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INTRODUCTION

In this document, you'll find the best resources to help write engaging top-of-mind messages faster and easier.

Each type of message includes:

- An overview of the message type.
- The formula and steps involved in planning and writing each message from start to finish.
- Scripted message templates.
- Swipe copies of messages to serve as inspiration.

You will find that some of the steps involved in writing the messages are similar no matter what type of message you're writing. However, all swipe copy pertains to just that message type. The idea is to be able to open any one of the templates and have all the guidance you need to write compelling and engaging top-of-mind messages.

Important note:

The templates and swipe copies we are providing are not intended to be copied word for word. They serve to help you be able to structure your top-of-mind strategy in a more effective and actionable way. You are strongly encouraged to swap out any language to fit your brand's identity and materials you have to share. Don't be afraid to get creative and have fun!



SHARE A VALUABLE INDUSTRY RESOURCE

This type of message allows you to share the most relevant, comprehensive insights and resources with your audience.

Typically the most common resources to share are blog posts or articles. However, the resource can be any kind of content; case studies, eBooks, videos, infographics, podcasts, etc.

It doesn't matter if it's a resource that you created yourself or if it's curated from a third party. We have swipe copies of a couple examples to serve as inspiration.

The purpose is always the same; you want to educate and engage your audience while sharing your unique perspective to solve a pain point.

Formula	Template
Write a compelling opening that explains why you are reaching out and highlights an audience pain point.	I wanted to take a quick moment to share with you a quick [article/guide/video/infographic/etc] that explains [introduce pain point].
Share the link to the resource.	Here is the link if you want to check it out: >>INSERT LINK<<
Offer your unique perspective/how you can help in terms of what the resource includes.	I think the resource does a great job of [explain your opinion and include how you are able to help]
Close with a question or call to engage by sharing their thoughts/comments.	I'd love to hear your thoughts or any questions you may have regarding this.

Industry Resource Swipe Copy

The Complete Guide to Building Your Personal Brand

[[first_name]]- I hope things have been going well for you and your business. I wanted to share with you another big project that I have been working with Neil Patel on, "The Complete Guide to Building Your Personal Brand."

Personal branding is an important tool that can dramatically boost the opportunities made available to your business. This 100% free guide is a powerful playbook to get your brand in front of the right people, add credibility to your name, and get the attention of the press.



So how do you get the coverage and attention your brand needs without paying a lot of money for it?

This 30,000-word guide gives extensive detail on how to get free press coverage on a local and national level, how to build up your online and offline assets, and how to grow your brand through outreach with a number of different strategies we have seen success with.

Neil and I wanted to create an in-depth and exhaustive guide on what you need to do to build your personal brand. This step-by-step guide takes you through the exact process we use to help our customers grow their own brands and increase their business.

I thought you would be interested in checking out the guide. You can get it here:
<http://www.quicksprout.com/the-complete-guide-to-building-your-personal-brand/>

Feel free to send me a message after digesting the material. I'd love to hear your thoughts or any questions you may have regarding this.

*Cheers,
Aaron*

Retirement Report

Hey [[first_name]],

I thought it would be worth reaching out about a recent report our team just released on the gap between planning for and actually reaching a comfortable retirement these days.

The report is a deep dive into the exact process that thousands of individuals and families have used in the past decade to retire sooner than they originally thought customized for you.

This is a report we would typically charge \$97 or more for....BUT the process is just being finalized, so I wanted to share it with a couple connections in my network and hear your thoughts of how this might apply to you.

Here's all you need to do to get you free copy:

1. Register at the link below and answer a couple of quick, non-invasive questions regarding your goals for retirement.

>>LINK<<

2. Check your email for your free report.

And it's that simple.

If you could then share any thoughts, questions, or comments with me to help us improve our process, I would greatly appreciate it.



Thanks,
Bob

P.S. Please do not share the above link - we are still testing a few items and because of the time and attention we put into each custom report we can only provide a limited amount at this moment. Thanks! :-)

Management Consultant Taxes

Hi *[[first_name]]*,

Now is the time of the year when taxes are on the forefront of people's minds, so I thought I would pass along this article that highlights some of the issues I've seen, and some strategies on how to avoid overpaying.

You can check out the article here if you are interested:

>>INSERT LINK<<

The #1 mistake I typically see with management consultant's tax returns is due to filing in multiple states. Given the frequent and extended travel required by the job, it's often impossible to avoid being taxed in various states.

As a former management consultant myself, I know all too well the pain of having to go back and correct any over-payments that may have been accidentally made in the past!

Don't hesitate to shoot me a reply if you have any questions.

Have a great day!

Gene



SLIDESHARE (or any other personally branded content)

SlideShare presentations are a great way to create valuable branded content without having to write a ton of copy. This can help you build your authority and expand your reach by being able to get your message in front of people who you are not connected to on LinkedIn.

This type of message is similar to sharing an article or report, you will, however, need to make sure you have a solid SlideShare presentation or some other 'How-To' resource that you want to promote.

Formula	Template
Write an engaging opening that introduces and explains the pain point.	There has been a ton of talk recently around the topic of [introduce pain point].
Introduce solution and include a link to the SlideShare.	To help alleviate this problem, I decided to create a SlideShare that [explain how you can help]. You can flip through it using the link below for more info: >>INSERT LINK<<
Expand on key takeaway from the SlideShare.	I think the most important thing to remember here is [explain valuable takeaway].
Ask a question to encourage the prospect to start talking.	What are your thoughts on [pain point]? I'd love to hear them!

SlideShare Swipe Copy

Hey [[first_name]] - I've identified a problem most people have when getting started with blogging. Tell me if this sounds familiar...

You poured a ton of time and energy to create an epic blog post you know your audience will love. You click "Publish." But then, what?

That's why I wanted to share with you my latest SlideShare that addresses what you should be doing after that post goes live. Feel free to check it out: >>INSERT LINK<<

A blog is not going to get the kind of action that it needs to, unless you have a plan in place to properly share and promote it.

After you go through the presentation, I'd love to hear what kind of insights you have about how you've been promoting your posts.

*Speak Soon,
Gary*



ALL KILLER, NO FILLER - 'HOW-TO' Message (straight-up value)

A 'how-to' message is pretty self-explanatory; it teaches your audience how to alleviate pain points. Practical advice that they can apply immediately.

This is the perfect time to emphasize your USP and show off your expertise. So you don't want to just cover the basics, you'll need to get fairly detailed.

Make it seem like you are holding your audience's hand and walk them through the process step by step.

Formula	Template
Write a compelling opening that empathizes an audience pain point.	I recently had a client ask me, “[enter typical question you get asked that you can explain in the message below]?”
Explain the pain point in further detail/show understanding.	It's not a strange question for someone in the [industry/job title - based on your personas] to ask me. Well [[first_name]], when I wrote out the response, your name popped in my head and thought you might get something out of the answer too.
Tell them how you can help fix the problem step by step.	I included my response to my client below. I hope you get something out of it. [INSERT TEXT OF ANSWER TO THIS QUESTION]
Ask a question to encourage the prospect to start talking.	I'd love to hear your thoughts or any questions you may have regarding this.

'How-To' Swipe Copy

Hey [[first_name]],

I recently had a client ask me, “As a small business owner, what are the most important items for me to focus on with my LinkedIn profile?”



It's not a strange question for a business owner looking to generate more traffic to their website to ask me.

Well Greg, when I wrote out the response, your name popped across my newsfeed here and I thought you might get something out of the answer too.

Below is the response I sent out.

"There are really 3 sections we recommend focusing the majority of your effort on:

- 1. Your LinkedIn Headline (this is a major key because it's your prospects first look at how you help people like them and what differentiates you.)*
- 2. Summary section (You'll want to further expand on the narrative of why someone should work with you over a competitor AND describe your authority/expertise. Keep the focus on the prospect and the pain points you solve. And close with a call to action.)*
- 3. Experience section (Details of your product service. Use previous positions/roles to speak to how they helped you in your current business.)*

There's a lot more you can add to beef up the profile, but those 3 will move the needle more than anything else."

I'd love to hear your thoughts on the strategy and any other comments.

*Thanks,
Nick*



RESOURCE ROUNDUP

Roundup messages are great when you want to provide insights from multiple resources all in one place.

For instance, if you run your own LinkedIn group, you can send out a monthly roundup on some of the month’s best group discussions. This can boost your group engagement and remind any stragglers to join the group.

If you don’t own a group, you can send a roundup of some of the best articles you’ve read recently, share some recent industry stats/trends, list of favorite quotes, etc.

Feel free to get as creative as you want!

Formula	Template
Write a compelling opening that empathizes an audience pain point.	Lately there has been a ton of chatter revolving around [insert pain point].
Introduce and share links to curated list.	I’ve found a ton of good articles related to [pain point] that I thought you would find beneficial. Feel free to check them out below: >>INSERT LIST OR LINKS<<<
Expand on your unique perspective and key takeaway of the pain point.	Personally I think the most important thing to remember here is [explain valuable takeaway].
Ask a question to encourage the prospect to start talking.	What are your thoughts on [pain point]?

Roundup Swipe Copy

Group Announcement Roundup

Hey [[first_name]]- We've had a ton of great discussions in the Innovative Management Strategies group over the past month revolving around how business leaders can effectively lead their organizations. Below are links to several that I think you will enjoy.

Stewart Brown said, “Most people think that the opposite of play is work (especially in the corporate world) but the opposite is boredom or even depression.” Tell us what you think about incorporating fun in the workplace: >>INSERT LINK<<<

Forbes took an interesting perspective on how to improve your leadership by acting like a leader before thinking like a leader.



Do you think that a leader should follow this advice? Is “fake it till you make it” a valid strategy in the business world? Share your thoughts here: >>*INSERT LINK*<<<

If you have any suggestions for how we can make this community stronger in any way, feel free to reach out to me over LinkedIn.

Thanks,
Steve
Founder – Innovative Management Strategies - A Forum for Executive Leaders

Best Books Roundup

Hey *[[first_name]]* - At my company, we’ve got a lot of avid readers, myself included. And lately, we’ve decided to actively make reading and continuous learning a priority.

I recently polled my team to find out what everyone thinks are the best books of all time.

Here are the favorite that showed up:

- Presence: Bringing Your Boldest Self to Your Biggest Challenges by Amy Cuddy
- Traction: Get a Grip on Your Business by Gino Wichman
- Influence: The Psychology of Persuasion by Robert B. Cialdini
- Harry Potter Series by J.K. Rowling
- Simple Numbers, Straight Talk, Big Profits by Greg Crabtree
- The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
- Game of Thrones by George R. R. Martin

Continuous learning is the key to success in whatever profession and hobby you choose. It is impossible to be the best, or even get very good at something, if you remain stagnant. I can guarantee your competition will be studying and practicing, so you’d better make it a priority too.

Do you have any books you’d add to this list?

Josh



NEWSJACKING

If you are unfamiliar with what newsjacking is, that's OK! Basically it's the practice of piggybacking on a trending news story in order to amplify your brand.

It can be a great opportunity to easily and quickly create messages and share your unique perspective.

But the key here is to act quickly. You don't want to send out a message after the hype has died down. So you can't always plan them out months in advanced.

Therefore, if a news story comes up and you already had a message that you planned to send out for the month, you can push back the original message (as long as it isn't time sensitive) and send out a newsjack instead.

Formula	Template
Write a compelling opening that introduces the industry related news story.	Over the past few weeks/days/months/etc , you may have heard some talk about [introduce the news story you'll expand upon] .
Explain the news story in further detail	According to [insert details on the big idea.]
Include a link (if necessary)	Here's the link I saw if you haven't heard yet: >>LINK<<
Expand on your unique perspective of the news event.	Personally, I see it as a positive/negative because of [insert your opinions] .
Ask a question or encourage the prospect to start talking.	I'd love to hear what you're take on [this recent news] . [Insert question related to news event] .

Newsjacking Swipe Copy

Hey *[[first_name]]*,

Been awhile since we last touched base here, hope all is well!

I'm thinking you might have seen the recent news regarding Microsoft's purchase of LinkedIn.

In case you haven't heard here's a link to check out the details:
>>LINK<<

From what I've seen you are a pretty thoughtful person and thought it would be worth reaching out to hear your take.



Personally, I see it as a positive because:

- 1. Microsoft will have more incentive to open up LinkedIn to 3rd party apps because of their incentive for major growth.*
- 2. I'd expect they integrate LI with some of their other tools possibly Cortana for instance (their desktop/mobile assistant).*
- 3. Finally, I have the hope that they clean up some of their "glitchiness".*

What's your take on the acquisition and its effect on how you use the platform?

Talk soon,

Pat



WEBINAR INVITE

This message template can be used for anyone who wants to invite their connections to a webinar they are putting on.

The key here is to NOT make it sound like a plain old webinar invitation. Those are hardly engaging. Remember that your audience is looking for solutions to their pain points, so you want to make it as easy as possible for them to sign up and see the value in attending.

Formula	Template
Write an opening explaining that you have a webinar/workshop coming soon and the most compelling benefits or outcomes that your prospect would get by attending.	I thought it would be worth reaching out about an awesome new workshop I'm hosting next [enter date] on [compelling benefit/outcome/what they'll learn by attending].
Explain the benefits in further detail. Share the promise of the webinar - what will they learn and what will the gain by investing their time with you.	On the call we will show you how other [industry/job title - based on your personas] have used this system to [achievements of other people just like your prospects].
Provide more details/registration link.	For more information on the workshop, topics scheduled for discussion, and to register, please visit this link: [enter registration link]
Encourage them to share the message with their peers.	Please feel free to send this info along to anybody you know who might be interested. Hope to see you on the call.

Webinar Invite Swipe Copy

5 Ways Credit Unions Can Strengthen Bonds and Increase Revenue with Email

Hi [[first_name]],

I thought it would be worth reaching out about an awesome new workshop we're hosting next Thursday on the exact email strategies we've used to help our private clients engage members, cross-promote and drive more business.

On the call we will show you live case studies, scripts and tactics that credit unions just like yours have implemented to take a proactive approach to email and generate serious returns. Your organization can start using these proven tactics immediately after the call and begin seeing some awesome results.



For more information on the webinar, topics scheduled for discussion, and to register, please visit this link:

>>INSERT LINK<<<

Please feel free to send this info along to anybody you know who might be interested. Hope to see you on the call.

*Thanks,
Tom*

Free Wastewater Treatment Training Event

[[first_name]]- I came across your profile and thought you might be interested in a free, live training event my company is hosting on February 26th on full spectrum industrial wastewater recycling & reuse.

We will go through real examples of what companies are doing to reduce oily wastewater volumes as much as 90%, mitigate environmental risk, and work to meet ISO 14001 while reducing operating costs.

For more information on the webinar, topics scheduled for discussion, and to register, please visit this link:

>>INSERT LINK<<<

Please feel free to forward this to anybody in your company that would be interested. Hope to see you on the call.

Thank you,

Andrew

Attorney Webinar

[[first_name]]- I thought you might be interested in a free training event I'm hosting on the #1 way attorneys can generate high quality internet leads.

I'm going to share the exact strategy we use to generate high quality leads for law firms that not only significantly improves results but brings a level of transparency to the process that was impossible a year ago. It's literally changed the way we do business and I'm really excited to share it with you.

For more information on the event and to register, please visit this link:

>>INSERT LINK<<<

If you have any questions for me regarding the training, shoot me a message back and I will be happy to help out. Hope to see you on the call.



Thank you,
Adam

LIVE EVENT INVITATION

The Live Event Invitation template can be used for anyone who holds live events. And just like the webinar invite, you need to make it easy for them to see the value in attending.

Formula	Template
Write an opening explaining the event session topic.	I wanted to give you a heads-up about an upcoming event we are putting on - [title of session OR brief detail on event topic].
Start by addressing objections and explaining why this event is worth their time and better than the others..	We wanted to pull back the curtain on [what your event/session will be providing that differentiates your speech/event].
Provide more compelling benefits or outcomes achieved by attending. And some more logistical items details/registration link.	<p>[Enter details about the speaker, topic of discussion] To reserve your seat make sure to register for FREE here: [link]</p> <p>[enter date, time, place details]</p> <p>In an effort to ensure that only the top industry leaders will be in attendance, I have kept these invites to my fellow industry connections here first.</p> <p>But you can feel free to share this with your contacts and co-workers who you think would benefit as well.</p>
Close with another registration link.	If you are interested in learning more or would like to register for this FREE event, check out the link below! [Enter registration link].

Live Event Swipe Copy

An Inside Look: How 3D Printing Will Change the Manufacturing World

[[first_name]],

I wanted to give you a heads-up about an upcoming MML Event taking place April 3rd - "How 3D Printing Will Change the Manufacturing World."



We wanted to cut through the rhetoric and clickbaity headlines surrounding 3D printing to give our group members an up-close-and-personal look at where the technology is today and where it is headed.

Our host and keynote speaker will be Chico Weber - CEO of Squarefruit Labs. Chico's presentation will give real-world examples of how this technology is being used to accelerate product development cycles, enable alternative manufacturing processes and create new manufacturing strategies. To register visit our website: www.mmlgroup.org/

The discussion will be taking place on Friday, April 3rd at the Cambridge Innovation Center from 7:15 AM – 9:00 AM. In an effort to ensure that only the top industry leaders will be in attendance, I have kept these invites to my fellow industry connections here first.

But feel free to share this with your contacts and co-workers who you think would benefit as well.

If you are interested in learning more or would like to register for this FREE event, check out the link below!

>>ENTER LINK<<

*Thanks,
Tom Swip
Founder of Midwest Manufacturing Leaders Group
"Strengthening the Manufacturing Community"*

Your name came up

Hey `[[first_name]]`,

Yesterday I was talking with a few people on my team and realized that we have 3 of our comp (free) tickets still available for our event Ascend coming up in May.

Your name popped up here on LinkedIn and I thought you might be interested, so I wanted to reach out to see if you could make it?

The event is in San Diego on May 12-14 and tickets are on sale for \$995. But like I mentioned, I've got 3 tickets left that I can give away for free if you'd like to attend as my guest.

There are going to be a lot of bad asses there, many of them 7 figure business owners, and I would love to have you there too.

If you want to see a little more about what we will be teaching and the agenda you can check out all the details here - >>ENTER LINK<<



I would love it if you could come! Just let me know and we'll get you set up!

Also please let me know if you have any questions whatsoever.

Hope you can make it!

Josh

[NEW EVENT] How to Set Your Prices for Profit

Hi `[[first_name]]`,

Hope all is well with you! I wanted to quickly let you know about a big-time presentation we've got coming up for our next Midwest Manufacturing Leaders Event.

Our speaker - Dale Furtwengler posed this question to me recently - What if I told you that the price of your product or service was IRRELEVANT to your customers? That you could charge a premium price regardless of the economy or what your competitors are doing?

Like most that hear a claim like that, I was a little skeptical. But as Dale outlined in our discussion - the SECRET is all in the positioning.

So I asked Dale if he would present his workshop to our community on "How to Set Your Prices for Profit!" Graciously, he agreed and I wanted to give you the chance to grab your free seat today before they are all gone.

*For more information and to reserve your spot, you can visit our website:
<http://mmlgroup.org/>*

Hope to see you there,

*Tom Swip
Founder - Midwest Manufacturing Leaders
"Strengthening the Manufacturing Community"*



EVENT YOU'RE ATTENDING

Even if you don't host any events, you can still create an opportunity to discuss any event you may be attending with your audience.

There are a few different ways to approach this type of message:

- 1) Inquire if they are going.
- 2) If you have an additional ticket or discount, you can offer it up.
- 3) Use this as an opportunity to set up a meeting or coffee (doesn't matter if they are attending the event).
- 4) A combo of the above.

As always, the key here is to make it sound as compelling as possible.

Formula	Template
Provide details on event.	I recently signed up for [name/date of event] and it should be an awesome [learning experience/event/opportunity/etc].
Keep focus on the prospect - why you reached out to them and thought they'd be interested.	Based on what I've seen popping up on my newsfeed here recently, it looks like you are doing some pretty interesting things with [[company - you can auto-customize this in the software]] and I thought you might be interested on the topic.
Call to Action to meet at event.	<p>If you are planning on attending, it would be great to meet up to say hello and get to know each other a little better.</p> <p>I'd love to hear some more about the work you're doing and seeing how I might be able to help or refer some people your way.</p> <p>Anyways, just thought this event might be right up your alley and wanted to share it out.</p>

Event Attendee Swipe Copy

Hi [[first_name]],

Hope all is well! I wanted to reach out because I am going to be in town the week of March 31 - April 2 for the InfusionSoft ICON Small Biz Conference.

Based on what I've seen popping up on my newsfeed here recently, it looks like you are doing some pretty interesting work with [[company]] and I'd love the opportunity to meet while we are in the same town.



My company specializes in using LinkedIn and other digital platforms to generate leads and we have had success with a number of companies similar to yours. I believe we could both benefit from connecting.

Even if we can't find a way to work together it would still be great to meet, network and learn some more about your business.

Let me know if you have any time that week when we can carve out 10-15 minutes to grab a cup of coffee or have a quick meeting.

*Talk soon,
Nick Bouras
Director, LinkedSelling.com*

PS - If you are interested in attending the ICON event, let me know. I have a small number of free passes to share with my network. These tickets are normally \$599, but if you are interested, I can get you a promo code for free registration.



INTERVIEW SERIES

There are a couple of reasons why conducting an interview series is beneficial:

- Allows you to approach and converse with your prospects in low-pressure environment that will build the relationship.
- It is a great way to easily create content without having to write much.
- Allows you to gain a deeper understanding of your audience and their needs and motivations.
- Opens the door for you to offer your services.

You can conduct these interviews over the phone, email, Skype, etc. You just need to remember that you should cater to their needs and make it as easy and compelling as possible, so that your prospects will actually want to be interviewed by you.

Formula	Template
<p>Explain the series and how you publicize the interview (seed the idea of what is in it for them).</p>	<p>I currently produce an interview series and was wondering if you would be interested in participating. The series features [Enter the types of people you are targeting], and is featured on our blog AND [Anywhere else you might share this out i.e. in Your Specific Facebook or LinkedIn group].</p>
<p>Make the ask and tell them why they are a great fit.</p>	<p>I think you would be a perfect fit and was wondering if you be interested in participating?</p> <p>With your background, I'm sure that we'd have plenty to talk about that other [enter persona - i.e. marketing executives] would find incredibly valuable.</p>
<p>Explain the format of the interview - will it be a list of questions to answer or a phone/Skype interview.</p>	<p>The format is really simple. It would be a [explanation of interview process].</p>
<p>Example previous version (if available) and Call to Action close.</p>	<p>Here's an example of a previous interview: [enter link if you have an example]</p> <p>If you are interested in being featured, just shoot me a note here and we'll put the wheels in motion.</p>



Interview Series Swipe Copy

We want to feature you...

[[first_name]],

I currently produce an interview series and was wondering if you would be interested in participating. The series features top marketing leaders in Australia, and is featured on our blog AND the Marketing Leaders of Australia group on LinkedIn.

Would you be interested in participating?

With your background, I'm sure that we'd have plenty to talk about that other marketing professionals would find incredibly valuable.

The format is really simple. It would be a written interview. I'd send you the questions, and your written response would be used for the series.

Here's an example of a previous interview:

<http://www.louderonline.com.au/qa-with-nick-atkinson-head-of-digital-at-hardie-grant-publishing/>

Let me know if you have any questions, or would like to participate!

*Cheers,
Aaron*



SURVEY

Similar to the Interview Series, a Survey message allows you to gain a greater understanding of your audience as well provide you with an easy way to repurpose data that you gather to create various content and resources.

It is less of a commitment for your audience to participate in a survey, however you still need to make it easy and worth their while to participate.

Formula	Template
Write a compelling intro that lets your persona know why their help in the survey will benefit them and their specific industry/job title/other qualifying information.	I'm part of a team conducting a study on [topic of study, why this relates to them, and what they'll get out of it].
Stroke their ego a bit. Make it feel personal to them.	With your position in the industry, your experience and insight would go a long way to painting a clearer picture on [enter focus of survey AND reinforce/add a benefit they'll see out of their participation].
Call to Action and explanation of ease.	Here's a link for you to check it out: >>ENTER LINK<< It should only take a couple minutes to fill out, but feel free to reach out to me here if you have any questions on the survey or how to [enter a specific goal you can help them achieve].

Survey Swipe Copy

Hey [[first_name]] -I am part of a team conducting a global survey in relation to property management work order systems, how we use them, work order process, and data tracking.

Your participation will help create a better understanding of the state of this technology today, and provide some specific opportunities for you to consider how to better use your systems.

If you are familiar with your system, the survey shouldn't take more than a couple minutes to fill. And I would greatly appreciate your input on the topic!

Anyways, here's the link for you to check it out: >>ENTER LINK<<

If you have any questions for me on the survey or suggestions on how to get the most out of your systems, shoot me a message back and I'd be happy to help out.



Thanks,
Bob

QUESTIONS

Similar to the Interview Series or Survey, the questions method allows you to deliberately ask your audience questions related directly to their pain points in hope to create higher engagement and gain a greater understanding of who you are trying to sell to.

For more on this type of message, check out this [nifty blog post](#).

Formula	Template
Explain why you are reaching out.	I'm currently working on a article/report/presentation on [[insert industry/job title targeted]] and I thought you'd have some great insight to include for the piece.
Make it an easy task for the prospect.	It's real simple. All I'd need from you is a brief answer (100 words or less) to one simple question.
Ask the question that fits with what your persona does/and isn't too broad/difficult to answer.	[Ask a simple question] - i.e. As a sales professional, how do you spend the 10 minutes before you get on the phone with a prospect? What are the 5 tools your company uses that increase operational efficiency?)
Tell them why their insight is a fit.	With your background, [[first_name]] , I know our audience would be interested to hear what you have to say. We are planning on promoting this [insert details - to our list, across our social media, etc.] and expect to have you up there with some other major players.
Add a closing call to action.	Don't hesitate to shoot me any questions OR just reply to this thread with your answer to the question and we'll take it from there.

Questions Swipe Copy



Gaining Press exposure

Hi *[[first_name]]*,

I've been doing some research on press exposure for my next LinkedIn Pulse article and I could really use your expertise. I was wondering if you could help me out.

Pretty simple, just these 2 questions:

- 1. When it comes to gaining press coverage what is the single biggest challenge you are experiencing right now?*
- 2. What strategies are you currently using to ensure that your brand is getting the media attention that it deserves?*

This would be extremely helpful and I look forward to your response!

*Thanks,
Todd*

Work/life Balance

Hey *[[first_name]]*,

Hope you enjoyed the article I sent a couple weeks back. Lately I've been doing some research for an upcoming work/life balance conference I am speaking at and I was wondering if you could help me out. I could really use your expertise and insight!

Pretty simple, just these 2 questions:

What do you find to be the biggest obstacle in balancing your work and personal life?

What are some strategies that you implement daily in order to achieve harmony between these two?

This would be extremely helpful and I look forward to your response!

*In peace,
Gabe*



CROWDSOURCE POST INVITE

The goal of a Crowdsourced Post Invite is to get a segment of your audience to give you 100 words or less on a single topic.

The key is to make it as simple as possible so that your prospects are more willing to answer.

It is a great way to naturally get your prospects to open up and start chatting.

Bonus: You'll get enough info to easily create an awesome blog post or Pulse article that you didn't even have to write!

Formula	Template
Explain why you are reaching out.	I'm currently working on a round-up article polling some leaders in the [[insert industry/job title targeted]] and I thought you'd have some great insight to include for the piece.
Make it an easy task for the prospect.	It's real simple. All I'd need from you is a brief answer (100 words or less) to one simple question.
Ask the question that fits with what your persona does/and isn't too broad/difficult to answer.	[Ask a simple question] - i.e. As a sales professional, how do you spend the 10 minutes before you get on the phone with a prospect? What are the 5 tools your company uses that increase operational efficiency?)
Tell them why their insight is a fit.	With your background, [[first_name]] , I know our audience would be interested to hear what you have to say. We are planning on promoting this [insert details - to our list, across our social media, etc.] and expect to have you up there with some other major players.
Add a closing call to action.	Don't hesitate to shoot me any questions OR just reply to this thread with your answer to the question and we'll take it from there.



Hey *[[first_name]]*,

I'm currently working on a round-up article based on polling some leaders in the sales industry and their last minute prep before calls. I thought you'd have some great insight to add for the piece if you are interested.

It's real simple.

All I'd need from you is a brief answer to one simple question listed below.

If you are free, how do you spend the final 10 minutes before you get on the phone with a prospect?

With your background, Greg, I know our audience would be interested to hear how you handle that situation.

Once it's posted we plan on promoting this to our list, across all the different social media platforms, and we expect to have you up there with some other major players.

Don't hesitate to shoot me any questions OR just reply to this thread with your answer to the question and we'll take it from there.

*Thanks again,
Mick*



This message is a slightly different take than your normal 'request for phone call' message.

Instead of just a standard networking or discovery call, you are going to lead with a free offer of a one-on-one strategy session or coaching call.

Show the value up front and then have a solid explanation why you would offer something so incredible, so amazing for FREE!

The more specific you can get with these offers and messages, the better.

Formula	Template
<p>Explain briefly why you are reaching out.</p>	<p>I'm currently working on some research for a new [book/blog/study/etc] I'm writing about [quick explanation or title].</p>
<p>Sum up the details of what you will help the prospect achieve on this call. Don't be afraid of a big idea or big promise. BE SPECIFIC!</p>	<p>[Short benefits/big idea about what you help a person achieve on this call]</p> <p>In the past I've charged as much as [anchor a value for the information you will share on this call] for a [length of a call] session like this, but since we have a connection here I'd like to offer it to you at no cost.</p>
<p>Explain why you'd offer something so incredible for free.</p>	<p>All I'd ask for in return is your agreement, [[first_name]], to use what you and I find as a case study. I need a bit more data in some different industries to flesh out the [book/study/blog/etc] and you would be a perfect fit.</p>
<p>Call to Action to discuss further.</p>	<p>Do you have any time in the next week or two to hop on a quick 10-15 call for you and I to explore if it's a fit for both of us?</p> <p>I am pretty open [give a general timeframe of availability] this week.</p>



Hi *[[first_name]]*,

We've been crossing paths here on LinkedIn the past couple months and I thought it would be worth reaching out about something I thought you'd be interested in.

I'm currently doing research for a new book I'm writing; preliminary title is, "The 4 Year Business Exit." It's based around my "45 min business turnaround" strategy that works in any small business.

I find \$10,000 - or up to 5% of gross revenue (depending on the size of the company) - hidden inside a business's marketing execution - within 45 mins.

In the past I've charged as much as \$2,000 for a 45 min session like this, but I'd like to offer it to you at no cost.

And all I'd ask for in return is your agreement to use what you and I find, as a case study. I need a bit more data in some different industries to flesh out the book.

Fair enough?

So here's my question: Do you have 15 minutes so we can jump on the phone and see if this might be a fit for you and I to explore?

Looking forward to connecting with you,

Hank



This type of message is great if you need to get people on the phone, but you aren't going to be the one fielding the calls.

You can easily make an introduction and then hand off the call to your business partner, sales person...whoever makes the most since.

Formula	Template
Brief introduction.	I hope all is well/business is going well.
Introduce person handing off call.	[Full name of person taking call] in my office, saw that you and I are connected on LinkedIn and mentioned he was planning on reaching out to you. I thought it might be good to do a bit of a warm introduction.
Explain purpose of the introduction and hand off.	[First name of person taking call] works with a lot of organizations that use [insert your company name] for their [pain point], and I think you two would have a really productive conversation. If you don't mind, I'd like to pass your info along to [first name of person taking call].
State availability for person taking call.	They are generally available from [include dated]. Let me know a time that works for you and the best contact number and I'll send your information to him.

Phone Call Handoff Swipe Copy

[[first_name]],

I hope you're doing well.

Don Smith, in my office, saw that you and I are connected on LinkedIn and mentioned he was planning on reaching out to you. I thought it might be good to do a bit of a warm introduction.

Don works with a lot of organizations that use Datatek for their data storage, backup and managed service offerings, and I think you two would have a really productive conversation. If you don't mind, I'd like to pass your info along to Don.

He is generally available from 2-4 PM CST on Tuesday and Thursday. Let me know a time that works for you and the best contact number and I'll send your information to him.

*Warm Regards,
Dave*