

Why Linkedin As A Service?

- No ad spend
- Build brand authority
- Make new connections
- Granular targeting
- Connect with High Net Worth Individuals
- 3-5 calls booked per week with warm leads
- 20% conversion rate
- Satisfaction Guarantee





**We work with
Financial Advisors &
Insurance Agents by
helping them sell
more policies &
contracts.**

How?

**More Qualified Contacts =
More Conversations =
More Contracts**

Organic Growth.

LinkedIn is one of the best ways to
connect with individuals and
professionals in your area.

STEP

1

Choose A Niche To Target

Who Can You Do Business With?

- Doctors/Medical Professionals**
- Human Resources Director**
- Someone who recently switched jobs**
- Owner of a small business**
- President/CEO of a large business**

Ways We Can Target

Current company ⓘ 📌 +

Company headcount 📌 +

Past company ⓘ +

Company type +

Company headquarters location +

Changed jobs 📌



Function 📌 +

Current job title 📌 +

Seniority level 📌 +

Past job title +

Years in current company +

Years in current position +

Geography 📌 +

Industry 📌 +

STEP

2

We will craft your Unique message

What is the goal of your campaign?

Why should these people put aside time to talk to you?

What makes you special?

Messaging Examples

Hi {FirstName}, great to connect with you. From your profile, it looks like we come from similar backgrounds, so I wanted to reach out.

Quick background on me- I'm Sean, a former Retail Manager turned Financial Advisor. Since I made the switch, I've been showing other Retail folks exactly how to utilize their 401Ks to help them retire earlier (and with more money) than initially thought possible.

I've worked with a ton of people in a similar position as you, {FirstName}, and if you've got some open ears & 15 minutes, I'd love to show you some new things that they're doing in the face of the looming recession that you might not be.

Do you have a few minutes this week for a quick chat, {FirstName}?

Best,

- Sean

Messaging Examples

Welcome Message

Hi {FirstName}, great to connect with you. I noticed you work at Raytheon, so I thought I'd reach out.

Quick background on me- I'm Rick & I work with many Raytheon employees to help them retire earlier & with more money in the bank simply by making a few tweaks in how you utilize your benefits as well as your cash balance plan.

Just curious, {FirstName}, do you have 15 minutes sometime next week so I can share the same ideas with you?

Messaging Examples

Hi {FirstName}, great to connect with you. From your profile, it looks like we come from similar backgrounds, so I wanted to reach out.

Quick background on me- I'm James, Financial Advisor at (Company,) and with the looming recession I've been helping a lot of my clients do certain things to ensure their family is well taken care of & they never have to worry or change how they're living in a worst case scenario.

If you've got open ears & 15 minutes, I'd love to share a few new ideas so your family can do the same.

Do you have a few minutes this week for a quick chat, {FirstName}?

Why Does This Work?

- Consistency
- Follow Up
- Numbers Game
- Right Message, Right Person, Right Time

**Our goal is to save you time,
energy, and connect you
with individuals you never
would have spoken to
without us.**

HAVE MESSAGES LIKE THESE COMING INTO YOUR INBOX....

Peter- I'm interested. Thank you for following up. Next week would be better to connect. How about a morning call on Monday or Tuesday. Let me know what you had in mind, etc. and we can put it on the calendar.

Hi Mark, happy to connect. Would love to find a few minutes next week for a quick call to introduce ourselves. What would be a good time for you?

Michael

Hi Joseph, Nice to connect with you! let's grab coffee sometime. I see you're in Hunt Valley as am I!

Hi Joe, thanks for reaching out, tomorrow morning works, best time for you? Just give me a call then 4 [REDACTED] thanks!

Hi Mehri. I am always here to help if you have any questions. I would love to talk more and find out about your business and the clients you are looking for.

Hello Seth, I am always looking to expand my network and find great people to work with. This week is books solid but I may be able to free up some time next week

HAVE MESSAGES LIKE THESE COMING INTO YOUR INBOX....

Hi Mark, always good for me to know someone in your position as well! Nice to “meet” you and let’s chat soob

Hi Rich, I'm available to chat on Tuesday of next week . Anytime between the hours of 11:00am-1:00pm. I'd love to hear more about your products. Thank you for connecting.

Lisa ~

Hey Mark,

I'd love to set up a time to chat, but will have to look to next week. Where are you located? I live in Haddonfield and my office is in Marlton if you wanted to grab a coffee.

Ian

Hey Mark, happy to connect. I'm pretty packed tomorrow but I am available from 10-10:30 am and 11:30-12pm if that works for you.

11/08/2023 @ 11:55

Eric Vasil,

Hi Mark,
Great meeting you via LinkedIn. My schedule tomorrow is open tomorrow morning from 930-11AM. Feel free to give me a call. [REDACTED]

Results:

**On Average, 3-5 calls a week
that convert at a 20% rate.**

Run The System In House

**\$4,997
One Time**

We Set Up The FULL system for you. We write your scripts, find your audience, and press play. Then we teach you how to manage it day to day!

Monthly Done For You

\$2,000/Mo

We run the Full system for you. All you have to do is check your calendar and take the calls that we have scheduled for you.

Next Steps

1. [Watch this video](#)
2. [Book a call with Joe to find out more](#)
3. Email terry@wrigitail.com with the subject 'ebook' to get your free digital marketing implementation guide.