

### MINING LINKEDIN CONNECTIONS

# The Hidden Growth Strategy BLUEPRINT

#### **BLUEPRINT**

- > How To Quickly "Mine" LinkedIn For Maximum Efficiency & Speed
- How to SCORE Your LinkedIn Connections
- How to Target & Determine the Highest & Best Fit for Your Solution
- How to Tightly Align Your Experience & Solution So You Add Value
- How to Leverage Your Existing Network To Add Value & Improve Their Business
- How to Make Them Come To You

## HOW TO QUICKLY "MINE" LINKEDIN FOR MAXIMUM EFFICIENCY & SPEED

The fastest and easiest way to build an effective pipeline using LinkedIn is to generate *new business by mining* your existing connections.

Unfortunately, most businesspeople easily connect to you, but fail to pay enough attention for the mutual benefit of each party.

So, you must show them the light and drive interest to create a conversation. But the good part is you're connected, so the door is already open.

Part of your effort is to remind them that you have a mutual benefit being connected, and most importantly, *present business outcomes or value* to them so they are incentivized to go further and absorb what you are saying.

This is an easy, enjoyable task because you get an opportunity to connect or align your experience with them or expertise.

In essence, you're building a bridge that will create trust via your expertise and points of view (POV).

This is mandatory to seed a conversation that leads to engagement, and conversations based upon doing business together.

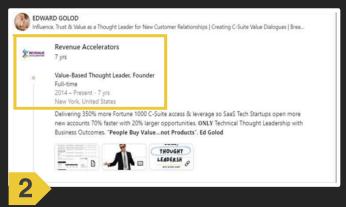
#### **HOW TO SCORE YOUR LINKEDIN CONNECTIONS**

The objective is to get a sense of who these people are within their company, the power structure, and are they a good fit for your product and/or services. They may be a connection but that *does not mean they're an ideal fit*.

To create influence and motivate them to have a conversation, we need to know a little bit more about them. These simple steps help you to *create a score or rating* so your messaging can be on point and your results can be stronger, which is to have a conversation.



Start at the top and read their LinkedIn description under the photo.



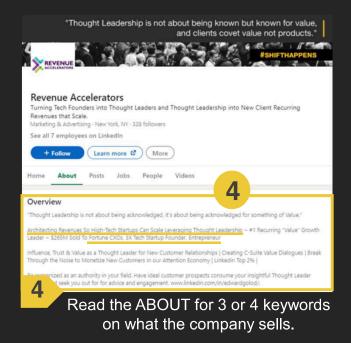
Scroll down and read their title on their present job.



Click the logo to the left and go to their LinkedIn company page.

### **HOW TO TARGET & DETERMINE THE HIGHEST AND BEST FIT FOR YOUR SOLUTION**

What we're going to accomplish here is how to *complete the scoring with additional datapoints*. Once you have the following information, your clarity will be there because you'll see yourself having a conversation with this connection and exploring your products and services. It's this alignment that makes your selling process more confident, accurate and the bottom line more effective.





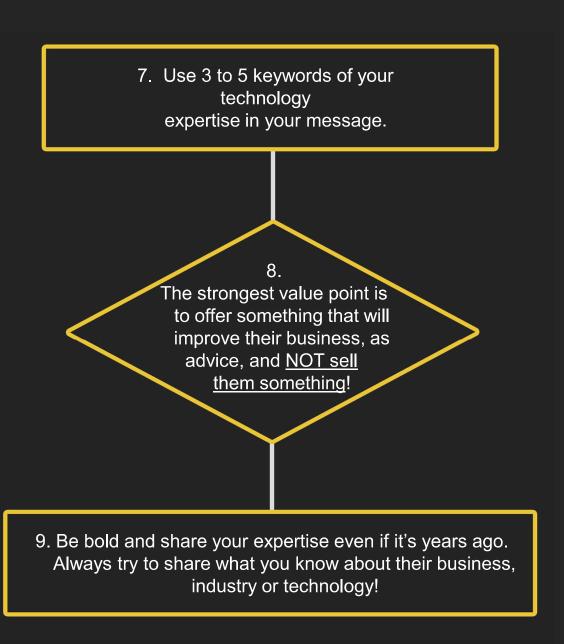
Now we can determine if they are an ideal customer prospect (ICP).

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### HOW TO TIGHTLY ALIGN YOUR EXPERIENCE & SOLUTION IN ORDER TO ADD VALUE

Now that you understand your target connection, think about your own experience, expertise, a technology or a service that you deliver or sell; and align it to how your connection will be thinking when they read this.

The objective is to make your connection *feel you understand their business* and you both have enough solid ground to merit a conversation.



## HOW TO LEVERAGE YOUR EXISTING NETWORK TO ADD VALUE & IMPROVE THEIR BUSINESS

It is both practical and an art form to drop a name of somebody that your connection should know. When you look at your own network, there will be several if not many people that have a thriving business which your target connections want to get a conversation with and could learn from.

Whether you do a formal introduction, or name drop, you come across as an expert and somebody who cares, and this goes a very long way to drive through a conversation.

The addition of common technologies is a bonus. This further extols your knowledge as a person of influence who understand your network connection industry. This is a valuable addition to your expertise.

#### **HOW TO MAKE THEM COME TO YOU**

The only missing element in this blueprint is confidence! This you have inside yourself, and now with the preparation of this blueprint, you have all the tools to support your Thought Leadership.

Because a thought leader is just not someone who is expert in a certain domain or industry, but also expert in people and in process as well.

Your connections will respond positively to this blueprint and look at you in a different light. It's not hard to stand out in LinkedIn when you use decency, intelligence, and common sense. Notice how I left out selling. That is one word that does not belong in this blueprint.

It only takes a microsecond for another human to know you were selling them, and that drives out a host of negative emotions and sense of being taken advantage of. The absence of this, will make your blueprint very successful.

If you need help with stagnate growth, getting into the U.S. market(s), or just need help engaging Sr. Executives, happy to share what's working.

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#### **ADDENDUM**

Examples where mining delivered 42,000 views and overall, more engagement.



