

This **eCom Process LinkedIn Value Template Formula** is a group of messages designed to be a follow-up message used after you are able to connect with a qualified lead inside of LinkedIn.

- Theory
- Message Templates

## 1. THEORY

**Overview.** In this step you will learn why we use the Value Formula to engage with potential leads inside of LinkedIn. There are 3 situations covered below.

- Must be a 1<sup>st</sup> Degree Connection.
- **None of these messages asks for a meeting.**
- You will choose a specific template based on the following scenarios:
  - **Template #1 (Generic value – No link)**
    - You should be a thought leader in the space.
  - **Template #2 (Invite to group, webinar, mastermind, ect)**
    - Requires you to provide the venue.
    - Prepopulate the template with the specific link.
  - **Template #3 (Provide an article)**
    - Must provide an article.
    - Article must be high value and current.
    - Template must be customized for each article.
- Requires more preparation, but is a great way to peak a prospects interest.

## 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.
- **Red Text** must be customized and turned back to black.

### **Template #1 (Generic Value)**

Hey [**First Name**],

Great connecting with you here. I wanted to reach out and offer to be a resource on [industry, market, or what value you provide].

So if you ever need help with anything, let me know.

Looking forward to hearing from you.

### **Template #2 (Invite to group or event)**

Hi [First Name], I wanted to reach out to you and invite you to our [industry group] where we talk about [problem and solution you provide].

If you're looking to connect with like-minded individuals, feel free to join the group here: [insert link].

See you inside the group!

### **Template #3 (Provide an article)**

Hi [First Name], noticed that a lot of people in [what problem people in industry experience] so I wrote an article on how to [solve that problem].

If you're interested, check out the article here: [insert link].

Let me know what you think.