

Relationship Building Tactics on LinkedIn



**Presented By
Connie Ragen Green**

Building relationships is key to getting prospects to become customers. To do that you need to have a good strategy set up. Use this list of tactics as a guide.

1. Show interest in your connections
2. Engage with those who like, share and comment on your content. Thank them and acknowledge their comments in some way. The LinkedIn Kudos feature is a good place to start
3. Introduce your connections to one another who they can benefit from knowing
4. Like and comment on their posts
5. Ask them questions to get to know them
6. Share valuable content related to their current challenges or industry with them
7. Follow them on other social networks and engage with them there as well
8. Look for natural conversation starters such as events or job changes
9. Do your research. Knowing what your prospects likes, interests and affiliations are gives you a way to start a conversation, especially if it's something you are interested in too.

10. Participate in groups and discussions
11. Personalize your connection requests to them instead of the default
12. Post articles, case studies, videos and whitepapers on your profile about why they need your service or product
13. Add CTAs to your LinkedIn profile to send prospects to your landing page or website
14. Stay in touch once you've made a connection every couple of weeks or so
 - a. Congratulate them on a new jobs or promotions
 - b. Interact with them in LinkedIn groups
 - c. Comment on their articles and updates
15. Be helpful by finding ways to you can give people a boost and not expect anything in return
16. Don't brag about your skills without providing proof to back them up. Focus on building up your portfolio of past projects and original content that showcases your skills and leaves no doubt in your prospects mind
17. Relationship-building takes time. Be patient and put in the effort to build long term relationships. Prioritize being friendly, learning about others and making true connections
18. Have a complete profile that brands you. It must be more than a list of your accomplishments or achievements or a simple statement. Instead it should tell the story of who you are and gets the reader to want to connect and get to know you better
19. Build and show social proof. Get recommendations and endorsements from former and current colleagues, clients and employers. Include testimonials from leaders in your field if you have worked with them
20. Share where you have been quoted or published in your area of expertise. This can be business publications, on other social media platforms or offline
21. Make your content "sticky". In other words, choose words or content that make you visible to your ideal client and encourages comments
22. Use video in different ways. Use it in your feed to provide free content that helps your prospect in some way. Add video to your profile summary or on your LinkedIn Company page

23. Seek out the problem your prospects are facing then freely provide a few ideas of how they can face the problem. It can be in a message with links to sources you found or in articles you've written that address the problem
24. Show them how their work has impacted or changed your life. Send them a short message telling them exactly how their work created a positive change on you. It's the greatest compliment you can give someone by proving that who they are and the work they do has created a positive change in someone's life.
25. Compliment others on their articles, posts, achievements and milestones
26. Be friendly, open and kind
27. Know who your ideal prospect is instead of trying to build relationships with everyone
28. Maintain a positive attitude. Project the energy and confidence you want your clients to feel about you.
29. Be the type of person people enjoy being around and want to work with by showing enthusiasm and zeal for your work and their work.
30. Acknowledge your prospects are individual people. Ask about them and their families, hobbies or interests
31. Be mindful of their time. Don't bombard them with information and messages
32. Exceed their expectations by delivering exceptional results. Show them how you've done this with other clients
33. Diversify your network by going beyond people in your current level. Seek out others with LinkedIn's advanced search feature
34. Be honest and authentic. Be yourself
35. Message your prospects to just check in and say hi
36. Respond to messages from your prospects and connections quickly
37. Tell your story. People want to know you behind the business. Share personalized stories within your business content
38. Be visible
39. Be consistent by providing valuable content daily to your LinkedIn profiles
40. Share value added content on your LinkedIn feed, blog, articles, videos or SlideShare
41. Be helpful but not pushy

42. Create a LinkedIn Group and invite your prospects to become members. Share relevant content, ask questions and start discussions
43. Listen before you answer. Really listen to your prospects to know what they need and want, then you can provide the content that will help them
44. Show you're prospects you value their opinion with user-generated content. Ask them for ideas on what your business should do next or in a certain situation or what design/style/flavor/color they think you should go with next. Then repost or use any ideas you receive. Give credit to those who shared their ideas

These 44 ideas on building relationships with your prospects are just the beginning of building a long-term business relationship that can be rewarding in many ways to both of you.

20 LinkedIn Headline Templates

Your LinkedIn headline is one of the most visible areas on your profile. You want it to be intriguing, compelling, and interesting enough to get your prospects attention. Use these templates to help you come up with a killer headline.

1. (Profession) experienced at helping (who) (do what) (how)
 - a. Ex. Business coach experienced at helping women entrepreneurs build passive income and work less.
2. (Profession) – I teach (who) to (do what)
 - a. Teachable Course Creator – I teach authors to build a lifestyle around words.
3. (Profession) | (tagline)
 - a. Video course creator | Creating calming spaces
4. (Job) – (success you achieved in job) – (programs skilled at)
 - a. Customer Service Representative – Successful in customer retention increase – Salesforce-Zendesk
5. (business +position) | Helping (who) find better (what)
 - a. Acme software executive | Helping small businesses find better performance, productivity, and profitability.
6. What you do to help companies where: company website
 - a. Helping businesses reach their peak on the most trusted ecommerce marketplace: H1Ten.com
7. Helping (who) grow (better, faster) using (what)
 - a. Helping women entrepreneurs and startups grow better using LinkedIn.
8. (award) -ask a question
 - a. Facebook #2 Power User- Are you optimizing your Facebook Ads to their fullest?
9. Enabling (who) to optimize business results through (what/how).
 - a. Enabling time crunched executives to optimize business results through outsourcing
10. (what your do) expert
 - a. Client retention identification expert

11. I help (who) (do what)

- a. I help startup businesses meet their e-commerce demand goals

12. (Title) |(expertise) | (position) |tagline

- a. Pioneering IT Project CEO |Communications expert | Coach| Making complex seem simple

13. Helping (what) |title | specialty |specialty #2

- a. Helping Dallas Grow |Real estate developer | Mixed Use Properties | Redevelopment properties

14. Humorous take on your (business, title, position) (position)

- a. I scramble letters with a dash of grammar- Editor at XYZ Magazine

15. (Expertise) works with (who) (benefit) – Free offer – Call-to-action

- a. Top Publicity Expert works with authors, speakers and coaches who want to be their own promoters. One on one Book Marketing Consultation. Get free tips once a week.

16. (achievement) Call-To-Action | podcast/website/blog | position

- a. Sell over \$10 w/ social media - Ask me how? | Host of Sales Growth Expert podcast | Speaker | Bestselling Author

17. Interest | Who you help | (title) | accomplishment

- a. Talent Geek | Talented performers need apply | Talent Agent | Writersandagents.com contributor

18. (Call to action)

- a. Discover how to get major traffic on a small budget at Traffic Generation Blitz.

19. Job | how you help

- a. Virtual Assistant | Helping small business owners be efficient with client-focused solutions.

20. Job function

- a. Coordinating complex environmental research projects for the School of Now

10 LinkedIn Prospect Messaging Templates

Use these 10 templates to begin connecting with your LinkedIn prospects.

Template #1 Common Ground:

Hi [Prospect Name],

A mutual connection of ours, [connection name], and I were talking about [topic] recently. He said I should get in touch with you as you are an expert in this subject.

I'm writing an article about [topic] because it's relevant and timely but many of my [customers, clients] have found it confusing to understand. Can I offer your perspective on the subject, [prospect name]?

Regards,
[Your Name]

Template #2 Connection:

Hi [Name],

I'm [a big fan of your work, enthusiastic listener of your work, impressed with your achievement, etc.]. I would love to connect with you on LinkedIn. If you need help anytime with [your specialty] or [specific area of expertise], don't hesitate to contact me. I'd be more than happy to offer you my assistance or get you in touch with someone who can.

Thanks,
[Your Name]

Template #3 Cold Prospect:

Hi [Prospect name]

Do you have a [challenge/priority/issue] in your business with [service/benefit you offer] or [service/benefit you offer]? If you do, my company has helped [company you helped], [company you helped #2], and [company you helped#3] solving the exact same challenge/issue. I'd love to exchange a short email to see how we can help you? Please let me know, [prospects name].

Thanks,
[Your name]

Template #4 Cold Prospect #2

Hello [Prospect's name],

Are you currently pleased with how the [situation/product/circumstance] is?

My company has been helping [company name(s)] with a similar [situation/product/circumstance]. I would really love to help you, as your company might be a good fit for our program too.

Our [program name/service] has received good attention from the market and I think it can be of immediate value for your organization.

I'd love to schedule a time to connect and discuss this further. Are you available soon?

Thank you,
[Your name]

Template #5 Comment on post or article

Hello [Prospect name],

I thoroughly enjoyed the article you shared on LinkedIn yesterday about [topic]. It was spot on. My company helps business like [industry/companies] with a similar solution. Can we schedule 5 minutes for a chat about it on Tuesday or Wednesday afternoon next week?

Thank you,
[Your name]

Template #6 Question about a comment

Hi [prospect name],

My name is [name] and I work for [company]. I'm also a member of [group], and thought your comment about [comment summary] was interesting/intriguing. It reminded me of a recent [report/article] from [company] about [subject]. I was to learn that [emotion, thought]

[Ask question about the comment] I'm anxious to learn what you think. Can we set up a [time] to discuss it?

Best,
[your name]

Template #7 Contact in the news

Hi [prospect name]

I recently noticed in the [name of publication and date] that you are [something they'll be doing soon] in the near future.

My company specializes in [specialty related to article and how it could help them]. I've worked with [companies] and [results].

I'm not suggesting you change from your existing [supplier, provider] but it might be worth it to give me 5 minutes to chat about how we can [result].

Do you have 5 minutes on Tuesday or Wednesday?

Thanks again,
[your name]

Template #8 Final follow-up

Hi [prospect name],

Thank you for getting back to me. I just closed your file. I do have a quick question before I go though. Why aren't you interested in [connecting, buying]. Is there something you don't like?

If there is any way I can improve, don't hesitate to let me know. I'm always eager for input.

Thanks again,
[your name]

Template #9 Cold message

Hi [prospect name],

Feeling a little out of place, I attended the [conference, event] yesterday with [who/company]. I had the chance to see you speak. I was impressed by you and your company.

I spent [amount of time] at [company] working closely with brilliant leaders like [name] (who you know well). I see amazing potential coming from your company. I would love to be a part of it in some way. My primary focus is in [marketing, sales, etc.], with a lot of experience [pitching/marketing] to the same companies and users you attract. I'd love to tell you more about how my skill sets can help you reach and exceed your current [growth] goals.

Congratulations on your current success. Again, I'd love to chat more about your company and show you how I could help.

Best,
[your name]

Template #10 Making a connection

Hi [prospect name]

My name is [name] and I am the founder of [blog, business, company] that seeks to [purpose].

I've been following [prospects blog, podcast, newsletter] for quite some time now and it's fantastic to see how much it has grown over the past [months, years]. [podcast Name] is an inspiration for me and to my business. I was curious if you had any tips for [growing your team, etc.] while building the content? I'm looking to expand soon and would love some pointers from you.

Thank you and congrats on running such a great [website, newsletter, podcast]!

Best,
[your name]

Message Templates to get LinkedIn Recommendations

Use these templates as a starting point to get LinkedIn recommendations. Remember to personalize them.

Message Template #1

(For asking someone you currently work with)

Hi [Name],

I hope you are doing well.

I want to let you know how much I enjoy working with you. I greatly value your insight and feedback. I've especially enjoyed collaborating on [project you worked on together] with you.

If you have the time, I have a small request. I'm updating my LinkedIn profile to show a truthful picture of my skills and experiences. Would you have a few minutes to write me a LinkedIn recommendation highlighting my skills in [area] and [area].

I'd be happy to return the favor in giving you a positive recommendation. Just let me know what specifically you want me to recommend.

Thank you for considering this. I look forward to hearing from you.

All the best,
[Your Name]

Message Template #2

(For asking someone you used to work for)

Hi [Name],

I hope you have been doing well. [Insert some small talk or a friendly question]

I've enjoyed working at [current or most recent position] but after much contemplation have decided to move on from my current role as [X into Y]. I enjoyed working with you at [Company] especially working [talk about something you worked on together.]

As a result of this change, I'm updating my LinkedIn profile. I'm reaching out to you to make a small request. Would you be able to serve as a reference for me and consider providing a recommendation highlighting my skills in [area] and [area] for me? I'm happy to send over more information if you need it.

Thank you for considering this. Also, I'm more than happy to return the favor for you. I look forward to connecting with you again and hearing your updates.

Sincerely,
[Your Name]

About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, SEE International, the women's business organization Zonta, and several other charitable groups.

As the recent recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

My books on entrepreneurship are at: <http://ConnieRagenGreenBooks.com> - check out my most recent titles to see which is best for your goals. If you're not sure where to begin, hit "reply" to any of my email messages and I will respond to your questions.



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