Unstoppable
GLOBAL CONSULTANTS

10 Quick Steps to Generate 2000 High Value Leads

1. ***Profile Optimization***

The first step discussed during the video is profile optimization – to make sure that your profile is successful in converting visitors to leads, complete the below set of exercises

- ☐ Make sure that you customize your background image. Examples of suitable background images include (but are not limited to): company's logo; company slogan/vision statement; images of you delivering services to clients

- ☐ Make sure you have a professional profile picture. Here are some picture attributes to think about when selecting the best picture: ensure your face is clearly seen (not a selfie); think about the right expression (smile versus more serious depiction)

2. ***Target audience form***

You need to acquire a profound understanding of who is your target group. Filling in the below table will help you acquire qualified leads by establishing clear criteria on which to search.

Geographical area: (e.g New York)	
Company size (e.g 50-100 employees)	
Industry (e.g Banking)	
Titles (e.g Vice President)	

3. *Subscription to Sales Navigator*

In order to be able to seamlessly search through the LinkedIn Database, complete the below steps to subscribe to Sales Navigator

- ☐ Upgrade to LinkedIn Premium (skip this step if you have done so in the past)

- ☐ Subscribe to Sales Navigator by either choosing for a free one-month trial or paid subscription

4. *Setting up your Target Audience Searches*

After subscribing to Sales Navigator, you are ready to start using the pre-defined target audience criteria to search for qualified leads. To get the hang of this, complete the below exercises

- ☐ Use your target audience form to create at least 5 different searches
- ☐ Make sure that you create each search in a different tab – you will have to save them later

5. *Finding 1000s of qualified leads*

Great job on setting up those searches! Since LinkedIn will show you only the first thousand results of any search, now you have to make sure that you split the searches to be able to capitalize on all results.

- ☐ Check the amount of results that each of your searches produced (if the amount on each search is less than 1000, you can proceed to Step 6)
- ☐ Pick a search that shows over 1000 results and delete a number of search criteria – this will decrease the results
- ☐ Note the search criteria that you are deleting – you can use these to create another search
- ☐ Repeat the previous two points on each search that you created

6. *Saving your searches*

Once your searches are containing less than a 1000 results per search, you are ready to start saving them. Follow the steps below:

- ☐ Pick a search and click “save search” above the lead filters
- ☐ Choose a representative name for the search. A sample search name could be: New York, Vice Presidents, 50-100 size, no industry
- ☐ Repeat the above points for each search you created

7. *Create an effective invitation*

Now that you have 1000s of leads lined up, you need to create an effective invite to send to each of them. Consider the below pointers when creating your invitation message and get ready to start sending some effective invitations out!

- ☐ Make sure your invitation does not exceed the 300 characters limit. LinkedIn will not allow you to send messages longer than 300 characters.
- ☐ Briefly introduce yourself and your company in the invitation.
- ☐ Ask for permission to share more information with your leads in the invitation.
- ☐ Send out at least 50 invites with the message you created.

8. *Create an effective message to get responses from your leads*

When your leads start connecting with you, you have to be ready to provide them with more information about yourself and your business to induce responses. Consider the below pointers when creating your second message.

- ☐ Provide more information on how your solutions can address the challenges of your prospects
- ☐ Include a call to action – ask them for a discovery call!
- ☐ Send out the second message to everyone who has connected with you

9. *Follow up when you have not received a response*

If your leads do not reply to your second message, a third, follow-up message comes into play. Consider the below pointers to create a successful follow-up message.

- ☐ Create a short, follow-up message asking if your prospect might have missed your previous message
- ☐ Include a call to action – ask them again if they are interested in having a call
- ☐ Send out the third message to everyone who has not replied to the second message for more than one week

10. Support of the UGC Team

Even after following all these steps and completing all the exercises, the process might feel time-consuming and overwhelming to you. Our Unstoppable Team can support you every step of the way and take care of the lead generation while you are devoting time to other parts of your business.

Please find below some ways you can reach us in case you are interested in hearing more about how we support you in your lead generation process.

- Visit www.unstoppableglobalconsultants.com

- Email minki@unstoppableglobalconsultants.com to schedule a one-on-one phone call to find out more