

This **eCom Process LinkedIn Pain 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 Pain Formula to engage with potential leads inside of LinkedIn.

- Make the prospects latent pain into a realized pain.
- Make it hurt as much as possible.
- At the end, position yourself as the “Doctor” who can make the pain go away.

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],

Great connecting with you here.

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.

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 Management Agencies

Hey [First Name],

Great connecting with you here.

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

Great connecting with you here.

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