eGrabber & Telesales University Presents
Written communication tactics & strategies for LinkedIn Success
Speaker Profiles

**Flyn Penoyer**  
Telephone Sales Training Expert  
TeleSales University

**Clinton Rozario**  
Product Manager | Software Architect  
eGrabber Inc.

**Stephen Caster**  
Delivery Manager  
eGrabber Inc.
Follow Us On Twitter!

Flyn Penoyer - @FlynPenoyer
Clinton - @ClintonRozario
Written Communication Tactics &
Strategies for LinkedIn Success

How to use the LinkedIn prospect
email addresses you find effectively.
In this webinar I’m going to give you 7 strategies for engaging prospects using emails.
You’re also going to see a short demo at the end of my presentation of an inexpensive software tool that will help you find the emails of the prospects you find on LinkedIn.
#1. Things You Should NOT Do.
Avoid mass mailings of the same message to a bunch of prospects...

Unless, it is a carefully crafted marketing piece written by a copywriter.
Avoid sending “solicitations” that say “I do this are you interested?”
#2. Learn from the Hare Krishna, give first, then ask for what you’d like.
In the 60s-70s the Hara Krishna were often in public places like airports asking for donations for their religion.

They found that giving a flower to a passerby before asking for a donation increased donations by 60%.
The first time you send someone an email, make sure that it will have some value to them.

Don’t ask for anything.
Subject Line: I found something for you...

Tom...

I found a very interesting video on Youtube about motivating people. As a manager I thought you might enjoy it.

The author shares some excellent information most people don’t know.

Here’s the link: LINK

Enjoy!

--Flyn
#3. In dealing with LinkedIn prospects you’ll do best developing a networking relationship first.
Get the prospect to respond to you in some positive way before using their email address.
Subject Line: Thanks for connecting...

Tom...

Please let me know if I can do anything to help you here on LinkedIn.

I am happy to introduce you to any of my connections.

I also found this great video on using LinkedIn you might enjoy.

LINK

--Flyn

PS: What kinds of people are you looking to connect with?
Use the email of prospects you find that are not yet connected, to solicit that connection.

Use a subject line that says “LinkedIn Inquiry” or something similar.

Give the prospect a great reason to connect.
Subject Line: LinkedIn Inquiry...

Tom...

I am trying to build the number of relationships I have with senior managers and was hoping you’d connect.

I have a few really excellent links on management I’ll share with you upon connecting.

Enjoy!

--Flyn

PS: I am also very willing to help you get connected to others.
4. Email is highly contested. Prospects are receiving far more emails than they want.

So don’t send an email without a headline that features a benefit.

Combining the benefit with speed or news will make it more effective.
Increase your reading speed...

Increase your reading speed quickly...

New program that increases your reading speed quickly...
#5. Use these copywriting tips in constructing your emails
Use simple words and define any term the reader may not know, such as acronyms or technical terms.
Use short sentences, 8-15 words

Salespeople make the mistake of assuming that their audiences are well educated. Err on the side of caution. Besides why make it difficult for the reader to get your message.
Use short paragraphs.

3-5 lines works well. Short paragraphs are not intimidating and encourage people to read.

You’ll note that marketer’s often use one line paragraphs. The white space makes it very readable.
Avoid using a lot of adjectives (if any) and use “!” sparingly if at all.
ALWAYS use a PS in your communications as it is almost always read.

Use it to restate your call to action.
#6. Complement the reader in some way.
I recently commented to a prospect on something he said, telling him he was obviously smart and that his comment indicated a trait of the top 1%.
Here’s the first part of his response...

“Honestly speaking I'm so encouraged by your comment. I even went back to check if I really said "... “

Do you think he’ll be open to a conversation?
7. Always have a call-to-action.
Never send an email that does not have a call to action – what the prospect should do next.
Make sure the call to action is repeated in the PS – the PS is almost always read.
Make sure you’ve tied a benefit to that call to action showing the prospect “what’s in it for him” for taking the action you suggest.
Additionally...
Cross connect your email with voicemail

Send an email and tell them you will call.

Call them and tell them you’ve sent and email.
If you’d like to learn a lot more about using LinkedIn, you can get it all in my newsletter.

I’ve taken my full blown LinkedIn course from a few years ago and given it away in the letter.

Check it out here….  http://bit.ly/tsu-tips-ltr
Q&A and EG presentation
How eMail-Prospector Can Help You Reach The Right People On LinkedIn®
Li Profile

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

• Missing Email
• Missing Phone
• Will they ‘I-Don't-Know’ my request?
Presenting the eMail-Prospector...
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Email</th>
<th>Email Status</th>
<th>Email Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jay</td>
<td>Gaines</td>
<td>SiriusDecisions</td>
<td><a href="mailto:jgaines@sirusdecisions.com">jgaines@sirusdecisions.com</a></td>
<td>Found</td>
<td>**** (4 of 5)</td>
</tr>
<tr>
<td>Brooks</td>
<td>Caddell</td>
<td>Networkers Telecom</td>
<td><a href="mailto:brooke.caddell@networkers.com">brooke.caddell@networkers.com</a></td>
<td>Projected</td>
<td>** (2 of 5)</td>
</tr>
<tr>
<td>Sridhar</td>
<td>Ramanathan</td>
<td>Aventi Group LLC</td>
<td><a href="mailto:cramanathan@aventigroup.com">cramanathan@aventigroup.com</a></td>
<td>Projected</td>
<td>** (2 of 5)</td>
</tr>
<tr>
<td>Brian</td>
<td>Carroll</td>
<td>MECLABS</td>
<td><a href="mailto:brian.carroll@meclabs.com">brian.carroll@meclabs.com</a></td>
<td>Found</td>
<td>**** (5 of 5)</td>
</tr>
<tr>
<td>Bill</td>
<td>Forster</td>
<td>Maine Pointe LLC</td>
<td><a href="mailto:william.forster@mainepointe.com">william.forster@mainepointe.com</a></td>
<td>Found</td>
<td>**** (5 of 5)</td>
</tr>
</tbody>
</table>

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

If Found on the Internet

95%+

Hit Rate

Intelligent Statistical Projection

3x

more accurate than guessing
We've patented this Email Append Process!

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.
14 days FREE trail of eMail Finding Tool ?

Type In Your Phone # to
GotoMeeting Chat  =>

or email me
clinton@egrabber.com
Pricing

Annual
Full Year License

1 License  $595
14 days FREE trial of eMail Finding Tool?

Type In Your Phone # to GotoMeeting Chat NOW =>

or email me

clinton@egrabber.com
• I hope you have enjoyed this video and found it useful.
• PLEASE come back and put your comments or evaluation of the video on this page – I would love to know what you thought.
Our Mission

To help inside professionals become more effective leaders, managers, and salespeople.

Box 7487, San Jose, CA 95150
408-296-6880
Thank You !!!