

This **eCom Process LinkedIn Appropriate Person Formula** is a message designed to be the first message used after you are able to connect with a qualified lead inside of LinkedIn.

- Theory
- Message Template

## 1. THEORY

**Overview.** In this step you will learn why we use the Appropriate Person Formula to engage with potential leads inside of LinkedIn.

- Asks a question which easy to answer.
- Give the prospects a way to qualify themselves or to direct you towards a qualified lead.
- Used for larger companies who have multiple senior roles already hired.

## 2. MESSAGE TEMPLATE

**Overview.** In this step you will copy and customize the following message template to the prospect you are messaging.

- Be sure to replace any text with [boxes] around it with the appropriate text.
- Choose the appropriate template depending on which Company Profile you are prospecting to. **Brands, Brand Management Agencies or Brand Aggregators.**

### **BRANDS**

Hey [First Name],

I'm writing in hopes of finding the appropriate person who handles your business systems. So if it makes sense to talk, let me know what your calendar looks like.

Now I noticed that since you're such a fast growing Amazon brand, that you may not have time to develop SOPs, training processes or a system in general. Having a ready-made system has proven to increase staff efficiency by 70% and reduce staffing task errors by 90%.

With 1500+ SOP templates, I can help Amazon brands like yours automate the entire systematization process with 1-click. You and your growing team instantaneously gain access to the exact systems the largest Amazon companies in the world are using.

In fact, some of our partners include Thrasio, Goja and Catalyst.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

**Brand Management Agencies**

Hey [First Name],

I'm writing in hopes of finding the appropriate person who handles your business systems. So if it makes sense to talk, let me know what your calendar looks like.

Now I noticed that since you're such a fast growing Amazon brand, that you may not have time to develop SOPs, training processes or a system in general. Having a ready-made system has proven to increase staff efficiency by 70% and reduce staffing task errors by 90%.

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In fact, some of our partners include Thrasio, Goja and Channel Bakers.

So if it makes sense to talk, let me know what your calendar looks like. But if not, who do you recommend I talk to?

**Brand Aggregators**

Hey [First Name],

I'm writing in hopes of finding the appropriate person who handles your business systems. So if it makes sense to talk, let me know what your calendar looks like.

Now I noticed that since you're such a fast growing Amazon brand, that you may not have time to develop SOPs, training processes or a system in general. Having a ready-made system has proven to increase staff efficiency by 70% and reduce staffing task errors by 90%.

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