



The LinkedIn™ Networking Success Course

Scripts & FAQs

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The LinkedIn™ Networking Success Course

Scripts for Building Relationships

The “Article” Request

Hi _____,

I saw your post about *(article topic)* in the *(group name)*. Would love to learn more about your work *(industry)* . May I add you to my LinkedIn network?

Your Name

The “Mutual” Connection Request

Hi _____,

I came across your profile through mutual connections here in LinkedIn and would love to learn more about what *(Organization’s Name)* is doing in the *(Industry)*. May I add you to my LinkedIn network?

Your Name

The “Reshared” Request

Hi _____,

I saw your share about *(post content)* in the *(Group Name)* group. Would be great to learn more about your work. May I add you to my LinkedIn network?

Your Name



The “Influencer” Request

Hi (*influencer*),

I'm learning more about (*subject*) in my current work and would love to connect with you here on LinkedIn. May I add you to my network?

Your Name

Responding to a New Connection #1

Hi [*NAME*],

Thanks for connecting. I'd love to know how I can help your business. Who's your ideal client?

Also, I'm looking to connect with organizations who could use (*your business type*) to help them in (*what you specialize in*). If you know of anyone like that, would you be willing to refer me? I'd appreciate it!

Thanks!
[*YOUR NAME*]

Responding to a New Connection #2

(*Name*), thanks for connecting.

Feel free to fill me in more on your work as a (*specific business*), and let me know if there are any introductions I can make for you.

I'm also looking for referrals with organizations who could use (*your business type*) to help them in (*what you specialize in*). If you know of anyone like that, would you be willing to refer me?

Thanks alot!
[*YOUR NAME*]



The “New Role” Connection

Thanks for connecting, (*Their name*)!

Feel free to fill me in more on your new role with (*organization*), and let me know if there are any introductions I can make for you.

I’m also looking for referrals with organizations who could use (*your business type*) to help them in (*what you specialize in*). If you know of anyone like that, would you be willing to refer me?

Thanks alot!
[YOUR NAME]

“Looking for New Clients” Note

Hi [NAME],
Hope you’re enjoying (*whichever specific season it is*).

Quick question for you... I’m looking to take on a few new clients in the next several months and am reaching out to my network to ask for referrals. I’m interested in connecting with (*specific position*) and (*specific position*) in businesses that work with (*a description of what you do*). If you run into someone like that, I’d love a referral.

And... if I can make some intros for you, I’d love to! Just let me know...

Thank you,
[MY NAME]



The “Unfamiliar” Introduction

Hi [NAME],

I hope you are well.

I’m reaching out to you today because my friend [NAME] is looking to expand her network in the [*Specific Industry/Market*]. She has a background in [*Industry/Market Place*] and asked if I’d be willing to introduce her to you.

Although we don’t know one another personally, we’re connected on this global network, and I enjoy helping others connect here.

Hope this introduction is beneficial to you both.
[MY NAME]

Example – The “Unfamiliar” Introduction

Hi Brian,

Hope you and your family are staying well. I wanted to reach out to you this afternoon because my friend Eric XXXXX is looking to expand his network. He has a background in sales and asked if I’d be willing to introduce him to you.

Although you and I haven't seen each other since my presentation at the Orkin Sales Conference, I didn't think you'd mind me making this introduction.

Hope this introduction is beneficial to you both.
Joe Novara



Referral Template #1

Hi _____,

I want to introduce to you a good friend of mine, *(First & Last Name)*. She owns and operates *(company name)* and she recently mentioned to me that she works with many companies like yours.

I immediately thought of you and wanted to make an introduction in case you're interested in having a conversation. Her company helps *(specific solution company provides)*. I know your industry has *(problem or pain being addressed)* and *(First Name)* meets and exceeds all expectations. She will reach out to you to make a meeting happen.

I hope this is a good introduction for you both.
(Referral Source's Name)

Referral Template #2

Hi _____,

I want to introduce you to *(First & Last Name, Title and Company Name)*. *(First Name 's)* company works with *(Industry Type)* companies that have *(Specific Service)* needs. I immediately thought of you and wanted to make an introduction in case you're interested in having a conversation.

(Company Name) has been in business for over *(# of years)* as a *(Type of Business)*. *(First Name)* and his staff provide *(Service Supplied)* that are on time and on budget. To learn more, please see his website at *(Website Address)*. *(First Name)* will reach out to you to see if he may be able to help your company.

I hope this is a good connection for you both.
(Referral Source's Name)



Referral Template #3

Hi _____,

I'm very happy to introduce you to my friend (*First & Last Name*) the owner of (*Company Name*) in *Town*. She does fantastic work and she can help you with (problem/pain). For future reference, (*First Name*) also excels at (*2nd service performed*).

Hi _____,

I'm happy to introduce you to (*First & Last Name*), the owner of (*Company Name*). His business often works with (*other business type*).

I'm going to leave it to the two of you to take it from here. Have a great day and let me know if I can be of any further assistance.

Sincerely,
(*Referral Source's Name*)

The "Call" Request

Hi (*name*)

I'd love to learn more about your business and see how I can refer you. Are you available for a phone call or a video chat?

I often find it's easiest to offer my online calendar to schedule a call. Feel free to pick a time that works for your schedule. (*Online calendar link*)

I look forward to talking to you soon.
Your Name



The LinkedIn™ Networking Success Course FAQs

Questions from Session 1

Under contact info, I have really old Twitter account info. Is there a way for me to delete that?

Yes, those urls are editable. Find the eraser icon on your profile, and then click on it to switch to edit mode and change the information or delete it.

How do you find family status on LinkedIn™?

Family status is not usually a part of someone's profile since LinkedIn™ is a professional business networking platform. Learning about a connection's family generally comes later as you start building relationships.

Could you give a couple more examples of what could constitute a "benefit" for a business different from yours?

For an estate planning attorney, for example, one benefit would be security for individuals and their families, knowing they've taken care of planning for the end of life. For financial advisors, some benefits would be freedom from money worries and a lot less stress.

How do you determine income level from someone's LinkedIn™ profile?

Income level is also not stated on someone's profile. You'll be able to determine more about whether someone can afford your services when you've started developing a relationship with them.

Is it a bad idea to use a gmail account for a business--should I create another one that uses my business name in it?

A gmail account is okay as long as it's a professional username. Catlover@gmail.com is not a good business address unless you're a cat breeder. CoachJoe@gmail.com would be fine for my coaching business.



You talked about things to consider for B2B. How about for B2C?

When considering your target client, thinking about organization size and profession fall more into B2B relationships. Income, family status, gender, and age relate more to B2C prospects.

I have done Health Coaching for 20+ years without a website... would you recommend that I get one? What would you think of only a 1 pager?

A website is your business face to the world. Even a simple one—a one-page landing page—is a good idea to give potential clients a place to learn more about you.

Do you use the advanced LinkedIn™ sales product?

LinkedIn™ Premium has its advantages, but you don't have to use the premium version to get the benefits from networking on LinkedIn™. I use the basic version regularly and occasionally take LinkedIn™ up on their offer of a free 30-day Premium trial. The biggest benefit in the trial is you're allowed more searches than with the basic version.

I use Basic LinkedIn™. I don't see filters. Is that feature only on Premium?

No, you can use advanced search features (with filters) even with basic LinkedIn™.

Do you have two LinkedIn™ pages for each of your businesses?

One personal LinkedIn™ page and one business is sufficient.

If you have lots connections you haven't reached out to in a while, you can go back to reconnect with them, right?

Absolutely! Stay in contact with all your connections. You never know when they may turn into leads.

If I don't have money to create a website, do you recommend having a great Facebook page and LinkedIn™ Profile?

A great Facebook page and LinkedIn™ profile will go a long way in getting you found online. A simple DIY webpage can be designed inexpensively, however, in Wordpress or on a site like Squarespace.



How often do you re-do a video you include in your profile?

Anytime something changes with your business, it's a good idea to update any video you've got posted. At minimum, every couple of years you should give refresh it.

How do you store templates in LinkedIn™?

I don't actually store templates in LinkedIn™. I keep them in a WORD document on my desktop and use the template feature in my customer relationship management system (CRM).

Questions from Session 2

Is it bad to use photos you find on the web for a meme? Can you get in trouble?

You cannot take photos from any website and use them. You can purchase stock photos from a variety of sources. For free photos, you'll want to be sure the ones you use have a Creative Commons licensing that allows commercial use.

Is there a standard for how often to post?

Being consistent is key. Choose a schedule you can keep... once per day, three times per week, twice a week, or other, but be consistent with it. It's better to post just one time each week consistently throughout the year than to post three times per day for two weeks and then disappear for two months. Choose what you can do and stick with it.

Have you ever tried Square's calendar?

I haven't, but if you've used it and it works well for you, there's no reason to change!

Is it okay to post the same content in different LinkedIn™ groups?

Absolutely.

Is it okay to post material from Facebook on LinkedIn™?

Yes, you can post the same material on Facebook and LinkedIn™.



Are there companies that do this for you with you providing the content?

Yes, you can look for social media marketing companies. I may be able to refer some if you'll reach out to me.

How are you suggesting staying in contact with groups or networks and how often?

Regular engagement in groups is the best way to stay in contact. While you may only visit an in-person networking group a couple of times *a month*, you can visit an online group a couple of times *a week*. Be sure to check in on conversations you've started or engaged in, and follow up with any direct responses to you. Also, be sure the groups you're engaging in are focused on your target clients and ideal referral sources. In regard to one-on-one contacts, I encourage moving those conversations offline to a phone call or video chat ASAP to open up opportunities for deeper relationships and future business.

Can you schedule posts to LinkedIn™?

Yes, you can auto-schedule all your social media posts on platforms like Hootsuite and Buffer.

When you get the information on family, recreation, etc., where do you keep that information? In the CRM?

Yes, your CRM lets you keep all the information you need together in one place.

How GOOD or not can endorsements be on LinkedIn™? I see some posts have them and others do not.

Endorsements are like gold, according to John Nemo of LinkedIn™ Riches. It's a good idea to get into the habit of giving unsolicited recommendations to people who've helped you along the way. Also, don't be shy to ask for them from clients and colleagues you've served.

Video testimonials?

Video testimonials are a great addition. I wouldn't make a habit of asking for video testimonials because you don't want people to feel intimidated about giving a recommendation. But feel free to offer video testimonials to others. You can even share them as posts and tag the person you're recommending. And remember, you don't have to have a Hollywood movie crew to create a memorable video.



Do you have a CRM you recommend?

I use [Zoho](#), but some folks in our session recommend [Less Annoying CRM](#). The [HubSpot CRM](#) also comes highly recommended.

Thanks for participating in the
LinkedIn™ Networking Success Course!

Now get out there to grow your network and grow your business.

Joe