool.

When you're networking to the top, your goal is to be as conversational and thankful as possible.



And finally, here are a few content ideas to get you started.

1. Listicles
2. Personal Stories/Lessons
3. QnA - answer questions from your audience
4. A result -> How to get xyz result
5. Contrarian thoughts
6. Discovery - sharing something hidden
7. Commentary on trends

ix. The Viral Post

I saved this for last for a few reasons.

First, I don't want you to think you can purposely create viral posts - a lot of it is timing and luck.

The second thing is - people who try to create the magical viral post - often don't post anything because they spend literally hours trying to write the perfect post.

Third, you don't need to go viral to build a good audience. My friend Rhys has never written a viral post but is already at 2,100 followers and made some high-value connections.

Last but not least - you can't spam these posts. Your audience will get sick of them pretty quickly. I only like to drop these once-a-year type things when I've got something worth talking about.

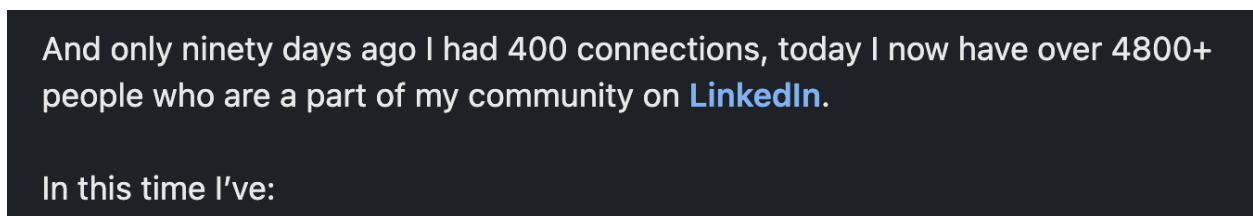
Without further ado - here it is.



Introduction:

"Last week I connected with the Prime Minister of New Zealand."

The introduction has to be a banger. Connecting with a notable human is a big asset. In this case, it was Jacinda Ardern.



Second sentence:

"And only ninety days ago I had 400 connections, today I now have over 4800+ people who are a part of my community on LinkedIn."

This is known as the hero's journey. I started smallt but in a reasonably shortamount of time, I 12x'ed my audience . I started with nothing then came out the other side with alot.

- I've connected with employees and CEO's of New Zealand's and Australia's biggest companies

- Had over 500,000 views on my content

- Called and shared coffees with 77 different CEO's, GM's, authors, editors and entrepreneurs

- Had over 112 book suggestions from the Editor in Chief of @Entrepreneur Magazine through to New York Times Best Selling Authors

The greatest lesson I've learned from building this community is that regardless of who you are and what position you're in, people always want to offer help, you just need to ask for it.

The Middle:

"In this time I've:

- I've connected with employees and CEO's of New Zealand's and Australia's biggest companies*

- Had over 500,000 views on my content*

- Called and shared coffees with 77 different CEO's, GM's, authors, editors and entrepreneurs*

- Had over 112 book suggestions from the Editor in Chief of @Entrepreneur Magazine through to New York Times Best Selling Authors*

The greatest lesson I've learned from building this community is that regardless of who you are and what position you're in, people always want to offer help, you just need to ask for it."

This talks about all the benefits I've received since doing what I've done. It also talks about how I've learned a heartwarming lesson. People want to help people which is true.

I want to say thank you to a few people who have helped me understand what real marketing is and how to build a community -Sarah, Jonathan, and Kate

I've also created this video to share with everyone I've connected with.

EDIT: I've written a 50-page case study outlining exactly how I did this and if you want it just leave a comment saying "Send It Over"

The Outro:

This leads people to watch the video, but the most important piece here is the call to action "Send it over".

"I want to say thank you to a few people who have helped me understand what real marketing is and how to build a community -Sarah, Jonathan, and Kate

I've also created this video to share with everyone I've connected with.

I've written a 50-page case study outlining exactly how I did this and if you want it just leave a comment saying, "Send It Over"

The goal for viral uptake should be roughly need 40 comments and 40 likes within the first hour of publishing and you need an action point to tell people to do what others are doing. People are memetic; they will copy one another if they think they can get something great for free.

I game the system and give my post the best chance of going viral by:

1. Sending a message to those you've helped in the past

7/2/18, 1:10 PM

Hey Tash and Vli,

I'm dropping a in depth guide on how I connected with Jacinda Ardern and went from 400+ connections to 4750+ on LinkedIn in 90 days on LinkedIn tomorrow at 10 AM NZT - Tash I've seen you posting on there more regularly.

I would love it if you could like and comment on the post and tag one other person on LinkedIn I'm aiming for 30 likes and comments in the first hour.

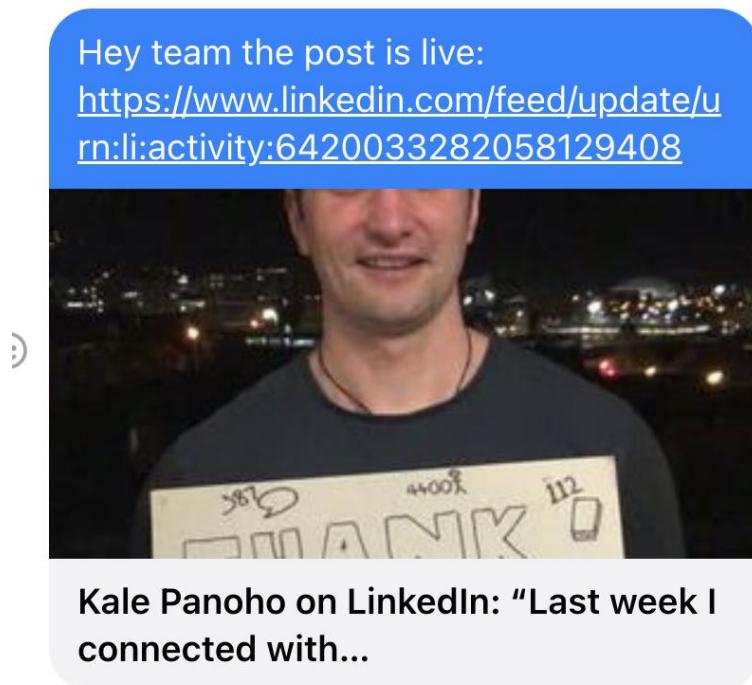
Completely understand if you're too busy.

If you want the doc before then I'll shoot over the Google doc's version just send me back your email and I'll share it - caution it's 50 pages long.

Happy to shoot a message before hand to remind you too.

I sent a similar message to this to 50 other friends and entrepreneurs to ensure that I'd get engagement on my post as soon as I published it.

2. Once the post was published, I then sent this follow-up



In the first hour of publishing my post had 52 comments, and the rest is history. It also helps that the people who got the guide loved the content, which has led to this second edition.

FYI - you [can check it out here](#).

Part 4: (Bonus Section) Casting A Wider Net

Now let's take a quick detour.

I'm going to assume here that you want to build a network to generate more business or employment opportunities.

If that isn't the case, then skip ahead to part 5.

For the rest of you, I think we can agree LinkedIn is a secondary social network. We spend most of our time on Facebook, Twitter, Instagram, Snapchat and Youtube.

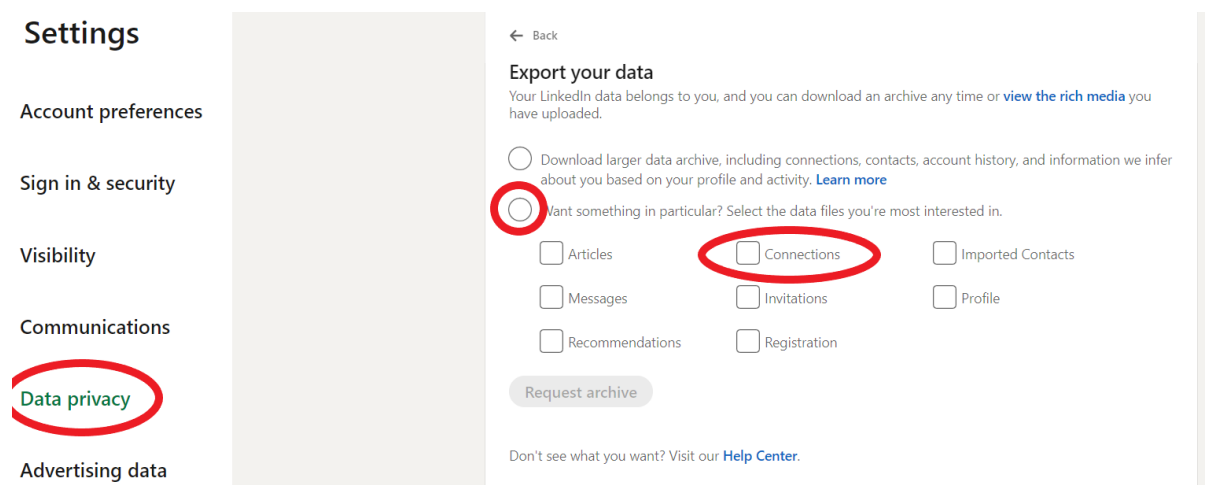
So if you don't step outside of LinkedIn - you can miss a lot of action on these other platforms.

My favourite way to translate my momentum from LI and stay top of mind with my new connections on these other platforms is through content marketing.

You can advertise to your LinkedIn contacts on other social platforms by running ads with custom audiences using your LinkedIn contacts' email addresses.

To do this, you first need to export your contacts from LinkedIn:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Click **Settings & Privacy** from the drop-down menu.
3. Click **Data Privacy** on the left-hand menu.
4. Under the **How LinkedIn uses your data** section click '*get a copy of your data*'.
5. Select **Want something in particular?**
6. Select **Connections**
7. Click **Request archive**.
8. Enter your password and click done.



You'll receive an email to your Primary Email address, including a link to download your list of connections.

Now you can use this list of email addresses to create a custom audience on any social media advertising platform and start promoting your content to them.

If you're not sure how to do this yourself, you can hire a virtual assistant off Upwork or Fiverr to do it for you. There are also many helpful guides on Google and Youtube that'll walk you through this process for each platform.

Remember, what we're trying to do here is drive action off LinkedIn, i.e. lead generation.

I wanted to ensure people from my LinkedIn network looking for a marketer for their business came to me first.

So I ran ads to them promoting a case study that detailed how I started a business with \$200 (and some clever marketing) and generated \$202,000 of revenue in 14 days.



Here's one of these ads on Facebook.

Notice I used a big picture of my cousin and me for the case study cover image - so people I'd recently connected with on LinkedIn recognised me and hopefully clicked through to my case study.

After running this ad for 48 hours, I got over 700 impressions from people in my target audience.

Using this method, you can capture people's attention while not on LinkedIn and use ads to capture them as leads.

Think of this as your way to be the targeted sales person who pops up in people's mind.

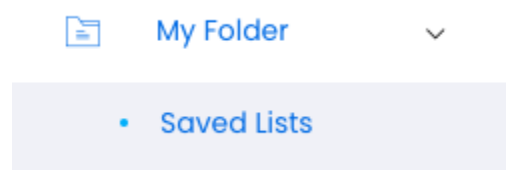
Part 5: Staying Top Of Mind

You may remember at the start of this guide I said I would show you how to increase your credibility by getting more the number of endorsements on your profile.

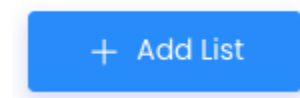
I'm going to share a strategy here that will help you get endorsements from your newly found network, increase your profile views, kick-off more organic conversations and, best of all, keep you top of mind.

You will need to jump back to [We-Connect](#) and start by creating a new list.

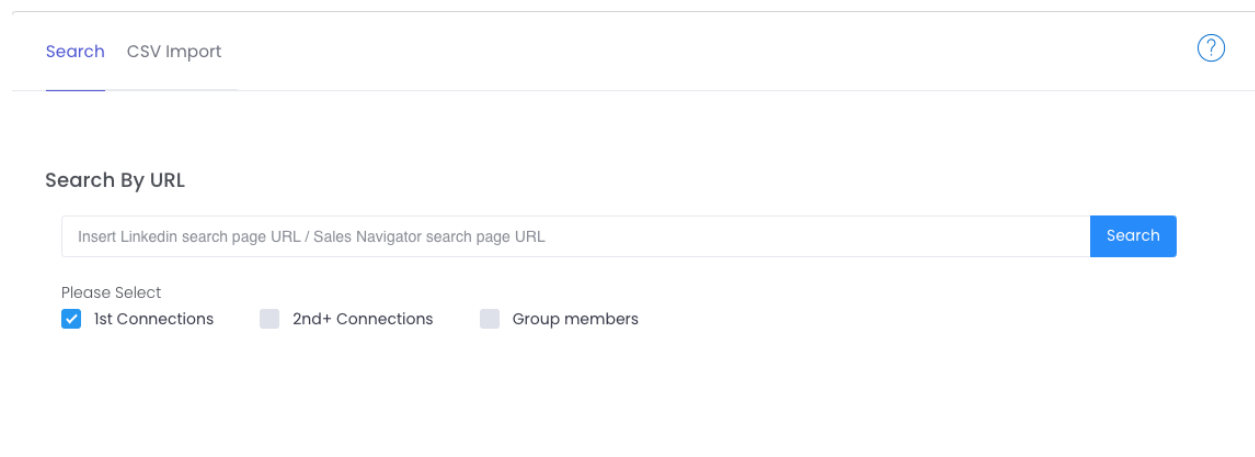
Choose “My Folder” from the parent menu on the left and select “Saved Lists”.



From here, select “+Add List”.



Weconnect will then ask you for a list by searching for a URL.

A screenshot of a web form. At the top, there is a search bar with the text 'Search' and 'CSV Import' next to it. To the right of the search bar is a question mark icon. Below the search bar, the text 'Search By URL' is displayed. Underneath, there is a text input field with the placeholder text 'Insert LinkedIn search page URL / Sales Navigator search page URL'. To the right of the input field is a blue 'Search' button. Below the input field, there is a section titled 'Please Select' with three radio button options: '1st Connections' (which is selected), '2nd+ Connections', and 'Group members'.

So hop over to [Sales Navigator on LinkedIn](#) again.

Select “Lead Filters +”.

Lead filters +

This will take you to your LinkedIn Sales Navigator tab, which you may recall from the earlier list-building exercise.

Your aim here is to get reciprocal endorsements from those already in our network so I suggest you use these filters.

2 filters applied Pin filters

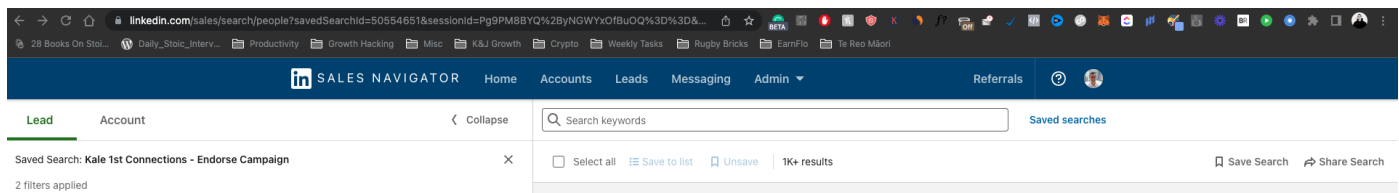
Company headcount +	Connection + 1st Degree Connections X +
Current Company +	Geography +
Past Company +	Industry +
Company type +	Years of experience +
Company headquarters +	Connections of +
	Groups +
Role	First Name +
Function +	Last Name +
Job title +	Profile language +
Seniority level +	TeamLink connections of +
Years in current company +	School +
Years in current position +	
Spotlights	Workflow
Activities and shared experiences -	Lead lists +
Have shared experiences with you X	People in CRM +
Changed jobs in last 90 days 674	

Under “Connection”, select “1st Degree Connections” and then “Have shared experiences with you”. If your network is still small, select “1st Degree Connections”.

Head to the top right and select “Save Search”. Name your search “1st Connections - Endorse Campaign”, so it is easy to find and select save.

Saved searches

Select that list and then copy the URL from your browser.



Head back to WeConnect, paste your saved search URL in the “Search By URL” box, and select “1st Connections”.

[Search](#)
[CSV Import](#)
?

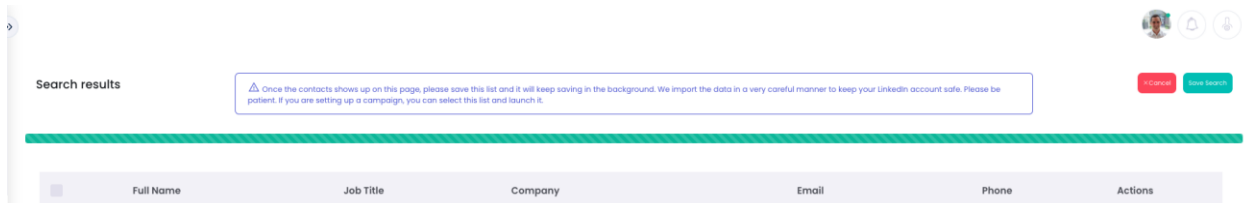
Search By URL

[Search](#)

Please Select

☒ 1st Connections
 ☐ 2nd+ Connections
 ☐ Group members

Click “Search”.



Weconnect will begin to populate your list. Once it has finished select “Save Search”.



You’ll get a pop-up.

Save Search

Save your time by viewing frequently accessed searches through File Manager

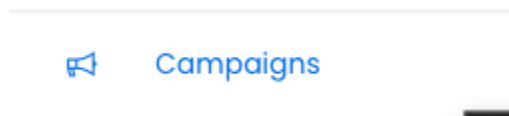
* Search Name

Close

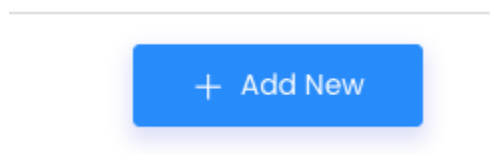
Save

Name it “Endorse Campaign” and select “Save”.

Now head over to Campaigns.



Select “+ Add New” in the top right corner.



Name it “Endorse Campaign - (DATE)”.

Under “Campaign Type” select “Endorse Contacts” and under “Saved Lists”, choose the list you created earlier.

Campaign Type*

Endorse Contacts

Saved Lists*

Kale Endorse Campaign

Continue →

Select “Continue ->”.

Daily Endorsement Limits*

50

Maximum Skills to Endorse*

3

Campaign Schedule*

Default

Default is set M-F 8:00 AM-5:00 PM EST

← Back

Continue →

Choose 50 for “Daily Endorsement Limits” this is the number of profiles you’ll endorse per day. I’ve found for every four profiles I endorse, someone returns the favour.

If you want to be seen as “highly skilled” for any specific skill on LinkedIn, you need to get 99+ endorsements.

Social Media



Managing Director at K&J Growth



Managing Director at Rugby Bricks



Endorsed by Zach Benson and 4 others who are highly skilled at this

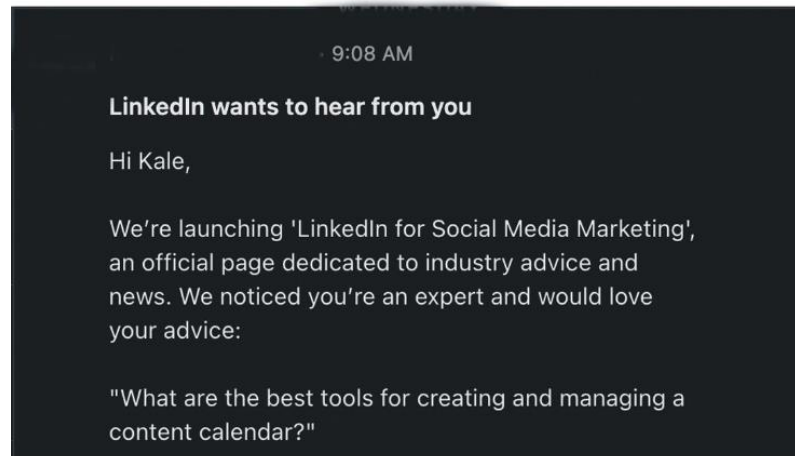


Endorsed by Jonathan Maxim and 2 other mutual connections

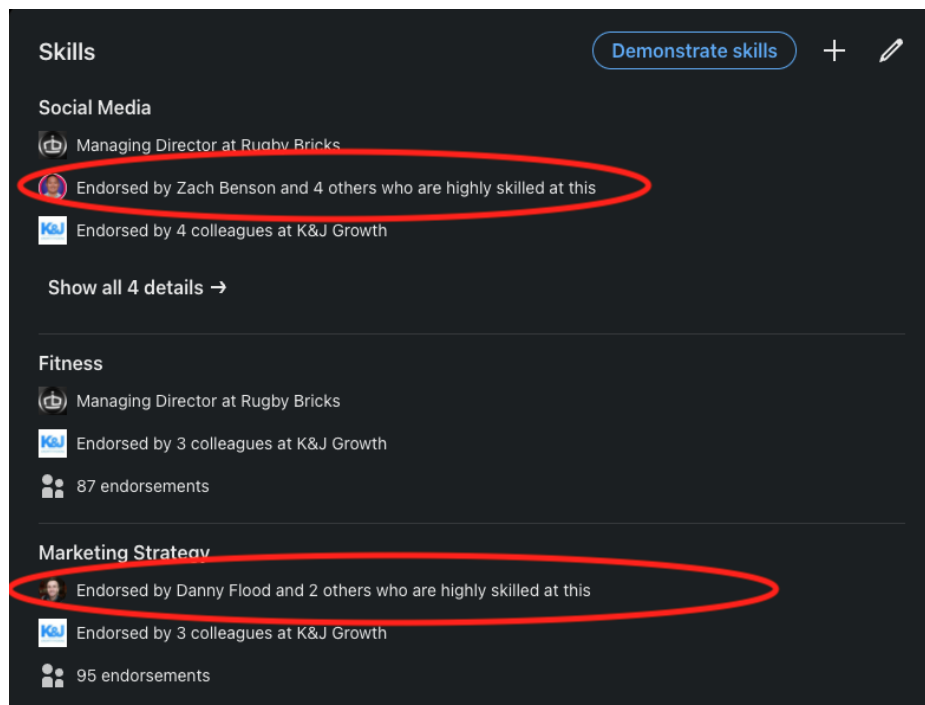


99+ endorsements

So you will need to endorse roughly 400 other people to reach your goal of 99+ endorsements on your profile. If you are dubious about this here are a few extra benefits.



LinkedIn product managers reach out to you as an industry expert because of your high number of endorsements. You'll get access to their beta products and insider content benefits ahead of others.



And other highly skilled people who have endorsed you also show up on your profile, giving you industry recognition.

Part 6: Closing The Loop

After following what I've laid out for you in this guide for 60 days I had 4000+ followers, booked 50 phone calls, had nine coffee dates, and 200+ interesting inbox conversations.

The value I was giving to my audience was accumulating, momentum kicked in and I started finding business opportunities for my agency.

I didn't solely rely on content creation to keep this thing rolling, though, and I can't guarantee you'll be able to, either.

So wanting to keep pushing this thing downhill, I made my first big ask.

But not the kind of ask you might expect. Now is not the time to get thirsty. No, I didn't just throw my service in my communities face and try to make a sale.

Instead I circled back to everyone I'd connected with over the past two months and asked them for advice.

Why?

Pitbull said it best:

“Ask for money, get advice. Ask for advice, get money twice”

By asking for advice, people are far more open to offering you their time than when you ask them to hire you, buy your product or use your service.

Start by sending your version of the message below to ten people who have replied to your connection request and have in some way engaged with you over the last 60 days.

“Hey {first name},

I’ve connected with and gotten to know a lot of marketing professionals on here recently, but you caught my attention. Given your agency experience, I hope you could share some advice.

I want to ask you for your best piece of advice on growing a New Zealand marketing agency that specializes in digital growth.

Are there any books, people or groups you recommend I look into?

I understand you’re probably flat out right now so, please don’t feel rushed to get back to me, and if you can’t find the time to respond, I completely understand.

Cheers,

Kale”

This is a dummy run to make sure people respond positively to your message. It took me a couple of iterations to get my message right.

Once I found a message that worked, I bulk-sent it using WeConnect to fifty of my connections per day and the response was incredible.

Over 40% of people responded within the first day, and almost 60% by day three.

Within 14 days of sending out 50 messages a day (700 total), I had landed 48 new leads and secured four new clients worth \$28,000.

For your sanity and to stick within LinkedIn’s guidelines, don’t send more than 50 messages per day. It’s too hard to keep up with all your conversations, and you’ll likely get flagged by LinkedIn for spamming.

And we’re done....

You're probably sick of me by now. I don't like getting told what to do, either. So I'm pleased to let you know you've reached the end of this handbook.

Even as we sit here today in 2022, there are some highly underpriced opportunities for businesses and entrepreneurs on LinkedIn and I'm confident anyone (assuming they've read this guide) can take advantage of and prosper from it.

It took me a solid year of stumbling through many different tactics on LinkedIn and another 4 years of iterating to find this handbook's winning formula.

Although I've made some changes to reflect how the platform has moved over the years - the outcome is still the same - once you turn this thing on - there's no turning back; it's like using a firehose to fill up your drink bottle.

The dam thing has often caused me the opposite problem that most businesses have - it's worked too well, and when I turn it on, I get flooded with new lead opportunities so much so that I've had to learn how to harness this power and use it appropriately.

If this strategy does for you what I suspect it will, I'd love to hear about it. So connect with me [here on LI](#) and please sing out when you get your first new piece of business off LinkedIn.

P.S. I've just fired this strategy up again and have started testing ways to make it even better - if you want to get the updated version when I release it - please [sign up for my newsletter here](#).

P.P.S. If this hasn't worked for you - shoot me a dm on LI, and I'll be more than happy to help you troubleshoot your way through it.

Best, Kale.