7 Easy Steps For Effective Prospecting On LinkedIn
Kimberly Bohannon is a social media prospecting speaker and has over a decade of experience in online marketing, prospecting, social media consulting, website training & development, product creation, project management, and 20 years experience in the hospitality industry. She has a fine set of skills and passion that has helped many businesses grow.

Viveka von Rosen is known worldwide as a “LinkedIn Expert” and offers consultation to business owners, corporations, legal and recruiting firms and and business and marketing associations to help them improve their outreach using LinkedIn. Her private consulting, seminars, webinars and workshops have trained well over a 100,000 people.
Turn Off to Tune In!

For a better (and less static-y) experience, please turn off all your programs except your browser and GoToWebinar.

But feel free to sign into LinkedIn 😊
Audio Hints

• If you are hearing feedback, try calling into the webinar or use headphones.

• You can also always post your question in the question box of the GoToWebinar dashboard. We will answer them during the Q&A session.
Join Linked Prospecting’s | eGrabber Account-Researcher
Facebook Page!

Follow on us Facebook for the latest strategies on using LinkedIn to Land new Prospects!
www.facebook.com/LinkedProspecting

Follow on us Facebook for the latest strategies on using eGrabber to find new prospects and build lead lists!
www.facebook.com/AccountResearcher
Tweet with #LPAR

Free “Give Away” of tools & training videos worth $500 to the people who tweet tips & tricks discussed in this webinar most times on Twitter!
What is a Prospect?

“A prospect is someone in a company, business, industry or organization who you find (or attract) that has a need for your product or service and the desire and ability to purchase it.”
LinkedIn is a great tool for finding prospects for your business. But then what? What if they don’t respond? Or even if they respond, what do you do with them?
The best way I know to keep a prospect active and engaged is by keeping in touch with them on a regular basis. Stay in touch and top of mind with them by sending information they might find useful.

And the best way to do that is to use LinkedIn Contacts, Account Researcher and LinkedIn Pulse.
7 Easy Steps for Staying Top Of Mind With Top Prospects

1. Find Your Prospect
2. Do Your Research
3. Connect with Prospect
4. Set up a Meeting
5. Mange your Prospects with Contacts Options
6. Send Useful Information
7. Rinse and Repeat
Step One: Find Your Prospect

A. Know Your Purchaser Persona
B. Use LinkedIn’s Advanced Search
C. Use Account Researcher
A. Know Your Purchaser Persona

You'll need to be clear about the particulars of your intended audience.

Start off by researching the audience:

• **Their Background**: Where does your target audience come from?
• **The Demographics**: Their Gender, Race, Age, Income and Urbanicity
• **Identifiers**: Buzzwords and Mannerisms
• **Their Goals**: What do they want or what could help them grow?
B. Use LinkedIn’s Advanced Search

Tweet with #LPAR
C. Use Account-Researcher

Find Decision Maker of Any Company

Need Decision Maker

- Missing Name
- Missing Email
- Missing Phone
- Missing Company Info
- Missing Talking Points

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
C. Use Account-Researcher

Find Decision Maker of Any Company

Need Decision Maker

Input Company Name

Click
C. Use Account-Researcher

Find Decision Maker of Any Company

Discovery Trail

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Step Two: Do Your Research

- Check Out Their Website
- Read Their Profile
- Use Account Researcher
Check Out Their Website (and other Social)

LinkedIn
www.linkedin.com/in/kimberlybohannon

goforyourdream

Twitter
goforyourdream

Website
http://KimberlyBohannon.com
WordPress Training
Maximize Social Agent
goforyourdream

http://www.youtube.com/goforyourdream
http://www.facebook.com/goforyourdream

Social, Mobile, Local Training
WordPress, Facebook, Twitter, Pinterest
Read Their Profile

Ambar Moorthy
Product Marketing Professional-Managing Content Generation, Strategic Relationships with Recruiting/BD Industry Experts
San Francisco Bay Area, Computer Software
Current

Connection
500+ connections
Send a message

Background

Summary
I am a passionate product marketing professional, managing B2B original content generation for company website, newsletters, articles, blog, keynote presentations & developing strategic relationships with BD and recruiting industry experts, partners & Resellers.

Experience
Product Marketing and Management Professional
eGrabber
October 2012 – Present (1 year, 4 months)
I am currently managing B2B original content generation for company website, newsletters, articles, blog, keynote presentations & developing strategic relationships with BD and recruiting industry experts, partners & Resellers.
eGrabber is the Head Quarters at San Jose, California.

We invented the world’s best technology to build & update targeted B2B prospect lists & recruiting lists from the internet.

What does this mean for you:

- 1 recommendation:

  Pete Elektriko
  CMO at NPR
  [Photo]

  [Photo]

Tweet with #LPAR

Viveka (Vivica) von Rosen
LinkedIn Expert & Author: LinkedIn Marketing Hour a Day I International Keynote Speaker I Forbes Top 20 Most Influential
Lowland, Colorado, USA - Online Media
Current

Connection
500+ connections
Edit Profile

Background

Summary
Email me or invite me to connect at vivicavrg@gmail.com

★ If you still have questions about how to use LinkedIn effectively - then let's connect. ★

To send me a FREE invite, just click on the invite button (or message button) above.

I am the author of LinkedIn Marketing: An Hour a Day (http://amazon.com/author/linkedinexpert) and am here to help make LinkedIn and social media work for you!

WHY SHOULD YOU HIRE VIVEKA VON ROSEN TO DO YOUR SOCIAL MEDIA?
- Forbes Top 20 Women in Social Media 2011, 2012, 2013: http://on.fb.me/1oFe6tM
- Forbes Top 20 Most Influential People in Social Media 2011, 2012, 2013: http://on.fb.me/1oFe6tM
- Listed by Mari Smith as having the highest quality of a social media superstar
- Over 12K followers on LinkedIn

But what’s in it for you?
- I will get you and your company found on LinkedIn increasing your business leads
- I will teach you the correct ways of creating business and relationships on LinkedIn
- I will help you craft your company story, so that your brand resonates across social and marketing mediums.
- I’m easy to understand so what I teach will stick.

Who’s Viewed Your Profile

36
Your profile has been viewed by 36 people in the last 1 day.

85
You have shown up in search results 85 times in the past 1 day.

Profile Strength

12/20
At 66%
You Have 30 Sec To Impress Your Prospect On A Cold Call
Research Your Prospects Effectively

Find Decision Maker of Any Company

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Step Three: Connect with Your Prospect

- Send an Invitation
- Ask to be Introduced
- Use Account Researcher
Send an Invitation
Use Account-Researcher

- Missing Full Name
- Missing Email
- Missing Phone
- Missing other Social Media links
- Will they ‘I-Don't-Know’ my request?

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Find Email / Phone of LinkedIn / others..

Use Account-Researcher

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Use Account-Researcher

Find Email / Phone of LinkedIn / others..

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Use Account-Researcher

Find Email / Phone of LinkedIn / others..

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Find all Information on Public Internet

If Found on the Internet

95%+ Hit Rate

Intelligent Statistical Projection

3x more accurate than guessing

• How Append Email & Phone works?

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Methods and systems for determining email addresses
US 8495151 B2

ABSTRACT

Disclosed herein is a method and system for a user to find an email address using the Internet. The user inputs the information that he wants to be verified or completed. A seeking unit determines the missing fields in the input information. The seeking unit may determine the missing information in the email address from various sources on the Internet, using a set of rules. The rules may be specified by the user or present in the database. The obtained search results are ranked by a ranking unit, based on the relevance of the scores. The seeking unit may also display the found email information along with the ranks to the user. The user has the option to sort the email information. The user may then select the most accurate email information, according to him, which is then used to populate the field in the information.
Step Four: Set up a Meeting

- Send a Message
- Send an In Mail
- Use Account Researcher
Send a Message

Compose

Messages (3)
Invitations (53)
Sent
Archive
Trash

Search

Compose

Vann Morris

B2B Marketing Campaign

Hi Vann -

Love your work with MLT - interested in chatting with you about a B2B project. Do you have a few minutes on Tuesday?

Viveka von Rosen
viveka@b2b.linkedin.launchpad.com

Send Message  Cancel

Tweet with #LPAR
Send an InMail

InMail: Get back in touch
LinkedIn for business

Hi Vivaka,

I contacted you because I was looking for a course that could help me generate business using LinkedIn...he referred me to you. Do you have anything like that?

Thanks,

[Reply to message button] [Not interested button]

Tweet with #LPAR
Use Account-Researcher

Personalized Inbuilt Email Templates

Hello Julius,

I hope all is well with you. I had a chance to review your LinkedIn profile today and was really impressed with your background and experience, especially your time at Hooked Media Group. My client is looking to hire a strong CTO and I thought I’d reach out to you for any possible referrals. You clearly are an expert in this media industry and I’d love to reach out to anyone that you recommend!

Of course, if you’d like to chat and hear more about the role, I’m happy to speak with you anytime!

Thanks in advance for your time... Much appreciated!

John

John Smith
Sr. Recruiter
Acme Agency
Step Five: Use LinkedInContacts

• Make Notes
• Set Reminders
• Tag Connections
Make Notes

Brian Massey
The Conversion Scientist™
Austin, Texas | Marketing and Advertising

Current: Your Customer Creation Equation, Conversion Sciences
Previous: Soft Reality, Inc.
Education: Texas A&M University

Connect | Send Brian InMail

500+ connections

Invited 2 minutes ago

Relationship | Contact Info

Note
MET AT ENGAGE MEXICO
GREAT CONTENT AND CONVERSION STATS
LIKES GOOD TEQUILA - NOT GREAT AT CHOOSING RED WINE
FREAKING BRILLIANT WHEN IT COMES TO TRACKING ROI

Save | Cancel

This information is only visible to you.
Set Reminders

- Note
- Reminder
- How you met
- Tag

Call to follow up on engagement article

- In 1 day
- In 1 week
- In 1 month
- Recurring

Save  Cancel

This information is only visible to you.

Tweet with #LPAR
Set Tags
Step Six: Send Useful Information

- Use the Sharing Bookmarklet
- Use LinkedIn Pulse and Use Article Search
- Use Account Researcher
Use LinkedIn Pulse and Article Search
Use the Sharing Bookmarklet

Tweet with #LPAR
Transfers To

- Excel 2013
- Salesforce
- Outlook 2013
- ACT! 2013
- CSV format...

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.

Use Account-Researcher
Step Seven: Rinse and Repeat

- Schedule Your Time
- Create A Checklist
- Create an Editorial Calendar
Schedule Your Time

• Schedule Your Time
• Create A Checklist
• Create an Editorial Calendar
Create a Checklist

LinkedIn Action Checklist
Create a Messaging Calendar

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweet with #LPAR</td>
<td>Tweet with #LPAR</td>
<td>Tweet with #LPAR</td>
<td>Tweet with #LPAR</td>
<td>Tweet with #LPAR</td>
<td>Tweet with #LPAR</td>
</tr>
</tbody>
</table>

- **Monday**: Start planning your messaging calendar
- **Tuesday**: Review your messaging calendar
- **Wednesday**: Update your messaging calendar
- **Thursday**: Test your messaging calendar
- **Friday**: Finalize your messaging calendar
- **Saturday**: Publish your messaging calendar

---

**Weekly Messaging Calendar**

- **Monday**
  - Create a weekly messaging calendar
  - Plan your messaging strategy
- **Tuesday**
  - Review and update your messaging calendar
- **Wednesday**
  - Finalize your messaging calendar
- **Thursday**
  - Test your messaging calendar
- **Friday**
  - Publish your messaging calendar
- **Saturday**
  - Monitor your messaging calendar
  - Adjust as needed

---

**How to Use This Calendar**

- **Monday**: Set goals and objectives for the week
- **Tuesday**: Review and update your messaging calendar
- **Wednesday**: Finalize your messaging calendar
- **Thursday**: Test your messaging calendar
- **Friday**: Publish your messaging calendar
- **Saturday**: Monitor your messaging calendar
  - Adjust as needed

---

**Important Notes**

- **Goals and Objectives**: Clearly define your messaging goals and objectives for the week
- **Monitoring**: Regularly monitor your messaging efforts
- **Adjustments**: Be prepared to make adjustments as needed

---

**Additional Resources**

- **Monday**: Start planning your messaging calendar
  - Use a tool like Trello or Asana for task management
- **Tuesday**: Review and update your messaging calendar
  - Use a project management software like Monday.com
- **Wednesday**: Finalize your messaging calendar
  - Share your messaging calendar with your team
- **Thursday**: Test your messaging calendar
  - Use A/B testing tools like Mixpanel
- **Friday**: Publish your messaging calendar
  - Use social media platforms for publishing
- **Saturday**: Monitor your messaging calendar
  - Use analytics tools like Google Analytics

---

**Conclusion**

Creating a messaging calendar is a crucial step in planning effective communication strategies. By following these steps, you can ensure that your messaging efforts are well-organized and aligned with your overall goals.
Wrapping Up

1. Are you clear on who your prospects are & how to find them?
2. Have you done your homework?
3. Do you know how to connect with them & what is your connection strategy?
4. What kind of meeting will you set up?
5. How will you manage your new prospects?
6. What kind of information will you send them?
7. How will you implement this strategy?

Tweet with #LPAR
Offer: Fully Functional 14 Day Free Trial

We will be sending you:

• Trial Download Link
• Fully Functional 14 Day Free Trial
• Check your webinar chat now for purchase link & discount code.

We’d love to hear from you

• rich@egrabber.com

Rich Kumar
Customer Success Manager - eGrabber Inc
rich@egrabber.com
Phone #: 408-516-4566
Monthly Subscription $79.95/License
No Long term commitment

Yearly Subscription $875/License

Yearly Subscription $675/License
✓ Complimentary email & phone support package
✓ Free Group Training
✓ You Save $200

Webinar Offer!!

Purchase Online: https://www.egrabber.com/ar
Use Promo Code: LPAR23

Offer Valid till 22nd January 2014. 5:00 PM PST

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
Earlier this year a HubSpot study found lead generation with LinkedIn is **277% more effective** than other social networks.
Did you know that 46% of all marketers land business on LinkedIn … the world’s largest professional network?
Linked Prospecting and YOU!

Do You Want to Be One of Them?
Viveka and I can show you just how to do that through a program we created called...
Linked Prospecting and YOU!
Linked Prospecting and YOU!

Instant Access
Linked Prospecting and YOU!

Profile Optimization
Linked Prospecting and YOU!

Networking, Growth and Engagement
Linked Prospecting and YOU!

3 Hidden LinkedIn Tools
Linked Prospecting and YOU!

BONUS #1 – Master Classes
Linked Prospecting and YOU!

BONUS #2 – Email Swipe Files
Linked Prospecting and YOU!

Available 24/7
Linked Prospecting and YOU!

LIMITED Number of Memberships
Linked Prospecting and YOU!

Lifetime Access – Always Updated
Linked Prospecting and YOU!

More Leads
Linked Prospecting and YOU!

Return on Your Time Investment on LinkedIn

Tweet with #LPAR
Linked Prospecting and YOU!

More Business
Linked Prospecting and YOU!

MORE MONEY!
Linked Prospecting and YOU!

A single payment of $174
Linked Prospecting and YOU!

Book deal with Wiley Publishing
Linked Prospecting and YOU!

Features in Money Magazine
Linked Prospecting and YOU!

Entrepreneur.com
Linked Prospecting and YOU!

Plus, this is the **exact system Viveka used** to become one of Forbes Top Fifty Most Influential People in Social Media.
Linked Prospecting and YOU!

She’ll show you the same secrets she used to build over 29,000+ first level connections and...

a network of over 31 million people on LinkedIn.

Tweet with #LPAR
AND increase her income by over **1000%** since joining LinkedIn in 2006.
Linked Prospecting and YOU!

But it gets better
Linked Prospecting and YOU!

ZERO RISK
60-day money back guarantee...

Our 60 Day 100% Money Back Guarantee

To totally eliminate any risk for you, we’ve decided to offer a 60 day, no questions asked, money back guarantee. If you don’t find this training incredibly valuable for your business, we will gladly issue you a refund.
Linked Prospecting and YOU!

Price is normally $497
Linked Prospecting and YOU!

A single payment of $174

Tweet with #LPAR
Linked Prospecting and YOU!

With the discount and the 60-day money back guarantee... you really cannot lose.
Claim Your Copy Now and Save $300

Tweet with #LPAR
Linked Prospecting and YOU!

Sign up is super easy...

http://LinkedProspecting.com/join
Two Lucky Winners!!

Selected by Viveka and Kimberly

Tweet with #LPAR

Free “Give Away” of tools & training videos worth $500 to the people who tweet tips & tricks discussed in this webinar most times on Twitter!

1st Prize: 3 Months Free Subscription to Account-Researcher
2nd Prize: Free Access to LinkedIn Training Videos
Next Steps!

Purchase Online:

https://www.egrabber.com/ar

http://LinkedProspecting.com/join

Tweet with #LPAR
Questions?
Thank You !!!