ECPLIP-06 Linkedin Event Based Message Rev.0

This **eCom Process Linkedin Event Based 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 Event Based Formula to engage with potential leads inside of Linkedin.

- Must be a 1st Degree Connection.

- You will run through your prospects Linkedin page and in the message to that prospect, you will reference any big events you find. Some examples of events can include:

    o Making Fortunes top 500 list.

    o Being featured in an article.

    o Closing a funding round.

    o Getting a major promotion.

- Requires more research, but is a great way to peak a prospects interest. Typically this works best for brand management agencies or brand aggregators.

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.

Example #1

Hey [First Name],

[Congratulations on being featured in XXX.]

Now I noticed that since you're such a fast growing Amazon [brand, brand management agency, brand aggregator], 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.

So if it makes sense to talk, let me know what your calendar looks like.