

LinkedIn Charm Offensive

Introduction

Welcome to LinkedIn Charm Offensive.

This training is divided into 3 modules:

- Profile - How to build memorable profile that sells you and your services effectively
- Search - How to find your ideal prospects and other important people
- Engage - How to build your network and start conversations with your contacts

First off, feel free to send me a connection request: <https://www.linkedin.com/in/jonbuchan/>

If you don't have many LinkedIn connections, this will help increase the number of people you'll find when you start searching LinkedIn for relevant prospects. The more connections you have, the more profiles you're able to discover within LinkedIn.

Search

This section shows you how to find your ideal clients and other important contacts using LinkedIn's standard search functionality.

Who is your ideal client?

The first thing you need to do is think about who your ideal client is.

Where are they based geographically?

What is their job title? Are they the company founder? Or the head of a department? Or someone else

Do they work in particular industries or niches?

Finding Direct Clients

The main search box can be used for general keywords. In this example, I've opt-ed for "IT Security"

The screenshot shows the LinkedIn search interface with the search term "IT Security" entered. The navigation bar at the top includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. Below the search bar, there are "All people filters" and buttons for "Clear 5", "Cancel", and "Apply".

The filters are organized into several sections:

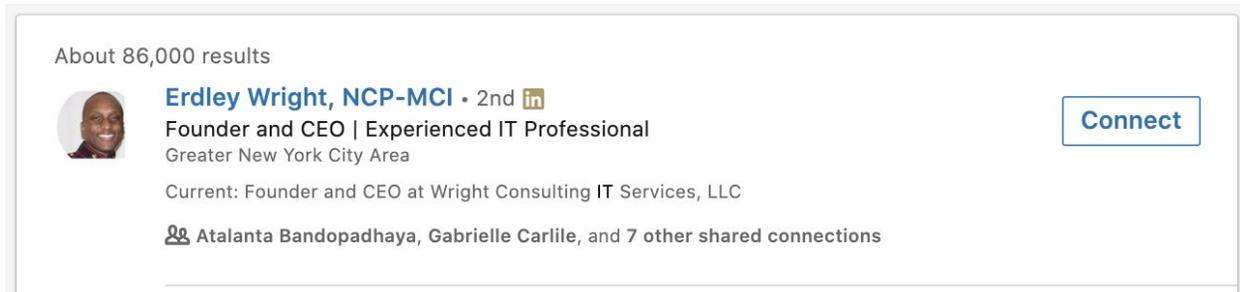
- Connections:** Radio buttons for "1st", "2nd" (checked), and "3rd+" (checked).
- Connections of:** A text input field labeled "Add connection of".
- Locations:** A text input field labeled "Add a country/region" and a list of checkboxes: "United Kingdom" (checked), "United States" (checked), "England, United Kingdom", "London, England Metropolitan Area", and "London, England, United Kingdom".
- Current companies:** A text input field labeled "Search for current company" and a list of checkboxes: "Amazon Web Services (AWS)", "HSBC", "Microsoft", "IBM", and "KPMG UK".
- Past companies:** A text input field labeled "Search for previous company" and a list of checkboxes: "IBM", "BT", "Hewlett Packard Enterprise", "Barclays", and "PwC".
- Industries:** A text input field labeled "Add an industry" and a list of checkboxes: "Information Technology & Services", "Financial Services", "Computer & Network Security", "Computer Software", and "Staffing & Recruiting".
- Profile language:** A list of checkboxes: "English", "French", "Spanish", "German", and "Italian".
- Schools:** A text input field labeled "Add a school" and a list of checkboxes: "The Open University", "Royal Holloway, University of London", "University of Westminster", "Kingston University", and "The University of Manchester".
- Contact interests:** A list of checkboxes: "Probono consulting and volunteering" and "Joining a nonprofit board".
- Services:** A text input field labeled "Add a service category" and a list of checkboxes: "Information Technology", "IT Consulting", "Consulting", "Software Development", and "Operations".
- Personal information:** Text input fields for "First name", "Last name", "Title" (with the value "Founder" OR "CEO" entered), "Company", and "School".

I've then selected:

- 2nd and 3rd degree connections. (1st Connections are people you are already connected with.)
- Locations: UK and USA
- Job Title: Founder OR CEO

You can of course use any of the other search filters to narrow your search as you wish.

Then look through the search results - and send connection requests to those who look like they could be potential clients.



About 86,000 results

 **Erdley Wright, NCP-MCI** • 2nd 
Founder and CEO | Experienced IT Professional
Greater New York City Area

Current: Founder and CEO at Wright Consulting IT Services, LLC

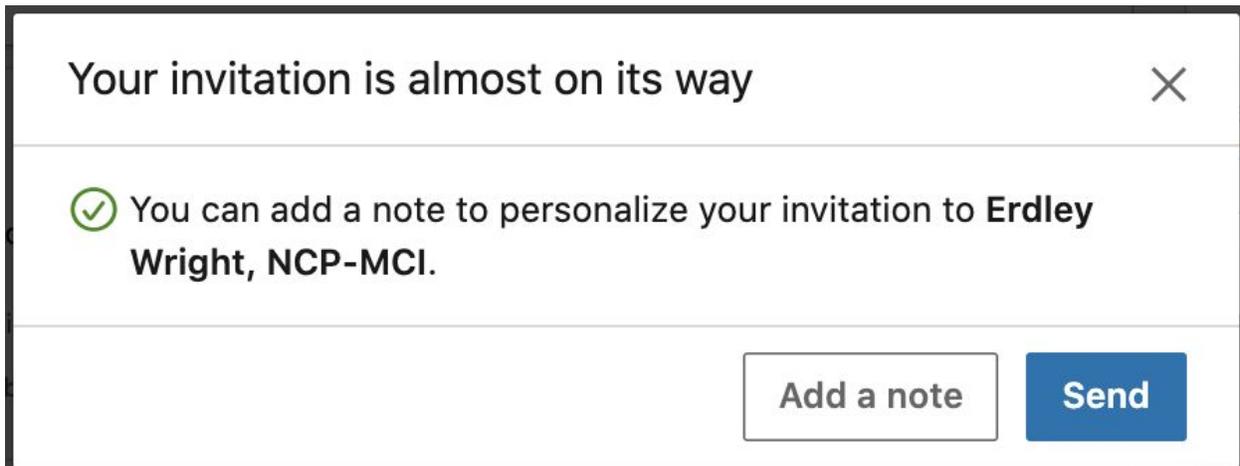
 Atalanta Bandopadhaya, Gabrielle Carlile, and 7 other shared connections

[Connect](#)

For the most part, you can send a blank connection request.

You don't need to "Add a note" for most connection requests.

You can just click "Send".



Your invitation is almost on its way ✕

✔ You can add a note to personalize your invitation to **Erdley Wright, NCP-MCI**.

[Add a note](#) [Send](#)

You can send a personalised note with your connection request if you desire. This will be covered later in this document.

I highly recommend you send 50 connection requests per day.

If you have a brand new LinkedIn account, start a little smaller, perhaps 25 connection requests per day for the first few weeks. Then scale up to 50 connection requests per day.

Finding agencies

If you're open to working with agencies, you can search for the keyword "agency". This is useful if you're a freelance professional and don't mind working with agencies who already have clients.

in

Home My Network Jobs Messaging Notifications Me Work Sales Nav

All people filters Clear 5 Cancel Apply

Connections

1st
 2nd
 3rd+

Connections of

Locations

United Kingdom
 United States
 England, United Kingdom
 London, England Metropolitan Area
 London, England, United Kingdom

Current companies

Google
 Facebook
 The RSA (The royal society for arts, manufactures and commerce)
 TikTok
 La Fosse Associates

Past companies

Hays
 BBC
 Michael Page
 HSBC
 Microsoft

Industries

Staffing & Recruiting
 Marketing & Advertising
 Information Technology & Services
 Financial Services
 Internet

Profile language

English
 French
 Spanish
 Italian
 German

Schools

University of Leeds
 The University of Manchester
 University of Cambridge
 University of Oxford
 CIM | The Chartered Institute of Marketing

Contact interests

Probono consulting and volunteering
 Joining a nonprofit board

Services

Consulting
 Marketing
 Marketing Consulting
 Digital Marketing
 Social Media Marketing

First name

Last name

Title

Company

School

As before, I've selected:

- 2nd and 3rd degree connections. (1st Connections are people you are already connected with.)
- Locations: UK and USA
- Job Title: Founder OR CEO

This will reliably return agency owners in the search results who you can connect with.



Timothy Spiers • 2nd

Founder & CEO at Slipstream Creative Agency
St Albans, United Kingdom

Connect

Current: Founder & CEO at Slipstream Creative Agency - Slipstream Creative Agency helps brands develop better connections, conversations and a loyal...

 Provides services - Content Strategy, Marketing Strategy, Video Production, Digital Marke...

Finding Podcast Hosts

In this search, I selected:

- Job title: Podcast Host
- 2nd and 3rd degree connections

About 33,000 results



Alberto Lidji • 2nd

Founder of "The Do One Better! Podcast". Ex-CEO at Novak Djokovic Foundation.
London, United Kingdom

Current: Founder & Host at The Do One Better! Podcast

Vanessa Swan, Orleans Duncan, and 14 other shared connections

Connect



Becky Sage • 2nd

Founder and Host at The Mindstyling Podcast
Bristol, United Kingdom

Tad Marinic, Ahmed Kislakci, and 14 other shared connections

Connect



Joseph Drewett • 2nd

Brand and Marketing Specialist. Founder & Host - I'll Try That Podcast
London, England, United Kingdom

Current: Founder & Host at I'll Try That Podcast

Provides services - Brand Consulting, Brand Design, Project Management, Marketing Con...

Connect

Finding Journalists

All people filters

Clear 5

Cancel

Apply

Connections

- 1st
- 2nd
- 3rd+

Connections of

Add connection of

Locations

Add a country/region

- United States
- New York City Metropolitan Area
- New York, United States
- New York, New York, United States
- California, United States

Current companies

Search for current company

- Inc. Magazine
- Entrepreneur Media
- Forbes
- Google
- LinkedIn
- Microsoft
- Amazon

Past companies

Search for previous company

- Forbes
- Microsoft
- HuffPost
- Google
- Deloitte

Industries

Add an industry

- Publishing
- Writing & Editing
- Marketing & Advertising
- Information Technology & Services
- Management Consulting

Profile language

- English
- French
- Spanish
- Chinese
- Italian

Schools

Add a school

- New York University
- Harvard Business School
- The Wharton School
- Columbia University - Graduate School of Journalism
- Stanford University

Contact interests

- Probono consulting and volunteering
- Joining a nonprofit board

Services

Add a service category

- Consulting
- Marketing
- Coaching & Mentoring
- Writing
- Marketing Consulting

First name

Last name

Title

"Journalist" OR "Editor" OR "Con

Company

School

I've selected:

- 2nd degree connections (3rd degree wasn't an option for some reason. I would have included 3rd degree connections as well if it had been an option.)
- "Journalist" OR "Editor" OR "Contributor"
- Current companies: Inc. Magazine, Entrepreneur Media, Forbes (You can amend and expand this list to your requirements)

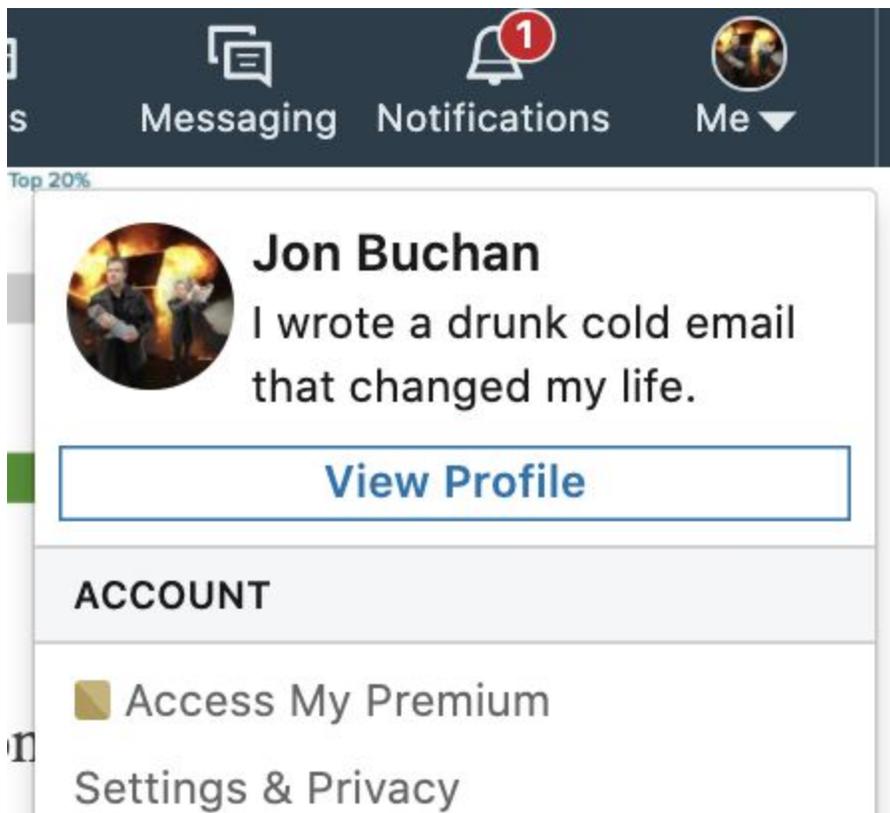
Your Profile

This section will show you how to create a memorable, smile-inducing LinkedIn profile that sells you and your services effectively.

Set profile to public

The first thing you should do is set your profile to public.

You can do this by hovering over the “Me” icon at the top of the screen and clicking “Settings & Privacy”



Visibility of your profile & network

Make your profile and contact info only visible to those you choose

Profile viewing options

Choose whether you're visible or viewing in private mode

[Change](#)

Full profile

Story viewing options

Choose whether you're visible or viewing in private mode

[Change](#)

Edit your public profile

Choose how your profile appears to non-logged in members via search

[Change](#)

Your profile's public visibility

On



Basic (required)

- Name, number of connections, and region

Creating a stand out BIO

To start with, you want a photo that's going to stick out on the search page.

By way of example, here's mine:



Yep. That's a picture of me rescuing a baby and a basket of kittens from a burnin building.

People see this ridiculous picture in the search results - or see it in their "Who's visited your profile" section of their LinkedIn account - and it grabs their attention. I stand out from the crowd.

It also fits with my personality. I'm silly!

People ask "Aren't you worried you'll lose clients because people are put off by your lack of professionalism?"

No. Absolutely not!

This is a good thing. It allows for self-selection. I don't have to deal with boring, stuck up or overly serious people.

There are plenty of other people who enjoy that stuff.

It's not for me.

Just like my detractors, I have standards 😊

It also works as a magnet for finding people I'll get on well with.

Absurdity may not fit with your personality.

That's fine.

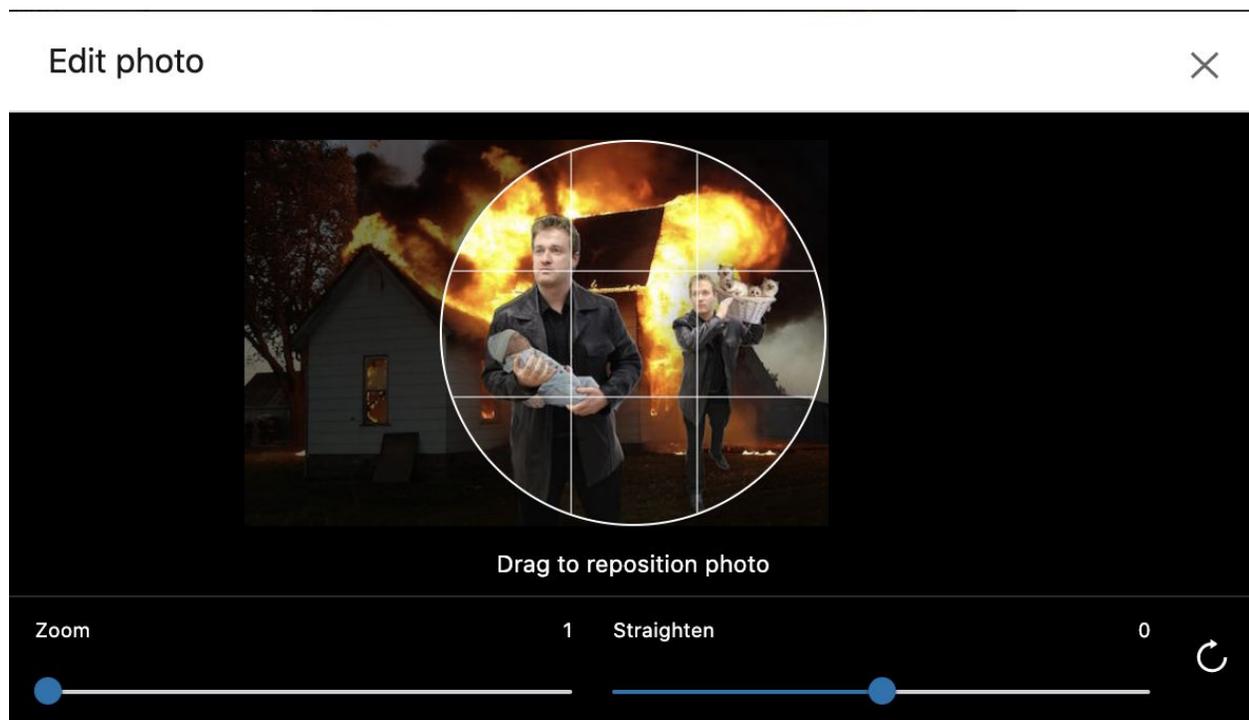
However, consider doing something with your profile picture that is distinct and unusual.

Photo

Profiles with a photo get 15* profile views and 8* as many connection requests as profiles without a photo, so you should definitely upload one.

You don't have to opt for something as absurd as my photoshopped picture.

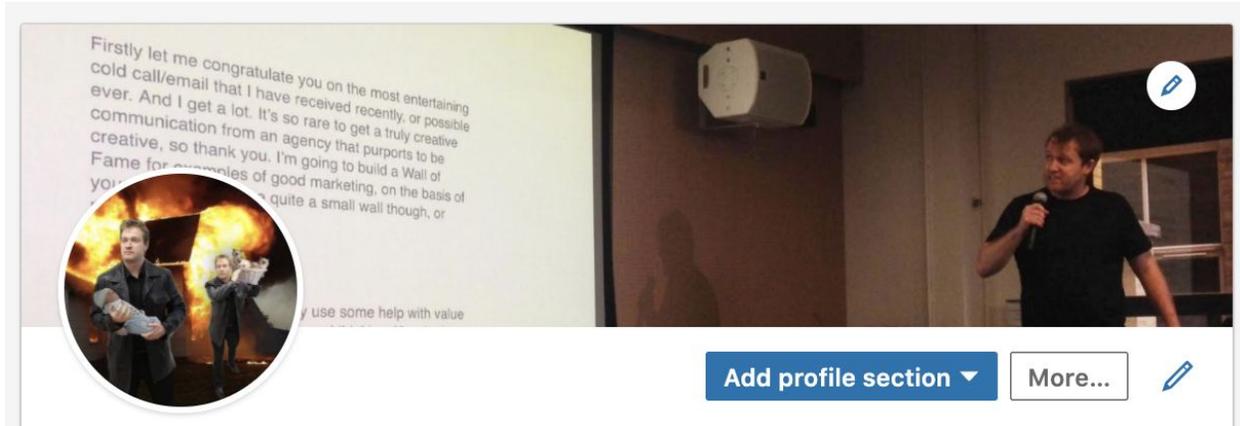
If you are not comfortable with going the absurd route, get a high quality photograph taken and use that. Remember to smile :-)



You can use a tool like <https://www.photofeeler.com/> to get feedback on photos.

Cover Art

For my cover art, I have a picture of me speaking at an event. The presentation slide shown contains a screenshot of one of my positive responses to my cold emails.



You can also use canva.com to create cover art.



Here are some examples of the templates Canva provides that you can easily amend and use:



Headline

My tagline is “I once wrote a drunk cold email that changed my life.”

This is because I’m 100% focused on curiosity and getting people to look at my profile.

However, If you are a service provider, I highly recommend being more descriptive.

For example, if you are a designer, put “Graphic designer” into your tagline.

If you wish to be found in searches for “Graphic designer”, you should definitely include this in your headline.

You can stand out a little more than that, though.

Perhaps you could write:

“Experienced graphic designer & illustrator. On the lookout for new clients.”

You want to put in as many keywords as are relevant. If you offer illustration, you should add that to your headline.

Tip: If you use the mobile app, you get more available characters when writing your headline.

Templates for the “About” section

I've written a few 'wireframe' templates you can use for the “About” section on your profile.

You can use these to write your own.

Think of your LinkedIn profile as like a sales letter for you and your services.

You want to:

- Make it crystal clear what you offer
- Demonstrate your competence and experience
- Talk about the types of clients you'd like to work with. (This doesn't have to be hyper specific. That is your call. You know your business best.)
- If possible, provide a 'freebie' incentive for engaging with you, e.g. A free mini-audit or creative brainstorming session.

Template #1: Freelance Professional

Me:

- Email Marketing Consultant specialising in writing e-commerce emails that don't suck (and generate an avalanche of conversions)
- Possesses a plethora of customer testimonials, with one customer calling me their "secret money making weapon." See LinkedIn Recommendations below to see more people waxing lyrical on my email marketing prowess.
- Currently has room for some new ecommerce clients.

You (Potential Client):

- Owner of an ecommerce brand - or the head of the department that manages after email marketing campaigns.
- Is currently running email marketing campaigns and would like to improve the returns from this channel.
- Willing to tolerate my lame, and at times, extra-dry sense of humour.
- Won't hesitate to take advantage of my *free* mini email marketing audit.

Free Mini Email Marketing Audit?

I'm willing to create a free mini email marketing audit where I review your current activity and provide some recommendations to improve your efforts.

I promise to be 100% honest in my appraisal. I'll tell you the good, the bad, and the hopefully-not-too-ugly.

You can use these insights even if you elect never to speak to me ever again.

If you like the sound of this offer, connect with me and send me a message, or email me at jon@yourdomain.com

Thank you so much,

Jon

Template #2: Freelance Professional

Succinct & hopefully painless sales pitch:

- I'm a multi-award winning designer
- For businesses who want to look anything but corporate
- I love transforming dull reports into engaging documents...
- ... and creating bespoke illustrations, infographics and animated promotional videos
- I work fast
- I won't break the bank
- I'm currently looking for new clients

If you'd like to see examples of my work, scroll down and look at my "Featured" section.

If you're interested in working with me, send me a message, or email me at susan@yourdomain.com

Thank you,

Susan

Template #3: Agency owner

I'm the CEO of AgencyName - a boutique independent digital marketing agency in London, UK.

We specialise in running profitable Facebook and Google Ad campaigns.

Why choose AgencyName?

- We have a plethora of testimonials (scroll down to see our LinkedIn Recommendations) and case studies (Head to our website: <https://yourdomain.com>)
- We don't have huge, expensive, fancy offices. As such, our fees won't make your eyes pop out of your head.
- We are hungry. We want results. The more testimonials and case studies we have, the easier it is to get new clients and grow our business.

Who are we looking to work with?

- E-Commerce companies with a turnover of over one million dollars or more.
- Bonus points if you have ambitious growth plans - and are not 100% confident in your current set up can achieve them.

Free Facebook / Google Ads Audit

If you match the description of our ideal client above, and would like a mini-audit of your Facebook and/or Google Advertising performance, send me a DM or email me at jon@yourdomain.com

Cheers,

Jon
CEO, AgencyName
<https://yourdomain.com>

Template #4: Story based - for building an audience.

I was desperate for sales. I ran a marketing agency and all of our word of mouth work had dried up. I had staff to pay. I needed new clients.

I dealt with the issue the only way I knew how at the time: I got blind drunk - and then proceeded to write the most absurd cold email I could. (It contained a picture of a ferret wearing fancy dress bunny ears...)

In the morning, I was still tipsy enough to think sending the email to senior marketing directors at some of the world's largest brands was a wise idea.

To my amazement, it worked.

I woke up to a plethora of gushing complimentary responses, and sales opportunities.

My favourite response read "My colleague forwarded me your spam email and we would like to meet you to discuss opportunities". A sentence which I suspect has never been uttered with great frequency.

This little escapade led to sales meetings with Redbull, Pepsi, Hewlett Packard, Symantec, and countless other global brands, plucky start-ups, and good ol' mom & pops.

In March 2017, I decided on a whim to set up a Facebook Group called Charm Offensive. It is now 12,000+ Charmers strong. You can find it at:
<https://www.facebook.com/groups/charmoffensivegroup/>

You can take a look at the exact copy I used in my drunk cold email by heading over here
<https://www.charm-offensive.co.uk/free-b2b-cold-email-template-download/>

Cheers,

Jon

--

Heads up:

I use this as my "About" section as I have long retired from doing client work.

I'm trying to direct people to either my Facebook Group or my opt-in page, rather than trying to get potential prospects to message me.

Adding external Links

There are several places on your profile where you can insert external links.

Your contact info:

Jon Buchan



Contact Info



Your Profile

linkedin.com/in/jonbuchan



Website

charm-offensive.co.uk/free-template-li/ (Free Cold Pitch Template)



Email

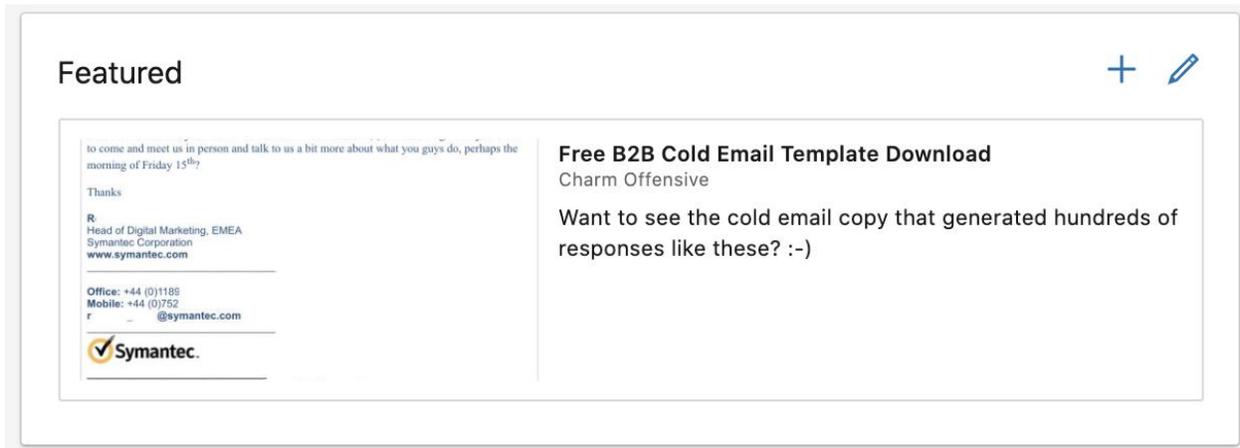
jon@charm-offensive.co.uk



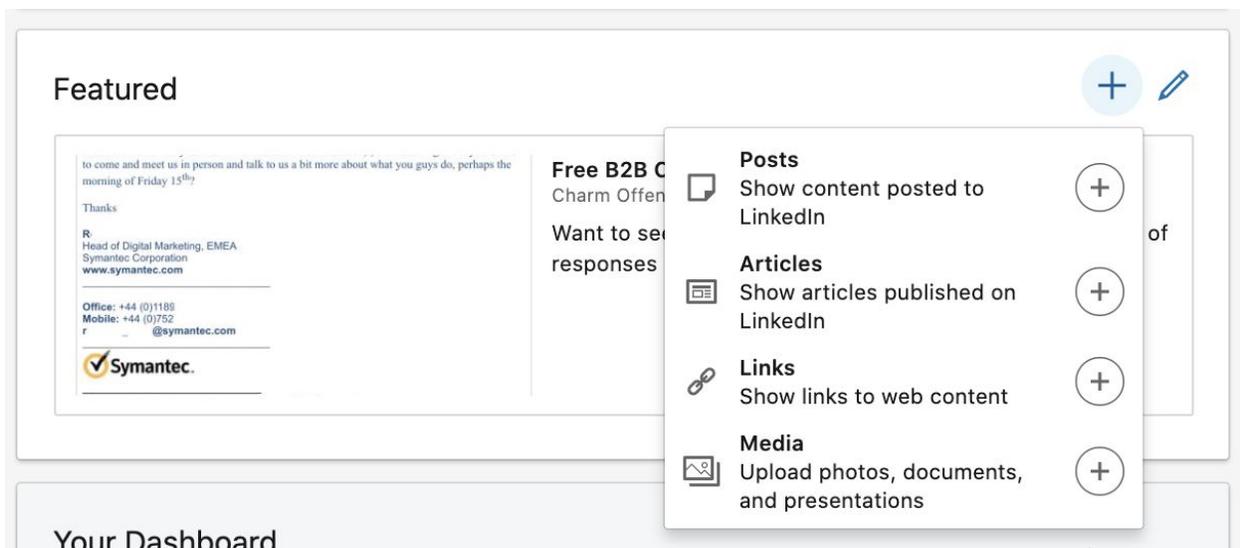
Twitter

[JonBuchan](#)

The “Featured” section is also a great place to link to an opt-in page.



You can also use the “Featured” section to link to work samples. For example, if you are a copywriter or a designer, you can show the finest samples of your work in this section.



You can also add links in your “Experience” section:

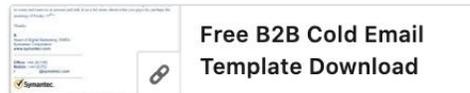
Experience



Director

Charm Offensive · Self-employed
Jul 2016 – Present · 4 yrs 4 mos
London, United Kingdom

Learn how to develop creative and entertaining lead generation and marketing campaigns.



In your experience section, you should include information on your job roles.



I Spy Search Ltd

2 yrs 1 mo

Social Media - Group Account Director

Full-time
Jul 2009 – Jun 2010 · 1 yr

Headed up the brand new social media department at I Spy. They rebranded to I Spy Marketing around this time.

Senior Search Analyst

Full-time
Jun 2008 – Jul 2009 · 1 yr 2 mos

Managed SEO clients. Accompanied sales team to pitches. Developed new product offerings.

I've not put much information per job role on my own profile.

If I was still a service provider, I would go into far more detail in this section. I would add specific achievements for each role.

You can also add external links to the “Accomplishments” section:

Accomplishments

4 Publications

How to Get the Attention of Anyone Using Humor and Creativity with Jon Buchan
Oct 11, 2018 • Entrepreneurs on Fire 

"Jon once wrote a cold email when he was drunk that changed his life, leading to meetings with some of the world's largest brands."

[See publication](#)

Reinvigorate Your Career by Taking the Right Kind of Risk
Apr 12, 2018 • Harvard Business Review

I was mentioned in the Harvard Business Review. :-)

[See publication](#)

The Drunk Cold Email That Changed My Life
Apr 2017 • Charm Offensive

Grab a copy of my original drunk cold email template - and other goodies!

[See publication](#)

Charm Offensive FB Group
Mar 23, 2017 • Charm Offensive

This group is dedicated to creating compelling cold email, direct mail and advertising creative that cuts-through the noise and gets results.

You can use the skills you'll learn here to do a lot of things, including:

- Book sales calls and meetings - even with senior decision makers at big brands
- Get the attention of journalists and influencers to get PR coverage for you and your clients
- Get as many job interviews as you need without going the normal route
- Book awesome podcast guests and get on awesome podcasts
- Schedule speaking gigs
- ... and other dastardly things ...

In short, you'll learn how to get the the attention of busy people who are inundated with people wanting the same thing as you...

The right words in the right order to the right people can get you almost anywhere in life.

[See publication](#)

Skills & Endorsements

Skills & Endorsements

Add a new skill 

[Take skill quiz](#)

SEO · 99+

 Endorsed by Amy Greenacre and 4 others who are highly skilled at this

Online Marketing · 99+

 Endorsed by Danish Bagadia and 6 others who are highly skilled at this

 Endorsed by 7 of Jon's colleagues at Render Positive

Digital Marketing · 99+

 Endorsed by Alistair Cansdale and 9 others who are highly skilled at this

 Endorsed by 8 of Jon's colleagues at Render Positive

Industry Knowledge

PPC · 77	Social Media · 69
SEM · 41	Online Advertising · 36
Blogging · 29	Digital Strategy · 27
Social Media Marketing · 31	Marketing · 27
Email Marketing · 34	Web Marketing · 18
Web Analytics · 13	Conversion Optimization · 14

Add all of your skills to your Skills & Endorsements section.

Even just a few endorsements from your connections can help increase your visibility in searches.

You can pin your 3 most important skills to the top of your skills section, thus making it more likely people will endorse you for those skills:

Reorder Skills & Endorsements (48) X

Reorder your skills within a category or choose up to 3 skills to feature in your top skills.

Top Skills

 Email Marketing		
 Copywriting		
 Cold Email		

Showcase Services

You should fill this section out, making sure to tick the “Allow LinkedIn members you’ve not connected with to message you for free” checkbox.

Add services you offer ✕

Tell us about your business

Your services will be displayed at the top of your profile and visible to the audience you select

Services provided*

Suggested based on popular services

Business Consulting +

Social Media Marketing +

Web Design +

Writing +

Public Speaking +

[+ Add service](#)

Work location*

London, Greater London, United Kingdom
Profile location

I'm available to work remotely

Would you like to receive free business inquiries? [Learn more](#)

Allow LinkedIn members you're not connected with to message you for free

[Back](#)

[Add to profile](#)

Recruiters

If you're looking for employment, and don't mind recruiters contacting you to help in your search, fill in the "recruiters" section.

Show recruiters you're open to work — you control who sees this ×
[Get started](#)

Add job preferences ×

Tell us what kind of work you're open to

Job titles*

Director ✓ Add title +

Job locations*

London, England, United Kingdom ✓ Add location +

I'm open to remote work

Start date

Immediately, I'm actively applying

Flexible, I'm casually browsing

Job types

Full-time + **Contract** + **Part-time** + **Internship** + **Temporary** +

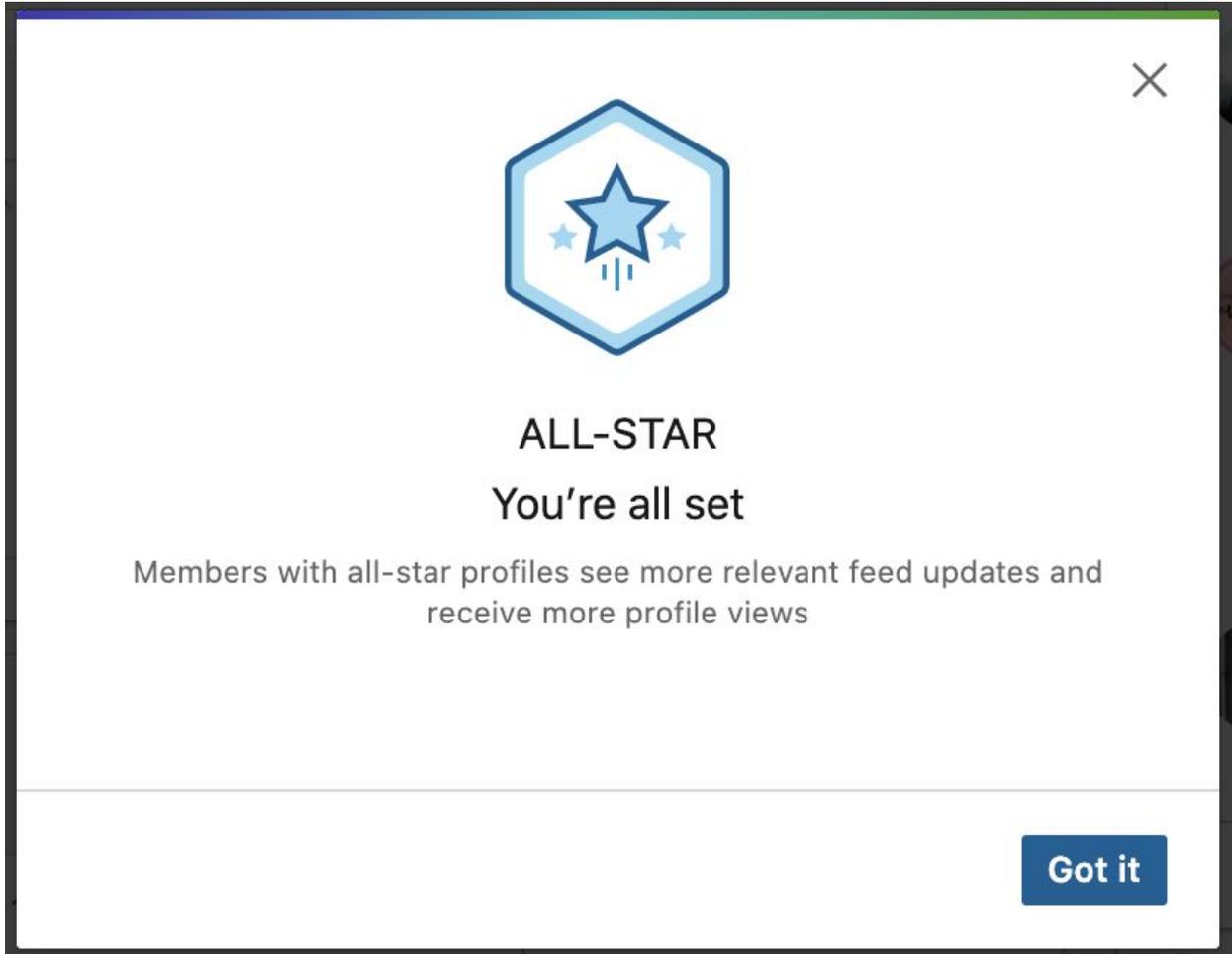
 **Choose who sees you're open*** ⌵

You decide if you want only recruiters or all LinkedIn members to see this

[Add to profile](#)

All-Star Profile Rating

When you've filled out your profile in full, you get "All-Star" profile status, which means you will receive more profile views.



Engage

This section will reveal how to build your connections and start conversations with your ideal prospects and other important contacts.

Connection requests

As mentioned earlier, for most people, you can send a blank connection request. Most people will still accept these.

Feel free to send me a connection request to get started:

<https://www.linkedin.com/in/jonbuchan/> - (Feel free to personalise it or not! I don't mind. As do most people!)

However, if you insist on adding a note, here are some templates you can use:

Connection request Option 1:

I wanted to introduce myself in a way that showed I was interesting. Witty, and clever. Alas, I wrote this message instead. I'd love to connect, {yourname}. :-)

Connection request Option 2:

Hey hey {firstname},
I really wanted to connect. As such, I've decided not to send you the generic LinkedIn invite!
Fingers crossed,
{yourname}.

Direct messaging

Once you have connected with a prospect, you can send them a direct message.

I've included templates you can use for messaging your connections below.

Direct Messaging Templates

Cold pitch follow up message template for freelance professionals:

(Send this message to people who accept your connection requests.)

Greetings {firstname},

I've been putting off sending you this message for months now, and I decided it's time to take a chance and hit the 'send' button.

If you have received this message, I have successfully taken the plunge.

Let me get down to brass tacks. I am a {what you do, e.g., graphic designer} who's current addiction to food and shelter shows no sign of abating. As such, I'm trying to win clients over from those evil (ok, maybe not evil. But not as good...) other suppliers.

In a blatant attempt to get your attention and curry your favour, I'd like to do something for you.

I'm a {your job, e.g. Digital marketing consultant} and I'd love to brainstorm ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me), I'll send you a Google Doc filled with ideas you're free to steal. You never have to speak to me ever again.

... Of course, my goal in this is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

I'll keep my fingers, toes, and other appendages closed.

Have an absolutely wonderful day,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



Cold pitch follow up message template for agencies/consultancies:

(Send this message to people who accept your connection requests.)

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

In all seriousness, I've been putting off sending you this unsolicited message for months now, and I decided it's time to take a chance and hit the 'send' button.

If you have received this message, I have successfully taken the plunge.

Let me get down to brass tacks. Our agency is doing well, but we have ambitious goals. We won't settle for anything less than total domination.

On top of that, our team's collective addiction to food and shelter shows little sign of abating. As such, I'm trying to win clients over from those evil (ok, maybe not evil. But not as good...) other agencies.

In a blatant attempt to get your attention and curry your favour, I'd like to do something for you.

I'd love to get the team to brainstorm some ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me), I'll send you a Google Doc filled with ideas you're free to steal. You never have to speak to me ever again.

... Of course, my goal in this is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

I'll keep my fingers, toes, and other appendages crossed.

Have an absolutely wonderful day,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



A template to send to dream clients:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

In all seriousness, {companyname} are a dream client of mine, and I've been putting off sending you this unsolicited message for months now, and I decided it's time to take a chance and hit the 'send' button.

If you have received this message, I have successfully taken the plunge.

Let me get down to brass tacks. I have been in love (alas, unrequited at the time of writing) with {companyname} for {X} years now. I fondly remember the day I bought my first {productname} in {year}. Good times. :-)

In a blatant attempt to get your attention and curry your favour, I'd like to do something for you.

I'm a {your job, e.g. Digital marketing consultant} and I'd love to brainstorm ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me), I'll send you a Google Doc filled with ideas you're free to steal. You never have to speak to me ever again.

... Of course, my goal in this is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

I'll keep my fingers, toes, and other appendages crossed.

Have an absolutely wonderful day,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



Other Templates

You can find other copy templates at the end of this document in the Charming LinkedIn Template Pack section.

LinkedIn Recommendations

LinkedIn Recommendations are great for demonstrating to prospects your expertise and character.

I highly recommend you ask your existing happy clients for a LinkedIn Recommendation.

I have loads of recommendations that date all the way back to 2007. When someone scrolls through my recommendations, it's clear that I'm not some fly-by-night scammer.

Here is a template you can use to ask for a recommendation:

--

Subject: need a small favour...

Greetings {firstname},

How's it going? :-)

I have a proposition for you. Don't worry, it's far more boring than the word 'proposition' might entail.

I really enjoyed working with you at {XXX}. If this feeling is reciprocated (*fingers crossed*) we should tell the world. And by 'tell the world,' I mean, "big each other up using the medium of LinkedIn Recommendations."

What do you say?

If I write some nice words about you, will you do the same for me? :-)

I hope life's treating you well. We should catch up sometime.

Have an absolutely wonderful day,

{yourname}

--

You can also use the “Ask for a recommendation” feature which you can find on the “Recommendations” section of anyone’s profile:

Recommendations

Ask for a recommendation

Ask for a recommendation ✕

Help us personalize your request

Who do you want to ask? *

a|

-  **Alex Romanenko**
Product Owner at SFalex.com (20k+ LinkedIn connections)
-  **Aaron Ross** 🌟
Co-CEO PredictableRevenue.com, keynote speaker, author "Predictable Revenue" + "From Impossible T..."
-  **Andee Constine**
Co-Founder of Founders Embassy
-  **Alex Circei**
CEO & Co-Founder at Waydev
-  **Dr. Anthony M. Criniti IV**
aka "Dr. Finance™", Finance Professor, Author, Explorer, Financialist, Investor, Survivalist. Teaching Fina...
-  **Andre...**
I want to write like Jon when I grow up. He's teaching me to

How to use micro-projects to build initial LinkedIn Recommendations.

If you're just starting out and have no clients, you could start by offering to do small projects, for free, in exchange for LinkedIn Recommendations.

This could be something as small as creating a mini audit for a prospect.

Channel	Score (1-10)	Analysis of Current Activity	Suggested Recommendations
Social Media	2	Profiles set up on Twitter, Instagram, YouTube, and Facebook. Customers and potential customers tweets appear to be being ignored on Twitter.	Ensure system has been set up to monitor and respond to queries sent on Twitter and other social media channels. Create full social media strategy based on commercial goals for {Insert-Prospect-Company-Name-Here}.
SEO	9	It's easy to tell that {Insert-Prospect-Company-Name-Here} have put a lot of resources into search engine optimisation. The site is highly optimised, has a gigantic array of links, and ranks in the top 5 for a wide range of relevant, high traffic search terms.	There are still some improvements that can be made, mostly by including additional, more specific search terms that the {Insert-Prospect-Company-Name-Here} is not currently visible for, such as "bright orange widgets" and "large purple widgets".
PPC	7	The Google AdWords account has been set up well. Conversions are being tracked and the account is reliably generating a positive ROI each day. However, the ad copy hasn't been updated in over a year - and many new ad delivery types are not being used.	Split test new ad copy across the account. While the current ad creative is generating a positive ROI, there is always opportunity to improve. In addition, there are several new ad types that should be tested. More profit can be generated from this channel, but you have to put the time and effort in.
Facebook Ads	3	{Insert-Prospect-Company-Name} currently only uses Facebook ads for retargeting website visitors who abandon their cart at checkout. This is generating a positive ROI. There are so many more ways {Insert-Prospect-Company-Name} can use Facebook ads to generate additional conversions.	Create an ad campaign that offers a free guide in return for your customer agreeing to join your mailing list. Your email marketing activity converts well - but little effort goes into growing your list. Facebook ads offer a fast way of doing this. In addition, larger scale ad campaigns should be created whenever a new product is launched or a flash sale is on.
Email Marketing	5	Email marketing converts at a higher rate than all of your other activity. However, emails are sent too infrequently - and the email list could benefit from having more subscribers.	Send more emails! Use an embeddable countdown clock in your emails to increase urgency and conversions. Create and execute a email list building strategy. This channel has more potential than any to generate enormous additional returns for {Insert-Prospects-Company-Name-Here}.

Audit Performed By: Rodney Longhorn, Digital Marketing Consultant, Your-Agency-Name-If-You-Have-One

Channel	Score (1-10)	Analysis of Current Activity	Suggested Recommendations
Social Media	2	Profiles set up on Twitter, Instagram, YouTube, and Facebook. Customers and potential customers tweets appear to be being ignored on Twitter.	Ensure system has been set up to monitor and respond to queries sent on Twitter and other social media channels. Create full social media strategy based on commercial goals for {Insert-Prospect-Company-Name-Here}.
SEO	9	It's easy to tell that {Insert-Prospect-Company-Name-Here} have put a lot of resources into search engine optimisation. The site is highly optimised, has a gigantic array of links, and ranks in the top 5 for a wide range of relevant, high traffic search terms.	There are still some improvements that can be made, mostly by including additional, more specific search terms that the {Insert-Prospect-Company-Name-Here} is not currently visible for, such as "bright orange widgets" and "large purple widgets".
PPC	7	The Google AdWords account has been set up well. Conversions are being tracked and the account is reliably generating a positive ROI each day. However, the ad copy hasn't been updated in over a year - and many new ad delivery types are not being used.	Split test new ad copy across the account. While the current ad creative is generating a positive ROI, there is always opportunity to improve. In addition, there are several new ad types that should be tested. More profit can be generated from this channel, but you have to put the time and effort in.
Facebook Ads	3	{Insert-Prospect-Company-Name} currently only uses Facebook ads for retargeting website visitors who abandon their cart at checkout. This is generating a positive ROI. There are so many more ways {Insert-Prospect-Company-Name} can use Facebook ads to generate additional conversions.	Create an ad campaign that offers a free guide in return for your customer agreeing to join your mailing list. Your email marketing activity converts well - but little effort goes into growing your list. Facebook ads offer a fast way of doing this. In addition, larger scale ad campaigns should be created whenever a new product is launched or a flash sale is on.
Email Marketing	5	Email marketing converts at a higher rate than all of your other activity. However, emails are sent too infrequently - and the email list could benefit from having more subscribers.	Send more emails! Use an embeddable countdown clock in your emails to increase urgency and conversions. Create and execute a email list building strategy. This channel has more potential than any to generate enormous additional returns for {Insert-Prospects-Company-Name-Here}.

Summary

The {Insert-Prospects-Website-URL-Here website} has been optimised for search engines comprehensively and as a result, ranks highly in Google for many relevant search terms such as "dark purple widgets" and "small orange widgets". As you already rank for 'purple widgets' and 'orange widgets', you could easily rank for a whole range of more specific search terms that would deliver targeted, high-converting traffic to your website.

The brand appears to have accounts on Facebook, Instagram, Twitter, and YouTube but little to no content has been posted. Queries from potential and existing customers alike appear to be ignored on Twitter. This needs rectifying with urgency. A full social media strategy should be created and implemented.

The Google AdWords account has been set up to a high-level and is proving profitable. However, more can be done to squeeze more revenue out of this channel, such as regularly split-testing new ad copy.

The channel with the biggest potential for generating enormous additional revenue is email. Your email marketing current converts at a higher rate (6%) than any of your other channels. More emails should be sent in every launch and flash sale - and more needs to be done to bring attention to offer deadlines. A full strategy for growing your email list needs to be created and executed. If you grow your email list, and send more emails, you will make a lot more money. It's that simple.

Overall, there are plenty of opportunities for {Insert-Prospects-Company-Name}. While the website has achieved enormous success dominating the organic results in Google, other channels could benefit from more attention, and new ideas. New ideas that me and my colleagues at {Your-Agency-Name-If-You-Have-One} would love to explain in further detail.

If you're at all curious about what these new ideas are, email me at rodney@yourcompanyemailaddress.com, or call me on 0201 999 9999.

Thanks for giving me the opportunity to put this brief analysis together. I hope you find it useful.

I'll include a slide deck template for creating mini audits in Google Slides in the downloads section.

Posting content that will get engagement

LinkedIn Posts get far more reach than LinkedIn Articles.

You should use LinkedIn Posts most of the time.

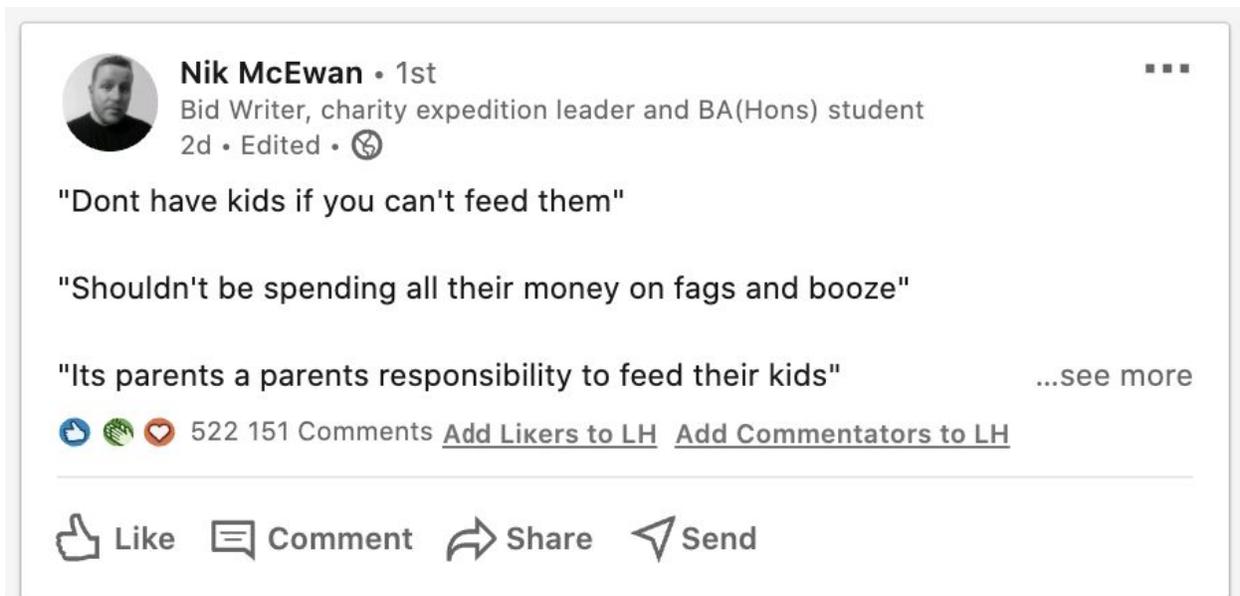
Use LinkedIn Articles for evergreen content that you can add to your “Featured” section.

Use LinkedIn Posts to get reach and exposure.

LinkedIn Posts

You can hook users in by posting content that intrigues them enough that they click the “... see more” link.

Here’s a recent example from my newsfeed:



The image shows a screenshot of a LinkedIn post. At the top left is a circular profile picture of a man. To its right, the name "Nik McEwan" is displayed in bold, followed by "• 1st". Below the name, the text "Bid Writer, charity expedition leader and BA(Hons) student" is visible, along with "2d • Edited" and a lock icon. In the top right corner of the post area, there are three dots. The main text of the post consists of three lines: "Dont have kids if you can't feed them", "Shouldn't be spending all their money on fags and booze", and "Its parents a parents responsibility to feed their kids". To the right of the third line is a link that says "...see more". Below the text, there are three icons (a blue speech bubble, a green hand, and a red heart) followed by the text "522 151 Comments". To the right of this are two links: "Add Likers to LH" and "Add Commentators to LH". At the bottom of the post, there are four icons with labels: a thumbs up icon for "Like", a speech bubble icon for "Comment", a share icon for "Share", and a paper plane icon for "Send".

Upon clicking the "... see more" link, the full content is revealed:



The image shows a screenshot of a LinkedIn post. At the top left is a circular profile picture of a man. To its right, the name "Nik McEwan" is displayed in bold, followed by "• 1st". Below the name, the text reads "Bid Writer, charity expedition leader and BA(Hons) student", "2d • Edited •" followed by a lock icon. In the top right corner of the post area, there are three dots. The main text of the post consists of several paragraphs: "Dont have kids if you can't feed them", "Shouldn't be spending all their money on fags and booze", "Its parents a parents responsibility to feed their kids", "Everyone can see you writing these things" followed by a shocked face emoji, "Even if this ridiculously short sighted view of the situation was right (which it isnt) is any of this the children's fault?", "Theres no grey area here, theres no debate to be had.", "Children shouldn't be going to bed hungry or going without basic nutrition. Whatever the family circumstances or your political leanings why on earth would anyone ever support children going hungry?", and "Cant even believe I'm having to write this post in the UK in 2020.". Below the text, there are three icons (thumbs up, speech bubble, and heart) followed by the numbers "522 151" and the text "Comments". To the right of this are two links: "Add Likers to LH" and "Add Commentators to LH". At the bottom of the post, there are four icons with labels: a thumbs up icon for "Like", a speech bubble icon for "Comment", a share icon for "Share", and a paper plane icon for "Send".

Nik McEwan • 1st
Bid Writer, charity expedition leader and BA(Hons) student
2d • Edited •

"Dont have kids if you can't feed them"

"Shouldn't be spending all their money on fags and booze"

"Its parents a parents responsibility to feed their kids"

Everyone can see you writing these things 😳

Even if this ridiculously short sighted view of the situation was right (which it isnt) is any of this the children's fault?

Theres no grey area here, theres no debate to be had.

Children shouldn't be going to bed hungry or going without basic nutrition. Whatever the family circumstances or your political leanings why on earth would anyone ever support children going hungry?

Cant even believe I'm having to write this post in the UK in 2020.

522 151 Comments [Add Likers to LH](#) [Add Commentators to LH](#)

Like Comment Share Send

This relates to a news story in the UK press at the time of writing.

You might be wondering "How is this a relevant topic to post on LinkedIn?"

You don't have to post about stuff strictly related to what you do.

You can post whatever you wish. This post did well, and Nik no doubt got loads of views and new connections from people who agreed with his stance.

Example posts

Here is a collection of my own posts that got engagement & reach on LinkedIn.

This post provided a tip (send a handwritten letter), and then a breakdown of how to write a charming letter that will get responses.



Jon Buchan
I wrote a drunk cold email that changed my life.
5mo • Edited

Want to get the attention of a dream client?

Send them a handwritten letter.

Nobody does it.

That's why it works.

It follows the Charm Offensive 'formula', as it were:

--

[Attention] - The form alone will get attention. You earn a few additional seconds attention because sending a handwritten letter in 2018 is archaically charming.

[Disarm] - Now it's time your words to do the work. Open your letter with the most honest thing you can say.

[Communicate] - Introduce yourself, and what you do / what problems you can solve in a way that will make people smile. Avoid hype. Be understated but ambitious. Meek but direct.

[Charm] - When making your ask (e.g. for a call, meeting or competitive binge-drinking session), frame it in a way so the prospect feels like they stand to gain from such a call, rather than be subjected to the hard sell.

-

Have the writing of a small child? Find someone with nice handwriting to do it for you.

There are companies that will run these campaigns for you at scale.

Sometimes the least technological route is the least competitive and most novel and persuasive.

You can find more tips like this in my Facebook Group, Charm Offensive: <https://lnkd.in/dKBCrDw>

128 Likes · 85 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

 Like  Comment  Share

 **Jon Buchan** I wrote a drunk cold email that changed my life. 3mo

Would anyone be interested in a full breakdown of the pitch process my agency used for winning Symantec (A multibillion dollar company) as a client?

It would cover opening the opportunity, getting them to agree to a meeting, positioning, our offering, how we pitched and how we closed the deal.

There's a lot more that went into winning them as a client than the initial funny ferret cold email that got our foot in the door.

What say you, LinkedIn-ers?

57 Likes · 45 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

 Like  Comment  Share

 Add a comment... 

 **Christine Castro EA** • 2nd 3mo ...
IRS Enrolled Agent - assisting taxpayers since 2005
Yes that would be interesting
Like Reply

 **Chris L. Mendez** • 1st 3mo ...
Student, trying to find something im passionate about. i love working ...
I would be very interested
Like Reply

Load more comments

This post asked if people wanted a particular training. The benefit to asking questions is people will engage with the post to confirm they want the freebie you are providing. This engagement then gives the post additional reach.



Jon Buchan

I wrote a drunk cold email that changed my life.

1yr • Edited



🚫 Stop Selling Time - FREE Mini Guide 🚫

I've created a mini guide that talks about what I've learned in the last 7 months:

- Building a niche following from scratch (Facebook Group / Email list)
- Growing it organically to over 5,500+ members
- Creating my own products and launching my first course
- Moved from predominately selling my time to selling digital products

If I can do it, you can too. I did a few things when starting out that made led to huge gains in my organic growth. I've reverse engineered what I did so you can make it work for you too. :)

Want it? Make some noise! Comment below with "yes m8" or something else that affirms your interest.

BOOOOOOM!!!

Thank you,

Jon

P.S. Ask and you shall receive! Get the free mini guide here ->

<http://bit.ly/2ycwPni> :)

116 Likes · 92 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

This post offered a free mini-guide about how to build an audience.

If I were to re-do this, I would have added a link in the comments rather than within the post. Adding links to within the post reduces the posts overall reach.



Jon Buchan

I wrote a drunk cold email that changed my life.

1yr • Edited



A gift for you!

Want my eBook, "The Content Marketing Strategy Guide"?

"yeah i guess so" I hear you scream!

You can get it free!

I looked at all the other books on content marketing and they were filled with history lessons and industry charts and all sorts of fluff.

I decided to write a succinct guide on what has worked for me. 6 years of trial and error and failures and successes distilled down into this guide.

It pairs well with a Long Island Iced Tea. Enjoy.

One person called it "The funniest book on content marketing I've ever read!"

Why must business books be so dull? :)

Link in the comments to grab your free copy.

143 Likes · 95 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

In this post, I offer a free guide, but I've added the link in the comments, rather than in the post itself. I highly recommend you do the same when directing people to external links.

Another tactic that apparently works is to not post an external link initially, but then quickly edit your post to include the external link. You'll need to test this to confirm it works - I have not tried it personally as yet.



Jon Buchan

I wrote a drunk cold email that changed my life.

1yr



“You have to be more professional.”

“You can’t write an email like that to C-Suites!”

“[job-title-that-apparently-makes-them-inhuman]’s will hate it!”

I hear this all the time.

Apparently, when someone achieves success, they stop being human.

If you want a meeting with someone important, you better write a message devoid of humour. It has to be bland and boring.

When someone achieves success, they decide “I don’t like to laugh anymore.”

“Smiling is something I used to do - before I became successful!”

Think how absurd that sounds!

BREAKING NEWS: CEOs at global brands are people too.

They don’t need or want to be put on a pedestal.

Show respect, yes. Of course.

But if you want someone’s attention, you better bring something to the table.

You have to stand out.

Give them a reason to hit reply.

They’re just people too.

Treat them that way.

252 Likes · 40 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

You might have noticed people posting on LinkedIn don't write in large paragraphs. This is because these posts perform better. They are easier to read, especially on mobile. This post also uses a contentious point - which helped it get more likes and comments.



Jon Buchan
I wrote a drunk cold email that changed my life.
1yr

...

The drunk cold email that changed my life.

I never learned how I was 'meant' to write copy, so I interrupted the pattern by default.

From the age of 7, I was obsessed with stand up comedy and sitcoms. I used to stay up late every night to watch them. I'm still somewhat obsessed to this day.

A few years ago, there was a time when all my word of mouth work had dried up. I was desperate for sales. One night, I got rather drunk and wrote the most absurd cold email I could muster.

In the morning, I was still tipsy enough to think sending it to senior marketing directors at global brands was a wise idea.

To my astonishment, it worked. I received the most complimentary responses and booked meetings with RedBull, Pepsi, Hewlett Packard, Symantec and countless other global brands and corporations.

I've recently gone over that email and analysed all the 'joke formulas' I used.

I'm compiling a handy eBook that runs through humour formulas that work in print (and on the screen!), rhetorical devices and other elements that you don't see often in b2b copy.

If you'd like to grab a copy, check the link in the comments.

182 Likes · 97 Comments · [Add Likers to LH](#) [Add Commentators to LH](#)

Hashtags

LinkedIn has added #hashtags.

The optimal number is between 3 to 10 hashtags per post.

Pick #hashtags with over 100k followers to improve your reach. (As long as they are relevant, of course!)

LinkedIn Pulse articles

For evergreen content, you can use LinkedIn Pulse Articles.



Another response :)

How to write cold emails that cut-through the noise

Published on April 29, 2017 [Edit article](#) | [View stats](#)



Jon Buchan

I wrote a drunk cold email that changed my life.

5 articles

Impact -> Communication -> Persuasion

So many cold approaches fail such because they go straight to persuasion.

[Group plug - [click here to go to my Facebook group](#). You'll find tons of useful content like this post.]

The very first line starts with something like ... "We're the best people in the world at X... We've worked with X client and are ground-breaking X technology is a world's first..."

YUCK! Of course, that gets deleted!

You can use these to link externally to an opt-in or other resource. In the example above, I link to my Facebook Group.

You can then add these to your "Featured" content area by clicking the + icon on your profile, selecting "Articles" and then picking the article(s) you wish to feature.

Featured + ✎

to come and meet us in person and talk to us a bit more about what you guys do, perhaps the morning of Friday 15th?

Thanks

R
Head of Digital Marketing, EMEA
Symantec Corporation
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Office: +44 (0)1189
Mobile: +44 (0)752
r @symantec.com



Free B2B C
Charm Offen

Want to see
responses I

Posts +

Show content posted to LinkedIn

Articles +

Show articles published on LinkedIn

Links +

Show links to web content

Media +

Upload photos, documents, and presentations

Your Dashboard ☆ All Star

Add an article ✕

Jon
I have got my attention, which isn't easy as I probal eived 40 or 50 of this type of email a week...

's have a chat - I prefer F2 - but I'm making no mises (at this stage).
on holiday for a month [from Friday](#) - so I suggest w
1?
gards

 31 13 Comments

☆ **Feature**

Want to learn how to get gushing responses to your cold emails like this one?
Jon Buchan on LinkedIn

If you answered an enthusiastic 'YEAHHHHHH MAN!' or a much more gentle, "yeah ok i guess" to the question in the title, please read on... I'm teaching folks my weird disarming ways at the first ever Charm Offensive Writing...



DAYS
0 0 0

HOURS
0 0

MINUTES
1 9

SECONDS
0 4

84 19 Comments

☆ **Feature**

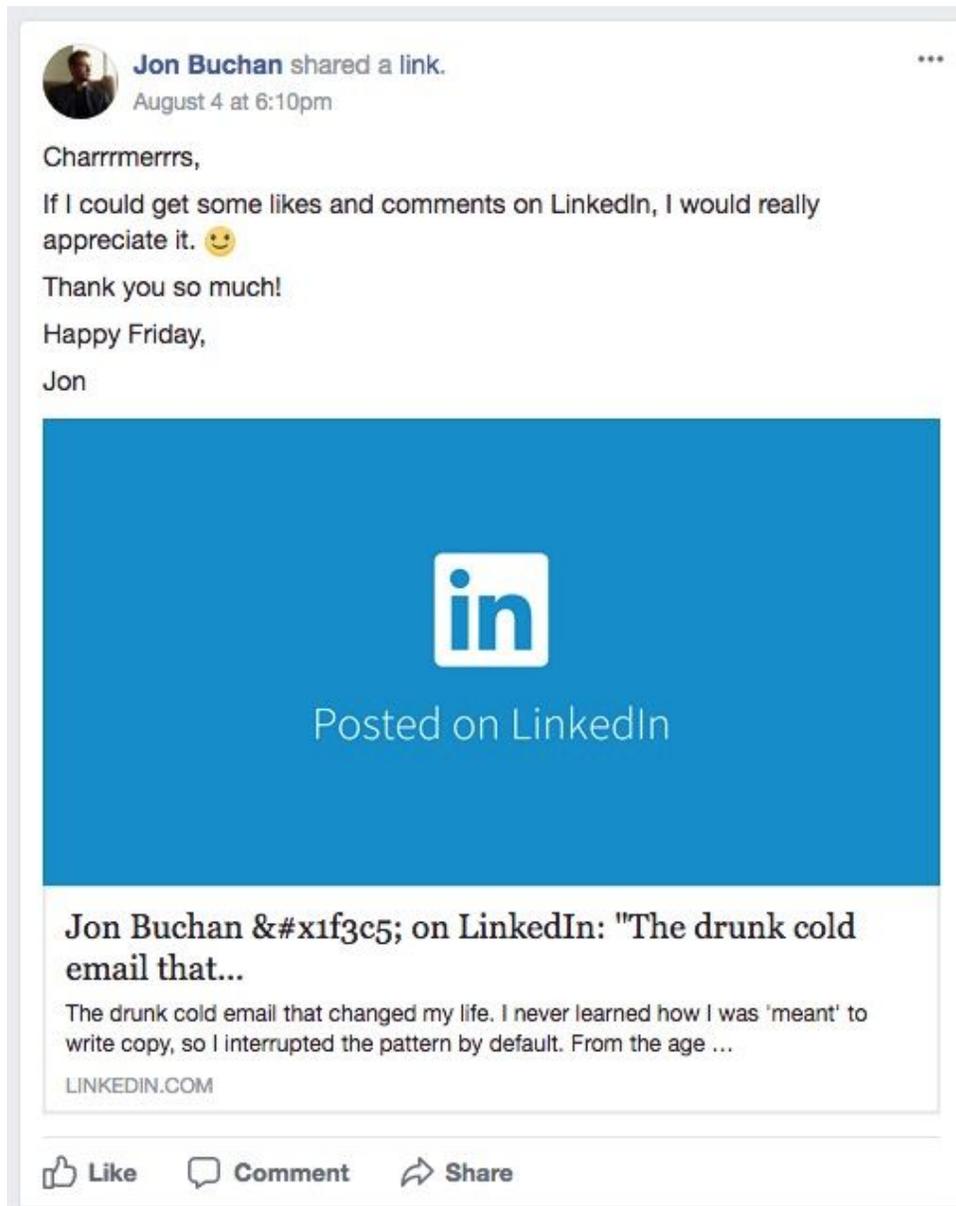
PDF shortage causes chaos
Jon Buchan on LinkedIn

There is a growing crisis as it appears the Internet is running short on PDFs, The Influential can reveal. Online influencers are throttling access to their material, with many posting warnings stating "This material may not be..."

LinkedIn Reach Hack

LinkedIn shows your posts to more people if they get likes and comments not soon after you've posted.

If you have a Facebook group, an email list or other social profiles with a decent following, simply politely ask people to like / comment on your LI post and provide a link to it.



A screenshot of a LinkedIn post. At the top left is a circular profile picture of a man. To its right, the text reads "Jon Buchan shared a link." followed by "August 4 at 6:10pm" and three dots in the top right corner. The main text of the post says: "Charrmerrrs, If I could get some likes and comments on LinkedIn, I would really appreciate it. 😊 Thank you so much! Happy Friday, Jon". Below the text is a large blue rectangular image with the white LinkedIn logo in the center and the text "Posted on LinkedIn" below it. Underneath the image is a white box containing the text: "Jon Buchan 🏅 on LinkedIn: 'The drunk cold email that...' The drunk cold email that changed my life. I never learned how I was 'meant' to write copy, so I interrupted the pattern by default. From the age ... LINKEDIN.COM". At the bottom of the post are three icons: a thumbs up for "Like", a speech bubble for "Comment", and a share arrow for "Share".

Jon Buchan shared a link.
August 4 at 6:10pm

Charrmerrrs,
If I could get some likes and comments on LinkedIn, I would really appreciate it. 😊
Thank you so much!
Happy Friday,
Jon


Posted on LinkedIn

Jon Buchan 🏅 on LinkedIn: "The drunk cold email that...
The drunk cold email that changed my life. I never learned how I was 'meant' to write copy, so I interrupted the pattern by default. From the age ...
LINKEDIN.COM

Like Comment Share

✓ need your help, please. Inbox x



Jon via sx8.email

to me ▾

Would you mind [giving this post on LinkedIn a like / comment?](#)

I'm testing out the 'content upgrade' feature on Vyper.

I'm happy to return the favour and as part of my "Charm Offensive's Brave New Charm Offensive" series, I'll document how this went and tell you what I've learned :)



Thank you so much!!!

Jon

This works especially well if you've built up goodwill, e.g. you have a Facebook group that frequently delivers useful content.

It also helps to add a dash of charming copy to your requests. :)

You can use this to your advantage when you want to generate new opt-ins to your list.

Step 1 - Post a link to your opt-in page.

Step 2 - Ask your Facebook group members, email list subscribers and other social media followers to like / comment. (If you don't have an email list or social media following, you can simply ask some of your friends and family to engage with your posts. The more than to do it, the greater 'boost' you'll get.

The quicker you get engagement on your content after posting, the bigger the boost to your reach.

Finding job posts and responding to them

Search for "Looking [job title]":

The screenshot shows a LinkedIn search results page for the query "looking copywriter". The top navigation bar includes the LinkedIn logo, a search bar with the text "looking copywriter", and icons for Home, My Network, Jobs, and Messaging. Below the navigation bar are filter buttons for "Content", "Posted by", "Date posted", "Author industries", and "All Filters". The main content area displays a post from a user with a profile picture of a globe, titled "Website re-design lead at [redacted]". The post text reads: "Looking for an awesome freelance copywriter to help with an exciting new project for 2-3 weeks. Let me know if you have any recommendations!". The post has 14 Likes and 29 Comments. Below the post are three comments: 1. A comment from a user with a profile picture of a globe, stating "is fab!". 2. A comment from Sarah-Louise James, a Freelance Copywriter and Social Media Manager, stating "Thank you [redacted]. Yes, I'm available, [redacted], and would love to hear more. I'll send you a connection request." 3. A comment from a user with a profile picture of a globe, stating "Growth of Online business and Digital | Online Marketing, Ecommerce...". The page also includes a sidebar on the left with suggestions for searching for "Director jobs", "New connections at Charm Offensive", and "What people are saying about Charm Offensive".

Be sure to sort the list by "date posted" so you get the latest jobs.

Each day run a quick search on LinkedIn as above.

When they accept, send them a disarming connection request.

Then send them a charming follow-up message, stating your case that you're the one for the task at hand.

Cold pitch template for replying to job offers posted on LinkedIn:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

I wish I knew the right words that would make my message stand out compared to all of the other conniving (ok... not conniving, but not as good) suppliers who I'm competing with to get your attention.

Here goes...

I should tell you a little bit about me. I'll be brief and use bullet points:

- My name is {yourname} and I'm a {what you do, e.g. designer}.
- I have experience working on projects like {the job advertised}. For example, {include links if possible to work.}
- I'm punctual.
- I'm passionate about what I do.
- I'm the right person for the job. (Ok. I may be biased. Only one way to find out if I'm right, which brings me to my 'secret weapon' below...)

If you agree to a call with me, I'll sweeten the deal by telling you the lamest joke I know OR some random trivia that I'm confident you'll find borderline fascinating. This ridiculous offer is, unfortunately, by no means mandatory. :D

Would you be up for a quick call? If so, please hit reply.

I tend to get overly enthusiastic on these calls meaning I may even give you some ideas you're free to steal!

I'll keep my fingers, toes and a number of my other appendages crossed.

Thank you :)

Have an absolutely wonderful day,

{yourname}

P.S. If you wish to skip the small talk / lame joke / random trivia, feel free to book a call with me by heading here -> {Your scheduling link here}.

LinkedIn Sales Navigator Guide

If you have a LinkedIn Sales Navigator subscription, you get to see the entire LinkedIn database of contacts.

That alone is huge! I highly recommend you get a LinkedIn Sales Navigator account if you can afford it.

Advanced search filters

With LinkedIn Sales Navigator, you get more search filters.

Top filters Apply your sales preferences

Keywords + Enter keywords ...	Custom Lists + Select custom list Within: Accounts	Past Lead and Account Activity + Filter your leads/accounts
Geography + Add locations Within: Region	Relationship + How closely you're connected	Industry + Add industries
School + Schools someone studied at	Profile language + Profile languages	First name + Add a first name
Last name + Add a last name		

Role & tenure filters

Seniority level + Add seniority levels	Years in current position + Years in current position	Years at current company + Years working at current company
Function + Add functions	Title + Add titles Within: Current	Years of experience + Years working in their field

Company filters

Company

+ Companies or boolean

Within: Current 

Company headcount

+ Add range for employee count

Company type

+ Add company types

Past company

+ Add past companies

Other filters

Became a Member

+ When they joined LinkedIn

Groups

+ Find people in groups

Tags

+ Add tags

Posted content keywords

+ Add keywords

Time in role search filter

With LinkedIn Sales Navigator, you can search for your ideal prospects using a variety of search filters.

The search below shows a search for CEOs & Managing Directors in New York City - in the Advertising & Marketing Industry - with 1-50 employees (and zero employees if you don't count the boss) - who have the keyword 'b2b' on their LinkedIn profile somewhere. This search is limited to 2nd degree connections, so I won't be presented with any of my existing contacts.

You can find prospects at the RIGHT TIME.

I've often said, because it's a memorable soundbite, that *the right words in the right order to the right people can get you almost anywhere in life.*

Knowing the right time to contact prospects is a little harder.

Your prospects may already be under contract or have spent all their budget, or have some other reason to deny your engagement.

LinkedIn provides one such way to contact prospects when they are most likely to want to hear new ideas from new suppliers.

Filters

Clear (5)

Past Lead and Account Activity +

Geography Region ▼

Included:

Greater New York City Area ×

Relationship

2nd Degree Connections × +

Company +

Industry

Included:

Marketing and Advertising ×

Company headcount

1-10 ×

11-50 ×

Self-employed × +

Seniority level +

Function +

Title Current ▼

Included:

CEO ×

Managing Director ×

Tags +

[View all filters](#)

This isn't always true of course. I've won many deals from prospects who've been in their role for many years. However, in my experience, this tactic works. And those I've told it have informed me that it's reliably effective too.

Here's how you do it: When you've done your search, click the "Changed jobs in the past 90 days' tab:

The screenshot shows a LinkedIn search interface. At the top, there are five filter tabs: "Total results" (12,217), "Changed jobs in past 90 days" (458), "Mentioned in the news in past 30 days" (68), "Posted on LinkedIn in past 30 days" (5,357), and "Share experience with you" (4,435). Below the filters, there are options to "Select all" and "Tag". The main content area displays a profile card for a "Managing Director at [redacted]". The profile includes a "2nd" degree badge, a "Save" button, and an "Add tag" button. A "New role" section indicates the user "Started new role 2 months ago at [redacted]". At the bottom of the card, it shows "40 shared connections" with three profile icons.

(I've obviously censored personal details above.)

Posted on LinkedIn in past 30 days

Another useful option is the “Posted on LinkedIn in past 30 days” tab.

5K+ Total results	303 Changed jobs in past 90 days	2K+ Posted on LinkedIn in past 30 days	1K+ Share experiences with you
-----------------------------	--	--	--



Peter Carter 2nd

Co-Founder and Director of Facebook Marketing at Rainy City Agency

Save ...

4 years 8 months in role and company
Manchester Area, United Kingdom



8 shared connections

Peter's recent activity on LinkedIn

Peter shared a post

4h ago



Another new brand on Shopify I'm helping with their Facebook ads strategy

7 likes · 1 comments

See more

You can then engage with their content as you see fit.
You could 'like' their post - or comment on it. This is a great way to get on your prospects radar.
They may even check your profile out.

Peter Carter • 2nd
Helping Ecommerce Brands 2x-5x Their Sales In 30 Days With Faceboo...
3h · 🌐

Another new brand on [Shopify](#) I'm helping with their Facebook ads strategy enjoying an (almost) \$4k day. We're just testing at this stage and can turn the tap on as soon as we see stability to scale.

Before working with me they had ZERO ads running after bad experiences with Facebook ads agencies and losing all faith in the platform.

As always, I start to test low and start to scale what works, get rid of what doesn't, following the same 4 step process every time.

- Make my list of audiences across COLD > EXISTING
- Test \$20 a day adsets with a couple of creatives
- Pull out the best performers into a scaling campaign
- Increase/Decrease budgets 20% every 2 days, automatically

Got a question about your ads? Don't miss out on the biggest 2 months of the year, starting next week!

[#facebookads](#) [#shopifystore](#) [#shopifytips](#) [#facebookadvertising](#)
[#shopifyplus](#) [#shopifypartners](#)

Total sales [View report](#)
\$3,990.70 **↑45%**

Online Store **\$3,990.70** **↑45%**

SALES OVER TIME

Time	Oct 20, 2020	Oct 21, 2020
03 AM	~100	~100
06 AM	~100	~100
09 AM	~150	~350
12 PM	~150	~200
03 PM	~150	~700
06 PM	~150	~200
09 PM	~150	~200

Online store conversion rate [View report](#)
4.08% **↑76%**

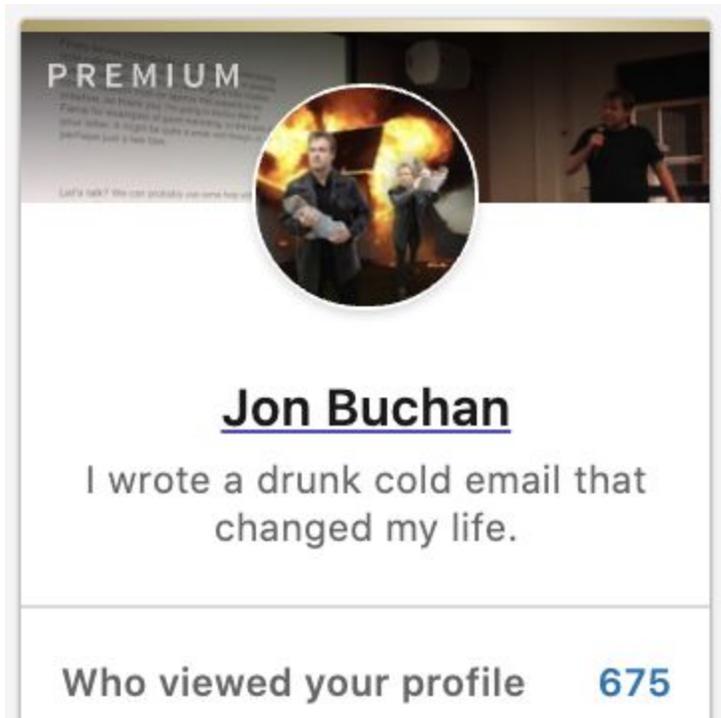
CONVERSION FUNNEL

Step	Conversion Rate	Change
Added to cart 116 sessions	9.10%	↑30%
Reached checkout 63 sessions	4.94%	↑50%
Sessions converted 52 sessions	4.08%	↑76%

🌐 8 · 1 Comment · [Add Likers to LH](#) [Add Commentators to LH](#)

Who's Viewed

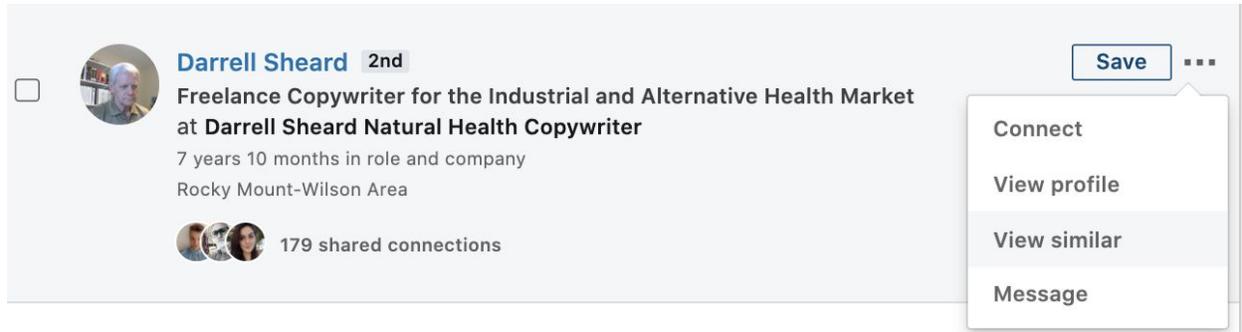
With a LinkedIn Sales Navigator account, you can check to see who's viewed your profile.



If you come across potential prospects who've looked at your profile, you could send them a message using the "A message to send prospects who have recently looked at your LinkedIn profile" template near the end of this document.

View Similar to see lookalike prospects

When searching for people on LinkedIn Sales Navigator, you can click the 3 dots next to someone's profile and select 'View similar'.

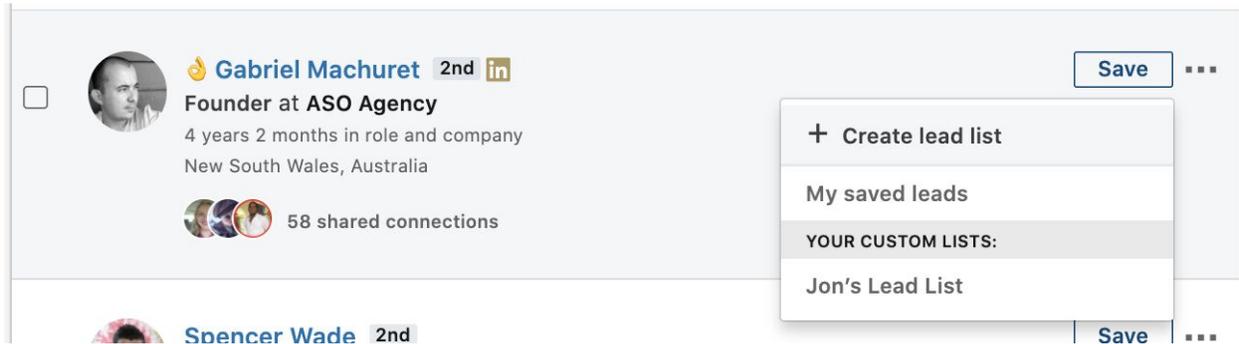


The image shows a LinkedIn profile card for Darrell Sheard. The profile includes a circular profile picture, a name 'Darrell Sheard' with a '2nd' degree indicator, and a job title 'Freelance Copywriter for the Industrial and Alternative Health Market at Darrell Sheard Natural Health Copywriter'. Below the title, it states '7 years 10 months in role and company' and 'Rocky Mount-Wilson Area'. At the bottom of the profile card, there are three small circular icons representing shared connections and the text '179 shared connections'. To the right of the profile card, there is a 'Save' button and a three-dot menu. The three-dot menu is open, displaying a list of actions: 'Connect', 'View profile', 'View similar', and 'Message'. The 'View similar' option is highlighted with a light blue background.

Creating lead lists

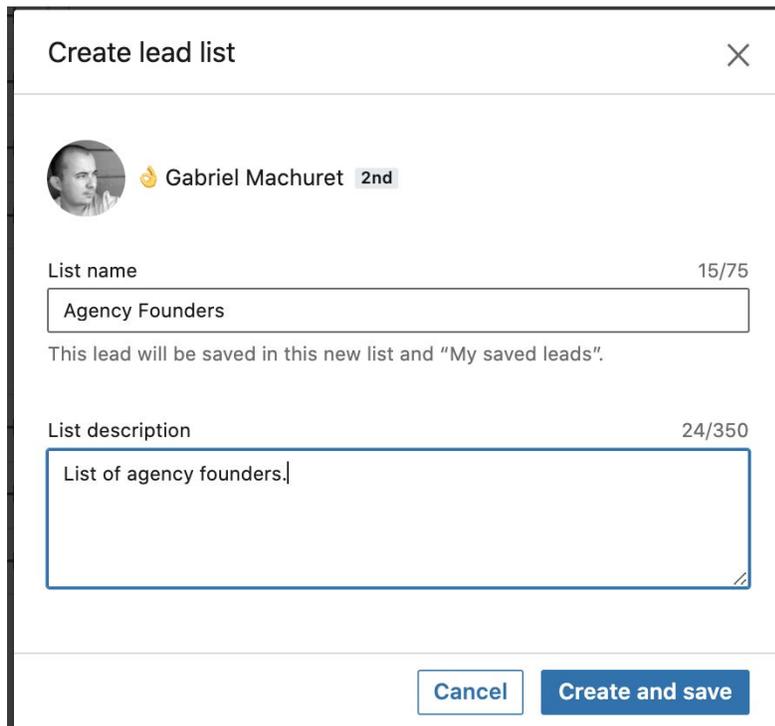
You can create lead lists using LinkedIn Sales Navigator to more easily sort leads you may wish to target.

Simply click the 3 dots next to a person's search listing and click "Create Lead List"



The screenshot shows a lead card for Gabriel Machuret, Founder at ASO Agency. The card includes a profile picture, name, title, and location. A dropdown menu is open next to the 'Save' button, showing options: '+ Create lead list', 'My saved leads', 'YOUR CUSTOM LISTS:', and 'Jon's Lead List'. Below the card, another lead card for Spencer Wade is partially visible.

You can then name this list and give it a description.



The 'Create lead list' dialog box is shown. It features a close button (X) in the top right corner. Below the title, there is a profile picture and name of Gabriel Machuret. The form contains two input fields: 'List name' with the value 'Agency Founders' and a character count of 15/75; and 'List description' with the value 'List of agency founders.' and a character count of 24/350. A note below the name field states: 'This lead will be saved in this new list and "My saved leads".' At the bottom, there are two buttons: 'Cancel' and 'Create and save'.

Once the list has been created, you can easily add additional leads to it by clicking the 3 dots next to someone's search listing and clicking "Save" and then choosing your desired list.

The screenshot shows a LinkedIn search results page. The top profile is for Spencer Wade, a 2nd-degree connection, who is the Founder & Principal Strategist at Lift Conversions - Digital Marketing Agency in the Greater Chicago Area. A dropdown menu is open next to his profile, showing options to '+ Create lead list', 'My saved leads', and 'YOUR CUSTOM LISTS:'. Under the custom lists, 'Agency Founders' and 'Jon's Lead List' are visible. A 'Save' button and three dots are also present next to the profile name.

Spencer Wade 2nd
Founder & Principal Strategist at Lift Conversions - Digital Marketing Agency
6 years 10 months in role and company
Greater Chicago Area
30 shared connections

My saved leads

YOUR CUSTOM LISTS:

- Agency Founders
- Jon's Lead List



CHARM
OFFENSIVE.

[PROSPECT RESEARCH]

[MINI GUIDE]

Prospect Research Mini Guide

Introduction

This guide will show you how to find prospects you have things in common with; carry out further research, and use your findings to write a 'hyper-personalised' cold pitch.

To use this guide, you're going to need accounts for:

- [LinkedIn](#)
- [Twitter](#)

Searching LinkedIn

There are some very powerful search options in LinkedIn. Using it to find prospects allows you to get quite granular. We're going to look at a few different ways to pinpoint only people with things in common to you.

Searching by Employment History

To find people who worked at the same company as you in the past, use the 'Company' search filter - and select the 'Past' option:

The screenshot shows a LinkedIn search interface. On the left, a 'Filters' sidebar is visible with the 'Company' filter set to 'Past' and 'LOVEFiLM' selected. The main search results area shows 713 total results, with 32 jobs changed in the past 90 days, 2 mentions in the news, 74 posts on LinkedIn, and 32 shares. Three profiles are displayed: Mike Blakemore (CTO at Travelopia), Nasir Ghulam (Director of Engineering at Travelex), and Russell Morris (Board Director at Amazon and LOVEFiLM).

Keywords	713	32	2	74	32
Enter keywords ...	Total results	Changed jobs in past 90 days	Mentioned in the news in past 30 days	Posted on LinkedIn in past 30 days	Share exp with you

Select all Save to list Tag

- Mike Blakemore** 2nd
CTO at Travelopia
10 months in role and company
London, England, United Kingdom

Past role
CTO at LOVEFiLM (2007 - 2012)
 10 shared connections
- Nasir Ghulam** 2nd
Director Of Engineering at Travelex
3 years 1 month in role | 3 years 9 months in company
London, England Metropolitan Area

Past role
Head of Technical Operations at LOVEFiLM (2010 - 2012)
 7 shared connections
- Russell Morris** 2nd
Board Director, Marketing, Product and Engineering, Prime Video at Amazon
3 years 8 months in role | 5 years 9 months in company
St. Albans, England, United Kingdom

Past role
Board Director, Marketing and Business Development at LOVEFiLM (2012 - 2014)
[Show more](#)
 12 shared connections

You can further segment this search. The example below shows people who've worked at LOVEFiLM - and have 'marketing' in their job title:

Keywords

Enter keywords ...

Filters

Clear (2)

Past Lead and Account Activity +

Geography +

Relationship +

Company Past ▾

Included:

LOVEFiLM ×

Industry +

Company headcount +

Seniority level +

Function +

Title Current ▾

Included:

marketing ×

Tags +

View all filters

32

Total results

1

Changed jobs in past 90 days

7

Posted on LinkedIn in past 30 days

7

Share experiences with you

Select all [Save to list](#) [Tag](#)

 **Russell Morris** 2nd Save ⋮

Board Director, Marketing, Product and Engineering, Prime Video at Amazon

3 years 8 months in role | 5 years 9 months in company
St. Albans, England, United Kingdom

Past role
Board Director, Marketing, Prime Video at Amazon (2014 - 2016)
[Show more](#) ▾

 12 shared connections

[Add tag](#)

 **Jonathan Page** 2nd Save ⋮

Marketing Manager - Infrastructure & Operations at Experian Consumer Services

1 year in role and company
United Kingdom

Past role
CRM Operations Manager at LOVEFiLM (2011 - 2013)
[Show more](#) ▾

 6 shared connections

[Add tag](#)

 **Sameena Ahmed** 2nd Save ⋮

Senior Marketing Manager at SSE plc

3 years 8 months in role and company
London, England, United Kingdom

Past role
Senior Marketing Manager at Amazon (2013 - 2016)
[Show more](#) ▾

 7 shared connections

[Add tag](#)

Searching by 'Just Joined LinkedIn'

Prospects who have only recently joined the platform will likely have never been sent a message - providing you with an opportunity to be the first person to send them one.

As you'll have no competition in their inbox, this increases the chances of a response - especially if you specifically mention that you know they've just joined LinkedIn. Just... not in a creepy way, alright?

The screenshot shows a LinkedIn search interface with the following elements:

- Keywords:** A search bar with the placeholder text "Enter keywords ...".
- Filters:** A sidebar on the left with various filter categories:
 - Past Lead and Account Activity:** +
 - Geography:** Region ▾
 - Included: **United Kingdom** ×
 - Relationship:** +
 - Company:** +
 - Industry:** +
 - Company headcount:** +
 - Seniority level:** +
 - Function:** +
 - Title:** Current ▾
 - Included: **Marketing** ×
 - Became a Member:**
 - 1 day ago** × +
 - Tags:** +
- View all filters** button at the bottom of the sidebar.
- Search Results:** A main area showing 73 total results, with 20 users who changed jobs in the past 90 days.
 - Buttons: Select all, Save to list, Tag
 - Each result includes a profile picture, name, job title, company, and duration in role and company.
 - Actions for each result: Save, Add tag, or View profile.

Name	Job Title	Company	Duration	Location	Actions
Jake Posner	Sales And Marketing Representative	Cinderella Hair	5 years 3 months	London, United Kingdom	Save, Add tag
Rosie Field	Senior Marketing Officer	Churchill Theatre	1 year 5 months	London, United Kingdom	Save, Add tag
Nathan Chan	Social Media Marketing	SITRABEN CONTRACT FURNITURE LTD	3 months	Manchester, United Kingdom	View profile
Maria Hentunen	EMEA TV Marketing Research Intern	Warner Bros. Entertainment	2 months	London, United Kingdom	Save, Add tag
Fiona Cerkini	Marketing Specialist	K & W Joinery LTD	4 years 7 months	United Kingdom	View profile
Becky Gallagher	Marketing Manager	Mackie Motors	2 months		View profile

You can also extend the search to find users who joined:

Searching by Traits

Let's get a bit more personal, and look at a profile that mentions 'humour' / 'humor'.

In this example, I've searched for people (using keyword search) who have the word humor OR humour on their LinkedIn profile. Notice, I've also clicked the 'changed jobs in the past 90 days' tab.

The screenshot shows a LinkedIn search interface. At the top, there are tabs for 'Lead results' and 'Account results', and a 'Save search' button. The search criteria are 'humor OR humour'. The results are filtered by 'Changed jobs in past 90 days', showing 3 results. The left sidebar contains filters for 'Past Lead and Account Activity', 'Geography', 'Relationship', 'Company', 'Industry' (with tags for Apparel & Fashion, Consumer Goods, Cosmetics, Luxury Goods & Jewelry, and Retail), 'Company headcount', 'Seniority level', 'Function', and 'Title' (set to Current). The main results area shows three profiles: Kate Harper (Director, eCommerce at Levain Bakery), Angela Browning Fickess (Ecommerce Manager at Russell Stover Chocolates), and Arthur Fischer (Consultant Supply Chain Innovation eCommerce at Albert Heijn). Each profile includes a 'Save' button, an 'Add tag' button, and a 'New role' section indicating when they started their current role.

Lead results Account results Save search

Keywords
humor OR humour

Also try
funny or humour
funny humor
humor and humour

Filters Clear (2)

Past Lead and Account Activity +

Geography +

Relationship +

Company +

Industry
Included:
Apparel & Fashion x
Consumer Goods x
Cosmetics x
Luxury Goods & Jewelry x
Retail x

Company headcount +

Seniority level +

Function +

Title Current ▾

Included:
ecommerce x

52 Total results

3 Changed jobs in past 90 days

9 Posted on LinkedIn in past 30 days

6 Share experiences with you

Select all Save to list Tag

Kate Harper 2nd
Director, eCommerce at Levain Bakery
2 months in role and company
New York, New York, United States
Past role
VP, Ecommerce at Dean & DeLuca (2018 - 2019)
New role
Started new role 2 months ago at Levain Bakery

Save ...
Add tag

Angela Browning Fickess 3rd
Ecommerce Manager at Russell Stover Chocolates
3 months in role and company
Kansas City, Missouri, United States
New role
Started new role 3 months ago at Russell Stover Chocolates

Save ...
Add tag

Arthur Fischer 3rd
Consultant Supply Chain Innovation eCommerce at Albert Heijn
2 months in role | 10 years in company
The Randstad
New role
Started new role 2 months ago at Albert Heijn

Save ...
Add tag

Previous 1 Next

I clicked Angela's profile, and then clicked 'see more' to read her bio.

The image shows a LinkedIn profile for Angela Browning Fickess, 3rd. The profile header includes her name, current title 'Ecommerce Manager at Russell Stover Chocolates', and a bio snippet: 'Accomplished and passionate eCommerce and Digital Marketing Professional with demonstrated track record of success. Innovative strategist with a proven abil...see more'. Her location is 'Kansas City, Missouri, United States' and she has '500+ connections'. The 'Current' section shows her role at Russell Stover Chocolates, started 4 months ago. The 'Previous' section lists 'Senior E-commerce Manager at VF Corporation - Lee Jeans' (3 yrs) and 'Digital Marketing Manager at VF Corporation - Lee Jeans' (9 mos). The 'Education' section shows 'PARK' from 2005-2007. A modal window titled 'About Angela Browning Fickess' is open, displaying a full bio: 'Accomplished and passionate eCommerce and Digital Marketing Professional with demonstrated track record of success. Innovative strategist with a proven ability to successfully assess the DTC landscape and identify opportunities for optimization, integration and maximization of consumer UX/UI, digital marketing, and revenue goals. Proficient in both emerging and established markets. Able to maintain a sense of humor under pressure and thrive under deadline.' Below the bio is a 'Skills Summary: Data driven decision maker | Proven leader and team builder | Consumer journey expert | Highly collaborative | Budget and P&L management | ROI and margin management'. The modal has an 'Ok' button. The background profile is dimmed, showing sections for 'What you share in common' (1 mutual group), 'Experience' (Ecommerce Manager at Russell Stover Chocolates, Jun 2019 - Present), and 'Senior E-commerce Manager' at VF Corporation - Lee Jeans (Jul 2016 - Jun 2019).

Finding the Connection

What do we know about Angela?

We know she's an **eCommerce manager**.

We know she's **recently changed roles**. After 3 years at Lee Jeans, she has moved to Russell Stover Chocolates, a division of Lindt Chocolates.

Angela also suggests she 'maintains a **sense of humor** under pressure'.

You can mention these things in your follow-up message.

Here's an example:

"Your profile (yes, I actually read it!), informs me that you maintain your sense of humor under pressure. Upon reading this, I thought I should get in touch, as you might enjoy our humor-infused brand of email marketing."

You could mention her recent job move by saying something like:

"I also learned of your recent move to Lindt. I love their chocolates! I confess, I have not as yet tried anything from the Russell Stover Chocolates division - but I can change that quickly if it will aid my ambition to work with you."

"That's right, I'm willing to eat delicious chocolates in order to curry your favour."

This pack contains a template for writing to prospects with whom you share traits in common. You can amend this to your needs - rather than having to start from scratch. :-)

Searching by Multiple Traits

You can use keyword search to find prospects who have multiple search terms anywhere in their bio by using the “” and AND search modifiers:

Keywords: "passionate" AND "ambitious" X

Filters: Clear (2)

- Past Lead and Account Activity +
- Geography +
- Relationship
 - 1st Degree Connections X
 - 2nd Degree Connections X
 - Group members X +
- Company +
- Industry +
- Company headcount +
- Seniority level +
- Function +
- Title Current ▾
- Included:
 - founder X
- Tags +

View all filters

995 Total results

50 Changed jobs in past 90 days

9 Mentioned in the news in past 30 days

429 Posted on LinkedIn in past 30 days

420 Share exp with you

Select all Save to list Tag

James Lee 2nd Save ...
Co-Founder & CEO at CoffeeBreak
2 years 1 month in role and company
Greater Seattle Area
Past role
Co-Founder, CEO at SurgeTech (2016 - 2016)
10 shared connections

Lucy Sharp 2nd Save ...
Co-Founder at Dot Residential
1 year 6 months in role and company
Manchester Metropolitan Area
59 shared connections

Ellena Ophira 2nd Save ...
Founder and CEO at Weddingly
2 years 8 months in role and company
London, England Metropolitan Area
Past role
Managing Director at Style in my City (2012 - 2016)
9 shared connections

Phoebe Yu 2nd Save ...
Founder and CEO at ettitude
5 years 7 months in role and company
Los Angeles, California, United States
Past role
Director of Community Impact at Startup Victoria (2014 - 2017)
36 shared connections

However, be warned: **this search isn't perfect.**

Try visiting each prospect's profile and using CTRL+F / CMD+F to search the page for the keywords in your original search for context.

Sometimes, you'll find these keywords in the Recommendations section, which includes recommendations *they* have left for connections, rather than recommendations the prospect has received themselves.

Click the “See More” part of the bio to expand it:



James Lee 2nd  **OPEN**

Co-Founder & CEO at CoffeeBreak

I'm the CEO of CoffeeBreak, where our mission is to help professionals achieve their goals through building relevant new relationships and nurturing existing ones. Transi...[see more](#)

About James Lee



I'm the CEO of CoffeeBreak, where our mission is to help professionals achieve their goals through building relevant new relationships and nurturing existing ones.

Transitioning from roles in Finance, Management Consulting, and Software Engineering - I've been fortunate to have experienced the profound impact that relationships and access to relationships can have.

I started building companies while I was in high school and am leveraging the strategic business experience and technical knowledge I've gained to jump into the startup life. I'm always looking to meet with passionate, ambitious people who are looking to make a difference!

Ok

As you can see, both keywords, “passionate” and “ambitious” are mentioned. You can amend the ‘shared traits’ template to fit any traits you like!

Searching by Shared First Name

You can search for prospects who match your ideal client criteria - **and** share your first name.

You can further narrow it down by finding matching job titles, locations, etc.

In this example, I've searched for prospects with the job title "Founder", who reside in the United Kingdom, and have the first name "Jake".

The screenshot shows a LinkedIn search interface with the following details:

- Keywords:** Enter keywords ...
- Filters:** Clear (3)
 - Past Lead and Account Activity:** +
 - Geography:** Region ▾
Included: **United Kingdom** ×
 - Relationship:** +
 - Company:** +
 - Industry:** +
 - Company headcount:** +
 - Seniority level:** +
 - Function:** +
 - Title:** Current ▾
Included: **Founder** ×
 - Tags:** +
 - First name:** +
Ja... ×
- Summary:** 353 Total results, 15 Changed jobs in past 90 days, 59 Posted on LinkedIn in past 30 days, 14 Share experiences with you
- Actions:** Select all, [Save to list](#), [Tag](#)
- Results:**
 - Jake Phillpot** 2nd [in](#)
Co-Founder & CEO at Tanda
6 years 10 months in role and company
London, England, United Kingdom
9 shared connections
 - Jake White** 2nd [in](#)
Co-Founder & Director at Envvi Group
7 months in role and company
Greater Bournemouth Area
Past role: CEO & Founder at Urban Physique (2015 - 2017)
200 shared connections
 - Jake Adams** 2nd
Co-Founder & COO at Wellspace
1 year 9 months in role and company
London, England Metropolitan Area
Past role: Co-Founder at ABC Presents... (2015 - 2019)
[Show more](#) ▾
12 shared connections
 - Jacob Waern** 2nd [in](#)
Founder & CEO EduMe (We're hiring!) at EduMe
3 years 3 months in role and company
London, England, United Kingdom

There's a template below for contacting such prospects.

Same First Name

Subject: from one {First-Name} to another {First-Name}...

Fellow {First-Name},

As my greeting suggests, we share a first name.

... I figured this commonality was as good a foundation as any for a productive business relationship.

(And, yes, I haven't had any other better ideas for how to start this opening gambit...)

Let me get down to brass tacks. I'm a {Your-Discipline} - and I'd love to give you a range of {Your-Discipline} ideas you're free to steal.

In a pathetic attempt to influence your decision on this, I've inserted below a picture of me in front of a whiteboard with a headline that reads, "{PROSPECT-COMPANY-NAME} - World Domination Plans".

{Picture of you/ you & your team smiling gleefully in front of a whiteboard/flip chart/notepad with World Domination Plans for {PROSPECT-COMPANY-NAME} at the top.}

I'd like to be part of those plans. And, well, I've already written the title on the whiteboard. Let's not waste pen now, shall we? :D

What say you, {Prospect-Name}? May I send my ideas over? :-)

If nothing else, you'll get some ideas and insights you can use - even if we never speak again.

If not of interest, I understand. You don't ask - you don't get. :-)

Thank you for your time.

Have an absolutely wonderful day,

{Your-Name}

Searching by Shared Surname

There's also an option to segment by surname, like in this example:

Keywords

33
Total results

2
Changed jobs in past 90 days

2
Posted on LinkedIn in past 30 days

Filters Clear (2)

- Past Lead and Account Activity +
- Geography +
- Relationship +
- Company +
- Industry +
- Company headcount +
- Seniority level +
- Function +
- Title Current ▾
- Included:
founder ×
- Tags +
- Last name +
buch... ×

Select all Save to list Tag

-  **Tom Buchan** 3rd
Founder at WE Buchan
1 year 4 months in role | 34 years 3 months in company
Greater Melbourne Area

Past role
Founder and Director at **WE Buchan** (1985 - 2018)
Save ...
Add tag
-  **Busi Buchan** 2nd
Founder at Ekhaya
3 years 9 months in role and company
London, England, United Kingdom

 7 shared connections
Save ...
Add tag
-  **Sean Buchan** 2nd
Director & Co-founder at If Not Now Digital
2 years 4 months in role and company
Greater Bristol Area

 4 shared connections
Save ...
Add tag
-  **Fraser Buchan** 2nd
Co-Founder at TradeWind Markets, Inc.
3 years 6 months in role and company
New York, New York, United States

 1 shared connection
Save ...
Add tag

Same Surname

Subject: from one {Surname} to another {Surname}...

Fellow Mr/Mrs/Ms. {Surname},

As my greeting suggests, we share a surname.

... I figured this commonality was as good a foundation as any for a productive business relationship.

(And, yes, I haven't had any other better ideas for how to start this opening gambit...)

Let me get down to brass tacks. I'm a {Your-Discipline} - and I'd love to give you a range of {Your-Discipline} ideas you're free to steal.

In a pathetic attempt to influence your decision on this, I've inserted below a picture of me in front of a whiteboard with a headline that reads, "{PROSPECT-COMPANY-NAME} - World Domination Plans".

{Picture of you/ you & your team smiling gleefully in front of the whiteboard/flip chart/notepad with World Domination Plans for {PROSPECT-COMPANY-NAME} at the top.}

I'd like to be part of those plans. And, well, I've already written the title on the whiteboard. Let's not waste pen now, shall we? :D

What say you, {Prospect-Name}? May I send my ideas over? :-)

If nothing else, you'll get some ideas and insights you can use - even if we never speak again.

If not of interest, I understand. You don't ask - you don't get. :-)

Thank you for your time.

Have an absolutely wonderful day,

{Your-Name}

Searching by Location

In this search, we've retained the two search keywords from the previous 'multiple shared traits' search: "Passionate" and "Ambitious" - and we are still looking for prospects with the job title "Founder".

This time, we've also added a location to our search filters. We are looking for prospects based in London, UK.

The screenshot shows a LinkedIn search interface. At the top, there are tabs for 'Lead results' and 'Account results', and a 'Save search' button. The search criteria are displayed as follows:

- Keywords:** "passionate" AND "ambitious"
- Filters:**
 - Geography:** London, England Metropolitan Area
 - Relationship:** 1st Degree Connections, 2nd Degree Connections, Group members
 - Title:** founder

Summary statistics for the search results:

- 185** Total results
- 14** Changed jobs in past 90 days
- 80** Posted on LinkedIn in past 30 days
- 42** Share experiences with you

The results list shows four profiles:

- Ellena Ophira** (2nd degree connection), Founder and CEO at Weddingly, 2 years 8 months in role and company, London, England Metropolitan Area. Past role: Managing Director at Style in my City (2012 - 2016). 9 shared connections.
- Jo Dalton** (2nd degree connection), Founder and CEO at JD & Co., 8 years 1 month in role and company, London, England Metropolitan Area. Past role: Founder/Director at True North Human Capital Limited (2008 - 2011). 64 shared connections.
- Eliza Dabney** (2nd degree connection), Co-founder & Director at Sepia Communications, 7 years 9 months in role and company, London, England, United Kingdom. 6 shared connections.
- Gabriela Hershman** (2nd degree connection), Founder, CEO at Huckletree, 5 years 9 months in role and company, London, England Metropolitan Area.

The top result is a LinkedIn bio that includes those two keywords:

About Ellena Ophira



Passionate and ambitious entrepreneur with a proven track record of successfully building businesses from the ground up, that have a lasting industry impact and financial success.

Fuelled with a desire to create provocative tools, opportunities and platforms for businesses to grow, develop and showcase what they do, from one man bands to international brands. I relish having a problem to solve and finding innovative ways to conquer those challenges. Right now we're tackling niche markets, starting with the Wedding Industry. In the process of closing our Seed Round.

I am everything I am today because someone gave me the opportunity to learn and build something. I have spent the rest of my professional life, thus far, paying forward that mentorship. I believe strongly in encouraging entrepreneurship and a fire for work in young people, creating opportunities for them to discover what drives them, realising that not only do they have potential, but they have the power to change their lives.

Ok

Ellena is also based in London:



Ellena Ophira 2nd  **OPEN**

Founder and CEO at Weddingly

Passionate and ambitious entrepreneur with a proven track record of successfully building businesses from the ground up, that have a lasting industry impact and financi...[see more](#)

 London, England Metropolitan Area  500+ connections  9 shared connections

This provides you with multiple points of commonality so you can start to piece together a profile:

- Traits: Passionate & Ambitious
- Job title: Founder
- Location: London, UK

You can, of course, modify this search to broaden or narrow down your results as much as you desire.

Searching by Education

You can search for people who went to the same high school, college, or university as you.

The following example shows a search for prospects who attended The London School of Economics:

The screenshot shows a LinkedIn search interface with the following components:

- Keywords:** A search bar containing "Enter keywords ...".
- Summary Statistics:**
 - 8,176 Total results
 - 455 Changed jobs in past 90 days
 - 51 Mentioned in the news in past 30 days
 - 1,653 Posted on LinkedIn in past 30 days
 - 470 Share exp with you
- Filters:** A sidebar on the left with various filter categories:
 - Past Lead and Account Activity (+)
 - Geography (+)
 - Relationship (+)
 - Company (+)
 - Industry (+)
 - Company headcount (+)
 - School
 - Included: The London School of Econ... (x)
 - Seniority level (+)
 - Function (+)
 - Title: Current (v)
 - Included: Founder (x)
- Results:** A list of four profiles, each with a checkbox, profile picture, name, title, company, and location:
 - Heather Marie Udo** (2nd): Founder and CEO at Shoppable®. 8 years 2 months in role and company. New York, New York, United States. 13 shared connections.
 - Charles Delingpole** (2nd): Founder and CEO at ComplyAdvantage. 5 years 8 months in role and company. San Francisco Bay Area. Past role: Co-Founder and CEO at Marketinvoice (2010 - 2014). 37 shared connections.
 - Björn Goß** (2nd): Co-Founder, CEO at Stocard GmbH. 8 years 7 months in role and company. Frankfurt Rhine-Main Metropolitan Area. 6 shared connections.
 - Suzy Dean** (2nd): CEO, Co-Founder at AddIn365.

If you wish to narrow your search, you can. The example below is filtered to only include people who are based in the UK:

Keywords

2,185
Total results

152
Changed jobs in past 90 days

1
Mentioned in the news in past 30 days

434
Posted on LinkedIn in past 30 days

115
Share exp with you

Select all [Save to list](#) [Tag](#)

Filters Clear (3)

Past Lead and Account Activity +

Geography Region ▾

Included:

United Kingdom ×

Relationship +

Company +

Industry +

Company headcount +

School

Included:

The London School of Econ... ×

Seniority level +

Function +

Title Current ▾

Included:

Founder ×

Suzy Dean 2nd [in](#)

CEO, Co-Founder at AddIn365

4 years 2 months in role and company
London, England, United Kingdom

Past role

CEO, Founder at EasySharePoint (2013 - 2015)

8 shared connections

[Save](#) ⋮

[Add tag](#)

Monica Kalia 2nd [in](#)

Founder, Chief Strategy and Business Development Officer at Neyber

5 years 6 months in role and company
London, England, United Kingdom

21 shared connections

[Save](#) ⋮

[Add tag](#)

Christoph Rieche 2nd [in](#)

CEO & Founder at iwoca

8 years 9 months in role and company
London, England, United Kingdom

2 shared connections

[Save](#) ⋮

[Add tag](#)

Maksim Kondratjuks 2nd [in](#)

Founder & CEO at Tagvenue

4 years 5 months in role and company
London, England Metropolitan Area

4 shared connections

[Save](#) ⋮

[Add tag](#)

Try finding prospects with similar academic studies, sports teams, societies, or other educational aspects in common by filtering with ‘multiple traits’.

Personalising Your Pitch Further by Searching Twitter

You can use Twitter to find additional details about prospects you may wish to use to personalise your pitch further.

If a prospect has decided to include their Twitter profile on their LinkedIn bio, you'll find it here:

Charles Delingpole 2nd **OPEN**
Founder and CEO at ComplyAdvantage
Apply now to join our team at complyadvantage.com/careers/ ! Now hiring developers, machine learning engineers , product managers, business development in Lon...[see more](#)

San Francisco Bay Area 500+ connections 37 shared connections

Current Founder and CEO at ComplyAdvantage • 5 yrs 8 m

Previous Co-Founder and CEO at MarketInvoice • 4 yrs 1 m
Investment Banking - Associate - Technology, Media :
[+ 2 more](#)

Education University of Cambridge • 2002 – 2005
[+ 1 more](#)

[+ Add tag](#)

Text gan • 3 yrs 6 mos

Buttons: Add to LH, Save, Message

Reports to: Add manager

Charles' contact info
<https://complyadvantage.com>
delingpole
[Show all \(2\)](#)

Activity
[Add note](#)

If the prospect is active on Twitter, their profile could provide you with information you can use to personalise your cold pitch to them.

Be sure to look through all four tabs:

- 'Tweets' includes Tweets posted publicly - any not directed at anyone in particular.
- 'Tweets & replies' contains conversations the prospect has with other users. Responses to others' Tweets and any Tweets beginning with an '@username' handle can be found here.
- 'Media' comprises all Tweets and Retweets from the prospect containing some kind of media, funnily enough. This could be an image, a video, or a GIF.
- 'Likes' is a collection of every Tweet the prospect has liked, in date order of when they liked it.

Charlie Delingpole
@delingpole
@complyadvantage
New York, NY
Joined December 2009
189 Following 861 Followers
Not followed by anyone you're following

Tweets Tweets & replies **Media** Likes

Charlie Delingpole @delingpole · Sep 8
Great to be the 16th fastest growing technology company in the UK in today's The Sunday Times Fast Track 100, with @ComplyAdvantage growing 160% a year for the past three years
#techtrack100 @TechTrack100 @ST_FastTrack

Rank	Company	Revenue	Employees	Year on year growth
1	Wit	£10.1m	10	100%
2	ComplyAdvantage	£10.1m	10	160.61%
3

16 ComplyAdvantage 160.61% Anti-money laundering database
When Charles Delingpole, 36, left Tech Track 100 alumnus MarketInvoice, where he was a co-founder, in 2014, he came up with 15 ideas for a new venture and asked his former colleagues at investment bank JP Morgan to choose

ComplyAdvantage and Fast Track
2 6 19

You can use this information to craft a highly detailed client profile, then deliver a hyper-personalised cold pitch.



How To Laser Target Your LinkedIn Prospecting

LinkedIn is ridiculously powerful - if you know how to use it.

This is especially true when armed with a LinkedIn Sales Navigator subscription, which is worth every penny just for the additional search filters you don't get with a regular account.

This document will go through some crafty, clever ways to use LinkedIn to find your ideal prospects.

Such specific searching will not only help you find your ideal clients - but also narrow your search down, enabling you to write cold pitches that are HIGHLY targeted.

The key is to keep experimenting. The more you play with LinkedIn's granular search functionality, the better you will become at searching LinkedIn for prospects that are your ideal client - AND find prospects that can't be found by using the most obvious searches that the majority of people use.

Prospects that are less inundated with cold pitches - are more likely to respond to yours... Especially if your message is funny and charming :-)

Searching for freelance gigs

I'll start with a search that doesn't require LinkedIn Sales Navigator.

You can search for the phrase "looking for copywriter" and it will show:

The screenshot shows the LinkedIn search interface. At the top, the search bar contains the text "looking for copywriter". Below the search bar, there are navigation icons for Home, My Network, Jobs, and Messaging. A filter bar includes "Content", "Posted by", "Date posted", "Author industries", and "All Filters". The main content area displays a post from Oszkar (Oz) Miklos, a 2nd-degree connection, who is a founder at QUBED. The post text reads: "I'm looking for a freelance content writer. I need around 10 articles each about 800-1000 words. If you have friends who could help me, please tag him/her. Thanks!". The post includes hashtags: #writing #contentwriter #contentwriters #article #copywriter #...see more. It has 103 likes and 117 comments. Below the post, there are two comments: one from Caroline Juma, an Administrative Assistant at Safari Brooks, who says "Copywriter. Interested", and one from Christopher Lopez, MBA, a 2nd-degree connection, who says "Me!". The interface also shows a sidebar with search suggestions and a "Sort by: Relevance" dropdown.

Make sure you click "Content" and then sort by "Date Posted".

This will show a list of the most recent posts for your search. Simply change 'copywriter' to what it is you do. Of course, some sectors will have more job ads than others.

Member since

You can look for prospects who've only just joined LinkedIn. These will likely have never been sent a message - providing you with an opportunity to be the first person to send them one.

As you'll have no competition in their inbox, this increases the chances you'll get a response - especially if you specifically mention that you know they've just joined LinkedIn.

Keywords

73
Total results

20
Changed jobs in past 90 days

Filters Clear (3)

Past Lead and Account Activity +

Geography Region ▾
Included:
United Kingdom ×

Relationship +

Company +

Industry +

Company headcount +

Seniority level +

Function +

Title Current ▾
Included:
Marketing ×

Became a Member
1 day ago × +

Tags +

[View all filters](#)

Select all [Save to list](#) [Tag](#)

 **Jake Posner** 3rd
Sales And Marketing Representative at Cinderella Hair
5 years 3 months in role and company
London, United Kingdom [Save](#) [Add tag](#) [...](#)

 **Rosie Field** 3rd
Senior Marketing Officer at Churchill Theatre
1 year 5 months in role and company
London, United Kingdom [Save](#) [Add tag](#) [...](#)

 **Nathan Chan**
Social Media Marketing at SITRABEN CONTRACT FURNITURE LTD
3 months in role and company
Manchester, United Kingdom [View profile](#)

 **Maria Hentunen** 3rd
EMEA TV Marketing Research Intern at Warner Bros. Entertainment
2 months in role and company
London, United Kingdom [Save](#) [Add tag](#) [...](#)

 **Fiona Cerkini**
Marketing Specialist at K & W Joinery LTD
4 years 7 months in role and company
United Kingdom [View profile](#)

 **Becky Gallagher**
Marketing Manager at Mackie Motors
2 months in role and company [View profile](#)

You can extend the search to find users who joined:

- 2 to 7 days ago
- 8 to 14 days ago
- 15 to 30 days ago
- 1 to 3 months ago

Keywords

3,319
Total results

810
Changed jobs in past 90 days

349
Posted on LinkedIn in past 30 days

2
Share experiences with you

Filters Clear (3)

Past Lead and Account Activity +

Geography Region ▾

Included:
United Kingdom ×

Relationship +

Company +

Industry +

Company headcount +

Seniority level +

Function +

Title Current ▾

Included:
Marketing ×

Became a Member

1 day ago ×

1-3 months ago ×

15-30 days ago ×

2-7 days ago ×

8-14 days ago × +

Select all Save to list Tag

 **Osman Ally** 2nd
Sales & Marketing Specialist at SILVERAIN LTD
8 months in role and company
London, United Kingdom


 **Matthew Roberts** 2nd 
Digital Marketing Manager at Spurs Hospitality & Tickets, Eventmasters Travel Ltd.
3 years 8 months in role and company
London, United Kingdom
Past role
Digital Marketing Executive at Pitch Consultants (2014 - 2016)
[Show more](#) ▾


 **Bill Davies** 3rd
Digital Marketing Manager at MandM Direct
1 year 1 month in role | 13 years in company
Hereford, United Kingdom
Past role
Senior Digital Marketing Executive at MandM Direct (2016 - 2018)

 **Neil MacDonald** 2nd
Schools and Parents Marketing Director at The Scholarship and Bursary Advisory Centre
2 years 7 months in role and company
Brighton, United Kingdom


Using keyword search to find prospects with specific keywords or keyphrases on their profile

This is useful if you need to find prospects who've used a particular platform or are interested in particular trends.

In this example, we are looking for profiles from prospects based in London that mention the following social media platforms:

Hootsuite OR Buffer OR "MeetEdgar" OR "Meet Edgar"

The screenshot displays a LinkedIn search interface. On the left, a 'Filters' sidebar is active, showing search criteria: 'Keywords' (Hootsuite OR Buffer OR "MeetEdgar"), 'Geography' (London, United Kingdom), and 'Title' (Founder). The main content area shows 241 total results, with summary statistics for job changes, LinkedIn posts, and shared experiences. Four profiles are listed, each with a checkbox, profile picture, name, title, company, tenure, location, and shared connections.

Keywords	241	21	76	73
Hootsuite OR Buffer OR "MeetEdgar"	Total results	Changed jobs in past 90 days	Posted on LinkedIn in past 30 days	Share experiences with you

Filters Clear (2)

Past Lead and Account Activity +

Geography Region ▾
Included:
London, United Kingdom ×

Relationship +

Company +

Industry +

Company headcount +

Seniority level +

Function +

Title Current ▾
Included:
Founder ×

Tags +

View all filters

Select all Save to list Tag

Carlos Doughty 1st Save ...
CEO / CMT Chief marketing technologist / Founder at MarTech Alliance
3 years 2 months in role and company
London, United Kingdom
192 shared connections Add tag

Daniel Spicer 1st ✓ Saved Message ...
Founder/Strategy Director - Performance Marketing Agency at Ventura Digital Ltd
3 years 8 months in role and company
London, United Kingdom
Past role
Head of Social Marketing & Community, EMEA at Hootsuite Media Inc. (2013 - 2015)
Show more ▾
60 shared connections Add tag

Charlotte Ellis Maldari 1st Save ...
Founder at Kaffein - New Business Development for B2B companies at KAFFEEN
4 years 2 months in role and company
London, United Kingdom
Past role
Co Founder at Vela Boutique (2016 - 2018)
Show more ▾
145 shared connections Add tag

Egle Valeikaite 1st Save ...
Founder at City Panther Media
2 years 9 months in role and company
London, United Kingdom
23 shared connections Add tag

In the following example, we are targeting “Marketing Directors” and “Marketing Managers” while narrowing down the search to look for prospects who have the term “B2B” on their profile somewhere.

The screenshot shows a LinkedIn search interface. On the left, there is a sidebar with filters. The 'Keywords' section has 'B2B' entered. Below it, 'Also try' suggestions include 'b2b sales', 'b2b marketing', and 'b2b b2b'. The 'Filters' section is expanded to show 'Past Lead and Account Activity', 'Geography' (Region), 'Relationship', 'Company', 'Industry', 'Company headcount', 'Seniority level', 'Function', 'Title' (Current), and 'Tags'. Under 'Geography', 'London, United Kingdom' is selected. Under 'Title', '"Marketing Director"' and '"Marketing Manager"' are selected. At the bottom of the sidebar is a 'View all filters' link.

The main content area shows search results for 'B2B'. At the top, there are four summary boxes: '4,096 Total results', '258 Changed jobs in past 90 days', '1,079 Posted on LinkedIn in past 30 days', and '1,217 Share experiences with you'. Below these are options to 'Select all', 'Save to list', and 'Tag'. The results list four profiles, each with a checkbox, profile picture, name, title, company, and duration in role and company. Each profile also has a 'Save' button, an 'Add tag' button, and a 'Show more' link.

Name	Title	Company	Duration	Connections
Jason Taylor	Events Campaign Marketing Manager	B2B Marketing	2 years 8 months	6 shared connections
Adam Harper	Senior Marketing Manager	B2B Marketing	3 years in role 5 years 6 months in company	23 shared connections
Matthew Creswick	Group Marketing Director	The B2B Marketing Lab	5 months in role 5 years 8 months in company	12 shared connections
Nicholas Dowdeswell	Marketing Director	Worldwide Business Research	5 years 3 months in role 12 years 10 months in company	12 shared connections

If I were targeting b2b marketers, this would be a great search to start with.

You can then browse the profiles to find additional key phrases that you may wish to incorporate into your search.

Posted on LinkedIn In past 30 days

The “Posted on LinkedIn in past 30 days” tab is useful as one can assume these people login to LinkedIn frequently.

4,953 Total results	410 Changed jobs in past 90 days	5 Mentioned in the news in past 30 days	1,005 Posted on LinkedIn in past 30 days	1,714 Share exp you
-------------------------------	--	---	--	----------------------------------

Select all [Save to list](#) [Tag](#)

 **Peter LaBerge** 1st
Content Marketing Manager at Verkada
2 months in role and company
San Francisco Bay Area

Past role
Content Marketing Manager at **DocSend** (2018 - 2019)
 56 shared connections

[Save](#) [Add tag](#) [...](#)

 **Nick Frost** 2nd 
Growth Marketing Manager at test.ai
6 months in role and company
Greater Los Angeles Area

Past role
Marketing Manager and Newsletter Editor at **Mattermark** (2014 - 2017)
[Show more](#) 

 158 shared connections

[Save](#) [Add tag](#) [...](#)

 **Katherine Banks** 2nd 
Digital Marketing Manager at 3DXTECH
4 years 5 months in role and company
Orange County, California Area

 78 shared connections

[Save](#) [Add tag](#) [...](#)

 **Michael Hodgdon**  2nd 
SEO / Marketing Director at Infront Webworks, Inc
6 years 1 month in role and company
Colorado Springs, Colorado Area

 214 shared connections

[Save](#) [Add tag](#) [...](#)

You can also see what they've posted. If you save them as a lead within LinkedIn Sales Navigator, you'll be shown their posts in your LinkedIn Sales Navigator feed.

This provides you with an opportunity to like and comment on their posts - which may lead to them responding, and looking at your profile.



Leah Chamberg, a saved lead, **posted a new article**



The most fun collaboration so far this year?

18h

<https://lnkd.in/g7ajKGw>



Lucky Charms Teamed Up With Jet-Puffed for Bags...

www.thrillist.com

[View](#)



Chris Bantock, a saved lead, **shared an update**



If you are wondering why you should choose to work with a smaller agency rather than a bigger agency then read on!

18h

Some great points made in this post. #marketing #Agency #A...



Mat Harris



Small Agency Vs Big Agency | Fluro

fluroltd.com

[View](#)

Changed jobs in the past 90 days tab

LinkedIn Sales Navigator's advanced search functionality allows you to narrow down your search based on how many years a prospect has been in their current role:



Upon running a search, you can also find prospects who've only been in a role 90 days or less, by clicking the "Changed Roles In the Last 90 Days" tab.

A screenshot of the LinkedIn Sales Navigator search results page. At the top, there are five summary cards: "4,953 Total results", "410 Changed jobs in past 90 days", "5 Mentioned in the news in past 30 days", "1,005 Posted on LinkedIn in past 30 days", and "1,714 Share exp you". Below these cards is a toolbar with "Select all", "Save to list", and "Tag" options. The main content area shows two search results. The first result is for Peter LaBerge, a Content Marketing Manager at Verkada, with a "New role" section indicating he started 2 months ago. The second result is for Liz Palisin, a Content Marketing Manager at Wpromote, also with a "New role" section indicating she started 2 months ago. Each result includes a profile picture, name, title, company, location, and a "Save" button.

4,953	410	5	1,005	1,714
Total results	Changed jobs in past 90 days	Mentioned in the news in past 30 days	Posted on LinkedIn in past 30 days	Share exp you

Select all Save to list Tag

Peter LaBerge 1st Save ⋮

Content Marketing Manager at Verkada
2 months in role and company
San Francisco Bay Area

Past role
Content Marketing Manager at DocSend (2018 - 2019)

New role
Started new role 2 months ago at Verkada

56 shared connections

Liz Palisin 1st Save ⋮

Content Marketing Manager at Wpromote
2 months in role and company
Greater Los Angeles Area

Past role
Social Media Manager at Obu Interactive (2015 - 2016)

New role
Started new role 2 months ago at Wpromote

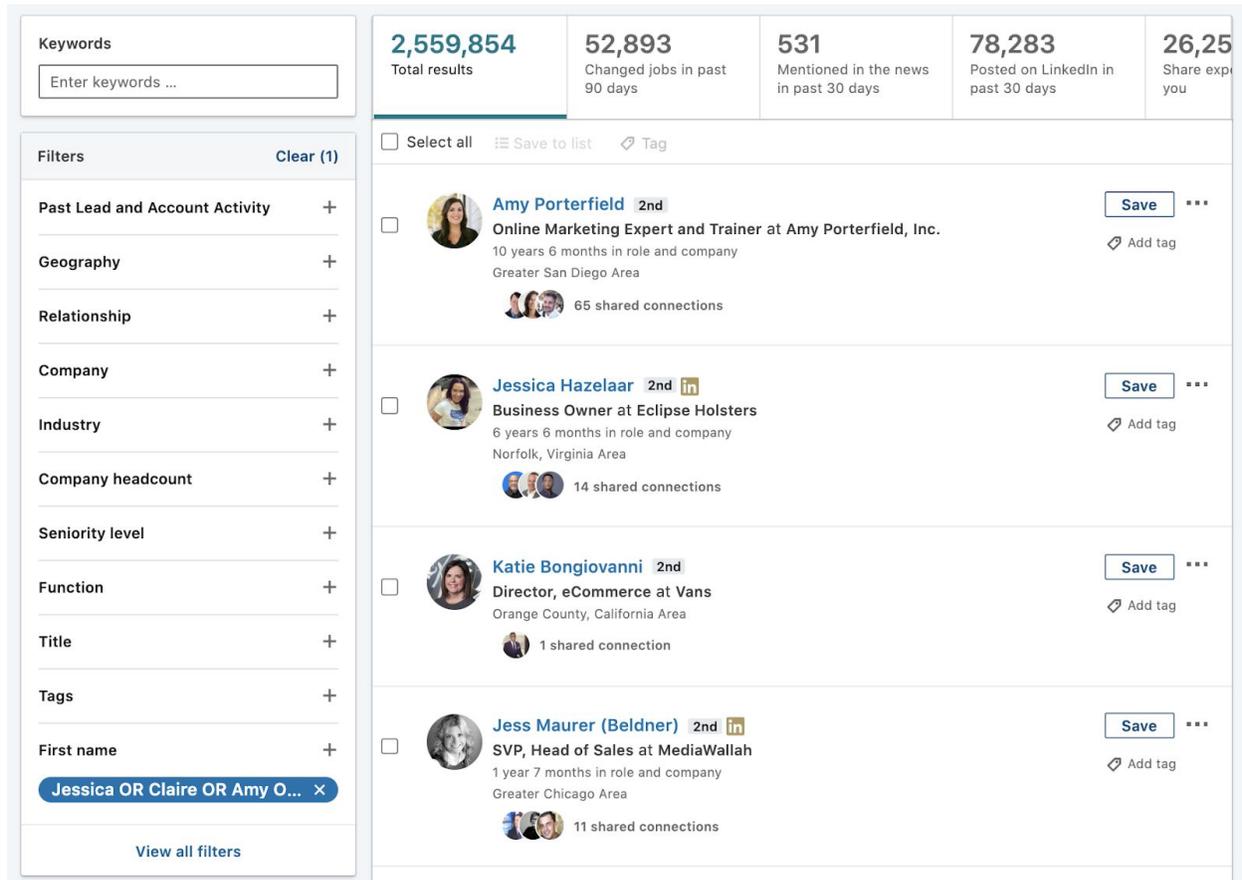
5 shared connections

These prospects have either been promoted, or have moved to another company. This is the perfect time to get in touch. People who've made career changes will often be more open to hearing new ideas from new suppliers.

You might wish to mention their new role somewhere in your message to them. These little bits of personalisation increase the chance you'll get a response.

Finding Women

If you have a product or service aimed at women specifically, you can use LinkedIn to search for people with common women's names by using the "First name" search filter, and using a boolean search:



The screenshot shows a LinkedIn search interface. On the left, the 'Filters' sidebar is expanded to 'First name', with a search box containing 'Jessica OR Claire OR Amy O...' and a 'View all filters' button. The main search results area shows a total of 2,559,854 results. Above the results, there are five summary statistics: 'Total results' (2,559,854), 'Changed jobs in past 90 days' (52,893), 'Mentioned in the news in past 30 days' (531), 'Posted on LinkedIn in past 30 days' (78,283), and 'Share experience with you' (26,250). Below these are four profile cards for women: Amy Porterfield (Online Marketing Expert and Trainer at Amy Porterfield, Inc.), Jessica Hazelaar (Business Owner at Eclipse Holsters), Katie Bongiovanni (Director, eCommerce at Vans), and Jess Maurer (Beldner) (SVP, Head of Sales at MediaWallah). Each profile card includes a profile picture, name, title, company, location, and shared connections.

In the first name field, use a Boolean search.

E.g. "Jessica OR Claire OR Amy OR Louise OR Helen OR Katie"

You can find lists of the most common names from specific decades and locations online.

E.g. <https://www.ssa.gov/oact/babynames/decades/names1990s.html>

You can have 3,000 characters within any search on LinkedIn, which makes this process a little laborious, but massively beneficial if you have a product or service that targets women.

You can also target keywords you might expect to be on the profiles of women.

E.g. "Women" and "Women's"

The screenshot shows a LinkedIn search interface. On the left, there is a 'Keywords' search bar containing 'women or "women's"' and a 'Filters' sidebar with categories like 'Past Lead and Account Activity', 'Geography', 'Relationship', 'Company', 'Industry', 'Company headcount', 'Seniority level', 'Function', 'Title', and 'Tags'. The main content area displays search statistics and a list of profile results.

4,142,216	167,795	5,084	424,558	135,7...
Total results	Changed jobs in past 90 days	Mentioned in the news in past 30 days	Posted on LinkedIn in past 30 days	Share exp... you

Select all [Save to list](#) [Tag](#)

- Jane West** 2nd **Founder at Women Grow**
5 years 6 months in role and company
Greater Denver Area
57 shared connections
- Delia Passi** 2nd **CEO and Founder at Women's Choice Award**
9 years 5 months in role and company
Miami/Fort Lauderdale Area
10 shared connections
- Kristina Miller** 2nd **Founder at Boston Business Women**
4 years 5 months in role and company
Greater Boston Area
28 shared connections
- Diana Epstein** 2nd **Co President, San Francisco Chapter at mBolden (formerly Women in Wireless)**
1 year 1 month in role | 6 years 8 months in company
San Francisco Bay Area
Past role
Co-President, Women in Wireless (Global) at Women in Wireless (2013 - 2015)
[Show more](#)
13 shared connections

This won't be perfect, of course. As it's likely there will be men that mention these phrases on their profiles too - or have recommendations from others that contain these phrases.

You can, of course, use this same tactic to find men specifically.

Job role: Past not current

The Title - Past not current search filter is useful for finding prospects with a specific career trajectory that interests you.

E.g. The search below shows prospects w/who:

- Are based in the United Kingdom
- Have previous roles including the terms: “Account Executive” or “Account Manager” - but no longer have this job title. This will return searches for prospects who used to work for an agency or numerous agencies, where these job titles are common.
- Are now a company owner.
- Have the keyword “agency” on their profile somewhere. This makes it more likely you’ll find agency owners in your search. You can change this keyword to whatever you wish, depending on what you are looking for.

The screenshot shows a LinkedIn search interface. On the left, there are filters for 'Past Lead and Account Activity', 'Geography' (United Kingdom), 'Relationship' (Owner), 'Seniority level' (Owner), and 'Title' (Past not current). The main search results show four profiles: Mark Patterson (Founder / Managing Director at Inspired Agency), Muamer Mujević (Owner at Iconis Agency), Emma Robbins (Founder and CEO at Harvest Digital), and Jonathan Gale (Director Of Business Development at Oakwood Agency). Each profile includes a 'Save' button and an 'Add tag' option. The top of the page shows search statistics: 5,423 Total results, 214 Changed jobs in past 90 days, 1,608 Posted on LinkedIn in past 30 days, and 1,058 Share experiences with you.

This search interests me, as it finds people similar to me: People who worked at agencies before starting their own. As with all this clever searching, it isn't perfect. You won't find a search that produces ONLY the types of prospect you want - but you can get pretty close!

Finding publically available phone numbers and email addresses

In this example, I've searched for CEOs, Managing Directors and Founders who also have the UK country telephone extension number, "+44", on their profile somewhere.

The screenshot shows a LinkedIn search interface with the following components:

- Keywords:** A search box containing the text "+44".
- Filters:** A sidebar on the left with various filter categories: Past Lead and Account Activity, Geography, Relationship, Company, Industry, Company headcount, Seniority level, Function, Title (set to "Past not current"), and Tags. The "Included" section shows three active filters: "Managing Director", CEO, and Founder.
- Summary Statistics:** A row of five boxes showing: 8,711 Total results; 349 Changed jobs in past 90 days; 19 Mentioned in the news in past 30 days; 1,638 Posted on LinkedIn in past 30 days; and 501 Share exp you.
- Search Controls:** A row with "Select all", "Save to list", and "Tag" options.
- Search Results:** Three profile cards are displayed:
 - Saqib Rizvi:** 2nd degree connection, VP of Sales at Brooklyn Vendor Assurance, 6 months in role and company, London, United Kingdom. Past role: Managing Director, EMEA at Aptio (2010 - 2014). 6 shared connections.
 - Robert Dagge:** 2nd degree connection, Advisor at GSO, 9 years in role and company, London, United Kingdom. Past role: Managing Director at Dynistics (2016 - 2018). 48 shared connections.
 - Ed Ling:** 2nd degree connection, Chief Growth and Operations Officer at MediaCom Ireland, 1 year 3 months in role and company, Ireland. Past role: Managing Director at Isobar (2015 - 2018). 17 shared connections.

Here is the bio of the top result - containing his phone number with the +44 prefix:

The image shows a LinkedIn profile for Saqib Rizvi, a 2nd-degree connection. The profile includes a profile picture, name, title (VP Sales / Managing Director / CRO), location (London, United Kingdom), and a bio. A popup window titled 'About Saqib Rizvi' is open, displaying a detailed bio and a list of expertise. The bio in the popup states: 'An inspirational Software Leader with extensive experience of launching and scaling pre-IPO Enterprise SaaS companies internationally. Successful exits already include 1 "Unicorn" Nasdaq IPO. A proven track record of delivering rapid revenue growth, accelerating market adoption and building high performing sales, marketing and customer success teams, for both early stage and industry leading companies. Delivers results with a strong focus on operational execution and creating customer value. Has a rare combination of skills, energy and agility, to execute both the "big picture" in terms of scalable GTM plan, structure and process, as well as being an exceptional deal maker, with the drive to jump-start new markets using an extensive CIO/CXO network to win company defining multi-million-dollar deals. Happy to discuss new opportunities - saqib.rizvi@icloud.com / +44 (0)7785114999.' The expertise list includes: SaaS, Cloud, Big Data, Analytics; Go-to-Market Planning & Execution; Hybrid Sales Models – Enterprise, Inside, Channel; Scaling Teams & Organisations, International; Operational Excellence – Metrics, Enablement; Marketing - Evangelisation, Lead Generation; Sales Process Development; Pricing, Contract Development & Negotiation; Customer Success & On-boarding; CxO Relationship Management; P&L Management; Stakeholder Management – Executive, Board; and Mergers & Acquisitions. The background profile shows current and previous roles at Brooklyn Vendor Assurance and Thin Film Electronics, and education at the University of Cambridge.

Saqib Rizvi 2nd OPEN
VP Sales / Managing Director / CRO
An inspirational Software Leader with extensive experience of launching and scaling pre-IPO Enterprise SaaS companies internationally. Successful exits already include ...see more
London, United Kingdom 500+ connections 6 shared connections

Current
VP of Sales at Brooklyn Vendor Assurance • 6 mos

Previous
VP Sales EMEA at Thin Film Electronics • 1 yr 11 mos
Entrepreneur in Residence at Redcliffe Capital • 1 yr 7 mos
+ 8 more

Education
University of Cambridge
+ Add tag

Highlights

What you share in common
6 shared connections
You and Saqib Rizvi both know A Golding, Istvan Bujdosó and 4 others

Experience

VP of Sales
Brooklyn Vendor Assurance
Mar 2019 – Present • 6 mos
London, United Kingdom
Brooklyn Vendor Assurance is the Chief Procurement Officer of Brooklyn Vendor Assurance is Management (SRM) discipline

VP Sales EMEA
Thin Film Electronics
Jan 2017 – Nov 2018 • 1 yr 11 mos

About Saqib Rizvi

An inspirational Software Leader with extensive experience of launching and scaling pre-IPO Enterprise SaaS companies internationally. Successful exits already include 1 "Unicorn" Nasdaq IPO.

A proven track record of delivering rapid revenue growth, accelerating market adoption and building high performing sales, marketing and customer success teams, for both early stage and industry leading companies. Delivers results with a strong focus on operational execution and creating customer value.

Has a rare combination of skills, energy and agility, to execute both the "big picture" in terms of scalable GTM plan, structure and process, as well as being an exceptional deal maker, with the drive to jump-start new markets using an extensive CIO/CXO network to win company defining multi-million-dollar deals.

Happy to discuss new opportunities - saqib.rizvi@icloud.com / +44 (0)7785114999.

EXPERTISE:

- SaaS, Cloud, Big Data, Analytics
- Go-to-Market Planning & Execution
- Hybrid Sales Models – Enterprise, Inside, Channel
- Scaling Teams & Organisations, International
- Operational Excellence – Metrics, Enablement
- Marketing - Evangelisation, Lead Generation
- Sales Process Development
- Pricing, Contract Development & Negotiation
- Customer Success & On-boarding
- CxO Relationship Management
- P&L Management
- Stakeholder Management – Executive, Board
- Mergers & Acquisitions

Ok

There's a whole range of keywords you can play with when looking for phone numbers.

Here's another example, where I've search for people with the London based "0207" or "(0)207" extension number on them:

Keywords
0207 OR (0)207

7,941 Total results

381 Changed jobs in past 90 days

1 Mentioned in the news in past 30 days

2,480 Posted on LinkedIn in past 30 days

269 Share exp you

Select all Save to list Tag

David Ramos 2nd **Founder and Owner at Limo Plus Worldwide +44 207 748 8888**
22 years 1 month in role and company
London, United Kingdom
1 shared connection

Fin O'Kane 2nd **Partner at Wiser Graduates**
5 years 8 months in role and company
London, United Kingdom
22 shared connections

Jack Sharp 2nd **Director, Technology at High Performers Group**
3 years 8 months in role and company
London, United Kingdom
17 shared connections

Ari Ratnakumar 2nd **Partner at Wiser Digital**
4 years 9 months in role and company
London, United Kingdom
51 shared connections

Filters Clear

- Past Lead and Account Activity +
- Geography +
- Relationship +
- Company +
- Industry +
- Company headcount +
- Seniority level +
- Function +
- Title +
- Tags +

[View all filters](#)

Just change this to extension numbers in your location to find relevant prospects who provide their phone number on their profile sometime.

You can also find email addresses using a similar tactic.

Search for “email me” and you’ll be presented with profiles that have that exact phrase on their profile.

You would not be wrong in assuming that an email address will likely follow the phrase “email me”.

In this example, I’ve narrowed down the search to show only profiles that:

- Contain BOTH the phrase “email me” AND the keyword “agency” on them.
- Have the job title Managing Director, CEO, or Founder.

The screenshot displays a LinkedIn search interface with the following components:

- Keywords:** A search box containing the text "email me" AND "agency".
- Filters:** A sidebar on the left with various filter categories: Past Lead and Account Activity, Geography, Relationship, Company, Industry, Company headcount, Seniority level, Function, Title (Current), and Tags. The 'Included' section shows filters for "Managing Director", CEO, and founder.
- Summary Statistics:** A row of four boxes showing: 2,085 Total results; 59 Changed jobs in past 90 days; 13 Mentioned in the news in past 30 days; 748 Posted on LinkedIn in past 30 days; and 452 Share exp you.
- Profile List:** A list of four profiles, each with a checkbox, profile picture, name, title, company, tenure, location, and connection count. Each profile has a 'Save' button and an 'Add tag' link.

Profile	Title	Company	Location	Connections
Anton Zykin	CEO at clay	clay	San Francisco Bay Area	23 shared connections
Richard Harrison	Managing Director at Xpertise Recruitment Ltd	Xpertise Recruitment Ltd	Derby, United Kingdom	23 shared connections
Hazel Crawford	Managing Director at 8848 agency	8848 agency	Wolverhampton, United Kingdom	7 shared connections
Samuel (Sam) Hampton	Founder & CEO at Tethr.It	Tethr.It		

This is the bio section of one of the top results from that search:

The image shows a LinkedIn profile for Anton Zykin. The profile header includes his name, a 2nd-degree connection status, and an 'OPEN' badge. His bio states he is the CEO at clay.global, a UI/UX design agency in San Francisco, and lists clients like Google, Facebook, and Slack. A modal window titled 'About Anton Zykin' is open, providing a detailed summary of his role, company, and contact information. The modal text reads: 'I'm CEO at Clay, a UI/UX design and development agency in San Francisco. Clients include Google, Facebook, Coinbase, Slack, Sony, ADP, VMware, SanDisk, Credit Karma, etc. What we do: - Digital products loved by millions - Enterprise software that doesn't suck - Modern websites that tell your brand's story Capabilities: User Research, Product Strategy, UI/UX Design, Brand Identity, Interaction Design, Prototyping, User Testing, Motion Design, Frontend Development, Backend Development, Analytics and Optimization. Want to work with us? Email me - anton@clay.global Visit our site - http://clay.global'. The background profile shows sections for 'Highlights', 'What you share in common' (24 shared connections), and 'Experience' (CEO at clay, May 2016 - Present).

BINGO!

You can keep experimenting with this.

Once you know the common variations people use, you can search for them.

Be warned... It can get ADDICTIVE!

Posted content keywords

This search filter allows you to find people who have written a LinkedIn Article (not posts) using a particular term.

In this example, I've looked for people who have mentioned "Vaynerchuk".

This will reveal people who've mentioned marketing influencer, Gary Vayernchuk, in a post.

The screenshot shows a LinkedIn search interface. On the left, there is a sidebar with a 'Keywords' section containing an input field 'Enter keywords ...'. Below it is a 'Filters' section with a 'Clear (1)' button and several filter categories: 'Past Lead and Account Activity', 'Geography', 'Relationship', 'Company', 'Industry', 'Company headcount', 'Seniority level', 'Function', 'Title', 'Tags', and 'Posted content keywords'. The 'Posted content keywords' filter is expanded, showing the keyword 'vaynerchuk' with a close button. At the bottom of the sidebar is a 'View all filters' link.

The main content area displays search results. At the top, there are summary statistics: 15 Total results, 2 Changed jobs in past 90 days, 1 Mentioned in the news in past 30 days, 15 Posted on LinkedIn in past 30 days, and 8 Share exp you. Below the statistics are three search results, each with a checkbox, a profile picture, a name with a '2nd' degree indicator, a title, and a company name. Each result also includes a 'Save' button, an 'Add tag' button, and a 'Posted on LinkedIn' section with a snippet of the article title. The first result is for Drew Schmitz, President at Blue Octopus LLC, with a snippet 'Business Books that Need to be Taken off the Shelf...'. The second result is for Josh Krakauer, CEO at Sculpt, with a snippet 'Marketing with the Scientific Method'. The third result is for Josh Turner, Affiliate Recruiting Manager at 360Connect, LP, with a snippet 'Marketing with the Scientific Method'. Each result also shows the number of shared connections.

You could also use this functionality to search for particular topics, E.g. SEO:

Keywords
Enter keywords ...

Filters Clear (1)

- Past Lead and Account Activity +
- Geography +
- Relationship +
- Company +
- Industry +
- Company headcount +
- Seniority level +
- Function +
- Title +
- Tags +
- Posted content keywords +
SEO x

[View all filters](#)

322 Total results

30 Changed jobs in past 90 days

6 Mentioned in the news in past 30 days

322 Posted on LinkedIn in past 30 days

253 Share exp you

Select all [Save to list](#) [Tag](#)

Carlos Alvarez 2nd **Founder & CEO at Blue Bird Media & Marketing Solutions**
10 years 11 months in role and company
Miami/Fort Lauderdale Area
 27 shared connections

Gaurav Sabharwal 2nd **Co Founder and Business Head at Saffron Tech Pvt Ltd**
11 years 6 months in role and company
Greater New York City Area

[Posted on LinkedIn](#)
ARE YOU AUDITING THE CONTENT RIGHT?

4 shared connections

Ben Hollom FCIM 2nd **Managing Director / Founder at M2 Bespoke**
8 years 7 months in role and company
Bristol, United Kingdom

[Posted on LinkedIn](#)
Amazon Search Optimisation: what's all the fuss about?

67 shared connections

This may be useful for finding LinkedIn connections with similar interests to you - including prospects.

The Charming LinkedIn Template Pack

Connection Requests

Use these when sending connection requests on LinkedIn.

Connection request Option 1:

I wanted to introduce myself in a way that showed I was interesting. Witty, and clever. Alas, I wrote this message instead. I'd love to connect, {yourname}. :-)

Connection request Option 2:

Hey hey {firstname},
I really wanted to connect. As such, I've decided not to send you the generic LinkedIn invite!
Fingers crossed,
{yourname}.

Direct Messaging Templates

Cold pitch follow up message template for freelance professionals:

(Send this message to people who accept your connection requests.)

Greetings {firstname},

I've been putting off sending you this message for months now, and I decided it's time to take a chance and hit the 'send' button.

If you have received this message, I have successfully taken the plunge.

Let me get down to brass tacks. I am a {what you do, e.g., graphic designer} who's current addiction to food and shelter shows no sign of abating. As such, I'm trying to win clients over from those evil (ok, maybe not evil. But not as good...) other suppliers.

In a blatant attempt to get your attention and curry your favour, I'd like to do something for you.

I'm a {your job, e.g. Digital marketing consultant} and I'd love to brainstorm ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me), I'll send you a Google Doc filled with ideas you're free to steal. You never have to speak to me ever again.

... Of course, my goal in this is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

I'll keep my fingers, toes, and other appendages closed.

Have an absolutely wonderful day,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



Cold pitch follow up message template for agencies/consultancies:

(Send this message to people who accept your connection requests.)

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

In all seriousness, I've been putting off sending you this unsolicited message for months now, and I decided it's time to take a chance and hit the 'send' button.

If you have received this message, I have successfully taken the plunge.

Let me get down to brass tacks. Our agency is doing well, but we have ambitious goals. We won't settle for anything less than total domination.

On top of that, our team's collective addiction to food and shelter shows little sign of abating. As such, I'm trying to win clients over from those evil (ok, maybe not evil. But not as good...) other agencies.

In a blatant attempt to get your attention and curry your favour, I'd like to do something for you.

I'd love to get the team to brainstorm some ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me), I'll send you a Google Doc filled with ideas you're free to steal. You never have to speak to me ever again.

... Of course, my goal in this is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

I'll keep my fingers, toes, and other appendages crossed.

Have an absolutely wonderful day,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



A template to send to dream clients:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

In all seriousness, {companyname} are a dream client of mine, and I've been putting off sending you this unsolicited message for months now, and I decided it's time to take a chance and hit the 'send' button.

If you have received this message, I have successfully taken the plunge.

Let me get down to brass tacks. I have been in love (alas, unrequited at the time of writing) with {companyname} for {X} years now. I fondly remember the day I bought my first {productname} in {year}. Good times. :-)

In a blatant attempt to get your attention and curry your favour, I'd like to do something for you.

I'm a {your job, e.g. Digital marketing consultant} and I'd love to brainstorm ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me), I'll send you a Google Doc filled with ideas you're free to steal. You never have to speak to me ever again.

... Of course, my goal in this is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

I'll keep my fingers, toes, and other appendages crossed.

Have an absolutely wonderful day,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



Congratulations - Happy Birthday:
(To send people you've not spoken to before.)

I know I haven't spoken before, {firstname}, but I really enjoy your content on LinkedIn. I especially liked your post recently about {topic}.

I wanted to wish you a Happy Birthday...

HAPPY BIRTHDAY! :-)

I hope you enjoy more cake (or whatever your chosen vice is) than is socially acceptable.

Stay outta trouble,

{yourname}

Congratulations - Happy Birthday:
(To send people you've engaged with in some way before.)

Thank you for your amazing content on LinkedIn. {firstname}. I do enjoy it :-)

I wanted to wish you a Happy Birthday.

So here goes...

HAPPY BIRTHDAY! :-)

I hope you enjoy more cake (or whatever your chosen guilty pleasure is) than is socially acceptable.

Stay outta trouble,

{yourname}

Congratulations - New Job:
(Send to connections you've not engaged with before.)

I know I haven't spoken before, {firstname}, but I really enjoy your content on LinkedIn, and I wanted to congratulate you on your new job.

CONGRATULATIONS! :-)

I trust you have celebrated this development sufficiently. :-)

I have. I even went to the liberty of buying a drink to celebrate your good fortune...

{Picture of you, smiling and lifting a pint of beer, glass of wine, or other drink towards the camera in a 'cheers' motion. It doesn't need to be alcoholic. It could be coffee.}

... Ok. Ok. It's highly likely I was going to have this drink anyway. :D

Until they figure out how to deliver drinks through the Internet (oh my, how awesome does that sound?), this is the best digital congratulation I can muster.

That's all I got :-)

Have an absolutely wonderful day,

{yourname}

Congratulations - New Job:
(To send to prospects you have engaged with before.)

I really enjoy your content on LinkedIn, {firstname}. Thank you for spending the time creating it.

I wanted to send you a message just to congratulate you on your new job...

Here goes...

CONGRATULATIONS! :-)

I trust you have celebrated this development sufficiently. :-)

I have. I even went to the liberty of buying a drink to celebrate your good fortune...

{Picture of you, smiling and lifting a pint of beer, glass of wine, or other drink towards the camera in a 'cheers' motion. It doesn't need to be alcoholic. It could be coffee.}

... Ok. Ok. It's highly likely I was going to have this drink anyway. :D

Until they figure out how to deliver drinks through the Internet, this is the best digital congratulation I can muster.

I hope all goes well in your new role. That's all I got :-)

Have an absolutely wonderful day,

{yourname}

Congratulations - Work anniversary

Salutations {firstname}.

LinkedIn has notified me you have a 'work anniversary' coming up. I must confess, I couldn't find a greeting card for this happy moment.

I'm not entirely sure why LinkedIn has this feature, or why it suggests sending you a congratulatory message, but I thought "Heck, I've been wanting to get the attention of {firstname} for months now, so why don't I take a chance and send him a message."

Congratulations on {X} years at {companyname}. :-)

Have an absolutely wonderful day,

{yourname}

For prospects who's businesses have been mentioned recently in the news:

Salutations {firstname},

I'm sure your inbox is filled with suspiciously polite messages from strangers congratulating you on your recent good news relating to {X}.

A cynic might suggest they are sending these messages because it gives them a reason to get in touch, before craftily peddling their wares to you...

... I am here to throw my hat into that particular mix. :D

In all seriousness, I am a fan of {companyname} and I'm glad whenever I read news that they are doing well.

Congratulations on {whatever their good news is}. What an impressive milestone. You should be proud.

I went to the liberty of buying a drink to celebrate your good fortune...

{Picture of you, smiling and lifting a pint of beer, glass of wine, or other drink towards the camera in a 'cheers' motion. It doesn't need to be alcoholic. It could be coffee.}

... Ok. Ok. It's highly likely I was going to have this drink anyway. :D

Long may {companyname} continue to prosper.

Have an absolutely wonderful day,

{yourname}

A message to send prospects who have recently looked at your LinkedIn profile:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

LinkedIn's incredibly useful (but somewhat creepy) functionality has told me you've looked at my profile - and I hope - lived to tell the tale.

I thought it prudent to use this as an opportunity ('opportunity' sounds better than saying 'excuse') to send you this message in an effort to earn your attention, before hopefully successfully cajoling you into hitting the reply button in earnest.

In a blatant attempt to curry your favour, I'd like to do something for you.

I'm a {your job, e.g. Digital marketing consultant} and I'd love to brainstorm ideas (of varying quality) that will help {companyname} {achieve a specific result}.

If you reply to this message (and said reply isn't one brutally berating me for sending you this unsolicited message), and tell me something specific you'd like help with, and I'll compile and send you a Google Doc filled with ideas (of varying quality) you're free to steal.

... Of course, my goal is to get my foot in the door. Heck, I'd settle for a big toe in the door.

So, {firstname}, my question to you is, can I get my big toe in the door?

Or, in other words, want to hear my ideas? :-)

If not, no worries. You don't ask, you don't get...

Have an absolutely wonderful day. I insist. :D

Thank you,

{yourname}

P.S. I've attached a picture of a dog wearing a monocle. According to the internet, his name is Rufus. I trust this will charm you into submission.



A message to send prospects who have started following you on LinkedIn:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

LinkedIn's incredibly useful (but somewhat creepy) functionality has told me you've started following me on LinkedIn. Woohoo! :-)

If you ever have any questions about {X}, send them over. Happy to help.

Have an absolutely wonderful day. I insist. :D

Thank you,

{yourname}

Cold pitch template for replying to job offers posted on LinkedIn:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

I wish I knew the right words that would make my message stand out compared to all of the other conniving (ok... not conniving, but not as good) suppliers who I'm competing with to get your attention.

Here goes...

I should tell you a little bit about me. I'll be brief and use bullet points:

- My name is {yourname} and I'm a {what you do, e.g. designer}.
- I have experience working on projects like {the job advertised}. For example, {include links if possible to work.}
- I'm punctual.
- I'm passionate about what I do.
- I'm the right person for the job. (Ok. I may be biased. Only one way to find out if I'm right, which brings me to my 'secret weapon' below...)

If you agree to a call with me, I'll sweeten the deal by telling you the lamest joke I know OR some random trivia that I'm confident you'll find borderline fascinating. This ridiculous offer is, unfortunately, by no means mandatory. :D

Would you be up for a quick call? If so, please hit reply.

I tend to get overly enthusiastic on these calls meaning I may even give you some ideas you're free to steal!

I'll keep my fingers, toes and a number of my other appendages crossed.

Thank you :)

Have an absolutely wonderful day,

{yourname}

P.S. If you wish to skip the small talk / lame joke / random trivia, feel free to book a call with me by heading here -> {Your scheduling link here}.

A template for generating LinkedIn Recommendations from previous colleagues, suppliers, and other professional connections.

Greetings {firstname},

How's it going? :-)

I have a proposition for you. Don't worry, it's far more boring than the word 'proposition' might entail.

I really enjoyed working with you at {X}. If this feeling is reciprocated (*fingers crossed*) we should tell the world. And by 'tell the world,' I mean, "big each other up using the medium of LinkedIn Recommendations."

What do you say?

If I write some nice words about you, will you do the same for me? :-)

I hope life's treating you well. We should catch up sometime.

Have an absolutely wonderful day,

{yourname}

A template to invite yourself onto podcasts:

{name},

I wanted to introduce myself in a way that shows I'm interesting, witty, and clever. Alas, I wrote this email instead.

Put your story here...

Try to use this formula:

- Identity
- Struggle
- Discovery
- Surprise

(Check the "[Getting on Podcasts](#)" training for an explanation of this formula.)

So why the hell am I writing to you?

1. I really like your podcast.
2. I think I would be a good guest. {put your reasoning here - why would you be a good guest?}
3. I think I can offer {something useful and entertaining} to your audience
4. I want to {put your mission here}
5. I can't end this list on number 4. 5 bullets just looks and feels better.

Ok. I hope that wasn't too painful. Thanks for reading.

Fingers crossed. Either way, thanks for the podcast. Keep up the great work.

Have an absolutely splendid weekend.

Stay vigilant,

{yourname}

A template to tell someone you love their content and want to get on their radar:

Greetings {firstname},

I wanted to introduce myself in a way that showed I was interesting, witty, and clever. Alas, I wrote this message instead.

I love your content. I've learned so much from you about {X}. I especially enjoyed your recent post/video about {X}.

I wanted to get onto your radar. This obsequious message represents my first attempt at doing that.

In a ridiculous effort to ensure my message is memorable, I've included below a picture of a dog wearing a monocle. I think the sartorial mutt looks like a Rufus. What do you reckon? :-)



Thanks for everything you do. Keep up the great work.

Have an absolutely wonderful day. I insist! :)

Cheers,

{yourname}

P.S. If you ever need any help regarding {X}, send me a message. Happy to do a free audit, or to brainstorm a range of ideas of varying quality you're free to steal... or laugh at. What do you say? :-) If not of interest, no worries. You don't ask - you don't get!