

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

- Must be a 1st Degree Connection.
- You will run through your LinkedIn Newsfeed and in the message to that prospect, you will reference the content they wrote.
- Requires more research, but is a great way to peak a prospects interest.
- Always compliment the content and the creator.

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],

Thanks for sharing the article about how influencer marketing has the potential to disrupt the travel industry.

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.