

LINKEDIN PROSPECTING CHECKLIST

1. Define Your Ideal Customer Profile (ICP)
 - Identify target industries.
 - Specify job roles and titles.
 - Determine company sizes.
 - List common pain points.
2. Optimize Your LinkedIn Profile
 - Update headline with value proposition.
 - Revise summary to reflect expertise.
 - Use a professional, clear profile picture.
 - Highlight key achievements and skills.
3. Leverage LinkedIn Sales Navigator
 - Use advanced search filters to find prospects.
 - Save leads and accounts for tracking.
 - Set up alerts for new activity.
4. Engage with Content
 - Share industry-relevant articles weekly.
 - Comment on posts from key industry figures.
 - Set up alerts for new activity.
5. Utilize LinkedIn Features
 - Explore "People Also Viewed" for similar prospects.
 - Use LinkedIn Learning to stay updated on industry trends.
6. Monitor Engagement
 - Track who views your profile.
 - Follow up with profile viewers within 48 hours.

7. Diversify Communication Channels
 - Use DMs and InMail for direct messaging.
 - Extract contact details for email outreach.
 - Schedule follow-up calls after initial contact.
8. Regularly Review and Adjust Strategy
 - Withdraw unaccepted connection requests monthly.
 - Adjust messaging based on response rates.
 - Analyze successful interactions for insights.
9. Researching Prospects Thoroughly
 - Review their company's mission and recent news.
 - Check their LinkedIn profile for interests and recent activity.
 - Identify mutual connections or shared interests.
 - View Profiles: Check their profiles periodically.
 - Read Profiles: Get familiar with their background.
 - Study Their Company: Understand their business deeply.
 - Follow Peers: Connect with their colleagues.
 - Google Them: Look for blogs, podcasts, and other mentions.

OPTIMIZING YOUR LINKEDIN EXPERIENCE

1. Connection Strategy
 - Connect with those who benefit from your content or are interesting.
 - Focus on your timezone.
2. Content Strategy
 - Post content that resonates with your target audience.
 - Avoid attracting the wrong audience.
3. Engaging with Existing Connections
 - Train the algorithm by engaging with valued posts.
 - Stop interacting with annoying posts.
 - Resurface desired content by liking, commenting, and messaging.

DM STRATEGY FOR BOOKING MEETINGS

- Here's Darren McKee's step-by-step process:
- Step 1:
 - Connect with your prospect. Follow, engage, and check their profile.
- Step 2:
 - Research your prospect and their business. Check socials, Google them, review company reports.
- Step 3:
 - Get comfortable by calling or texting a friend before outreach.
- Step 4:
 - Send the message. Use text, video, or audio. Be direct and proud to be in sales.
- Structure: Relevance, Problem, Solution, CTA
Simple approach: "Mike, talk next Tuesday at 3? Was reading about the coaching program you're running and have questions. Cheers."
- Step 5:
 - Respond immediately when they reply.
- Step 6:
 - Offer two time slots (3-4 weeks out) and confirm their email. Example: "Is this the right email?"
- Types of DMs Darren Sends:
1. New Engagement DMs: Reaching out to those who recently engaged with his content.

2. Content-Related DMs: Complimenting someone on their post after liking and commenting on it.

3. Prospecting DMs: Aiming to book meetings with potential clients.

4. Profile View DMs: Messaging people who visited his profile.

5. In Your City DMs: Connecting with people in cities he's traveling to.

6. Friend DMs: Keeping in touch with his community and frequent contacts.

DARREN MCKEE'S LINKEDIN RULES

- Here's a simplified breakdown of Darren McKee's approach:
1. Consistency and Engagement
 - Show up regularly by posting content and engaging with others' posts.
 - Comment on at least 10 posts per day to maintain active engagement.
 - Respond to comments on your posts to foster interaction.
2. Content Strategy
 - Share a mix of educational, personal, and collaborative content.
 - Experiment with different content types like pictures, polls, and videos.
 - Focus on teaching something valuable in your posts to attract and retain interest.
3. Outbound and Inbound Efforts
 - Balance inbound leads with proactive outbound efforts, such as sending 20 direct messages (DMs) per day.
 - Build referral partnerships and leverage testimonials to expand your network.
4. Personalized Outreach
 - Use personalized video and audio DMs to connect with prospects.
 - Research prospects thoroughly and tailor your messages to their interests and business needs.
 - Send at least 15 personalized DMs daily to book meetings and build relationships.
5. Deep Dive Prospecting
 - Invest time in understanding potential clients' businesses by researching company history, financial reports, and competitive landscape.
 - Use LinkedIn's tools like Sales Navigator for targeted outreach.
6. Authenticity and Relationship Building
 - Focus on genuine engagement rather than just impressions.
 - Build real connections by moving from digital interactions to in-person meetings when possible.
 - Maintain long-term engagement with prospects to nurture relationships and secure deals.

By following these strategies, Darren McKee effectively grows his sales pipeline and enhances his social selling skills on LinkedIn.

DIRECT MESSAGES TO USE

- Shared Interest

Hey Mary, I noticed we both have a passion for [Interest/Industry]. Thought it would be great to connect and share some insights!
- Mutual Connection

Hi Sarah, we both know [Mutual Connection's Name], and I've heard great things about your work in [Field]. Let's connect!
- Shared Alma Mater

Hi Marc, fellow [University Name] alum here! Thought it'd be great to connect. How's life been since graduation?
- Skill Admiration

Hi Julie, your expertise in [Skill/Tool] is impressive. I'm just starting out with it. Any tips for a beginner?
- Podcast Fan

Hi Amanda, just listened to your podcast on [Topic]. Loved it! Let's connect.

- Curiosity starter

Hi John - thanks for connecting. Curious about what caught your attention about my profile?
- Deep research (credit: Darren McKee)

Sarah! It's been so cool following you over the last few weeks, I've learned a lot from your posts. Hopefully, mine have helped you also!

I'm pretty sure you know what I do by now, but I'd LOVE the opportunity to hop on a call maybe the first week of March to talk all things talent and coaching.

I have some ideas after doing some research on the learning function at ABC Company, especially after reading page 32 of your recent sustainability and culture report. Super impressed!

Oh, and I will be in Miami on March 13th. We could just do coffee instead of a Zoom call if you prefer. Cheers

- Post Engagement

Hey Mark! Thanks for engaging with my post earlier. I'd love to have you join the Webinar on Friday. It's is packed with valuable content!
- Profile Visitor I

Hey, thanks for stopping by my profile. Hope you have a great day!
- Profile Visitor II

Hi Martha, thanks for checking out my profile. I'm curious, what caught your attention?
- Any News?

Hi Ron - thanks for connecting. Any exciting news on your side? Ps: [personalize based on their role/job/profile]

BEST PRACTICES FOR LINKEDIN CONNECTION REQUESTS

- Withdraw Unaccepted Requests
 - Regularly cancel unaccepted requests to keep your outreach fresh.
- Wait Before Reconnecting
 - Allow 2-3 weeks before trying again with those who didn't respond initially.
- Adjust Your Message
 - Personalize your message if the first attempt was blank, or try a blank request if it was personalized.
- Monthly Cleanup
 - Regularly review and withdraw old requests to maintain active connection attempts.
- Use Video and Voice Notes
 - Send personalized video messages or voice notes to stand out and increase response rates.
- Personalize and Follow Up
 - Tailor your messages to the recipient's profile and follow up after initial contact to maintain engagement.

DISCOVERY CALL PREPARATION CHECKLIST

1. Profile Banner

- Communicate what connections can expect.
- Highlight why visitors should care.
- Include a clear call-to-action (CTA).
- Use Canva for templates.

2. Profile Image

- Ensure it's visible in comments/likes.
- Convey a professional image.
- Clear background, focus on face.
- Be approachable.
- Use AI tools like Secta for professional images.

3. Headline

- Key to attracting profile views.
- First 45 characters are crucial.
- State what visitors can expect.
- Highlight the problem you solve.
- Use relevant keywords.

4. Custom Button

- Direct visitors to book appointments or visit resources.
- Link to blog, whitepaper, or company site.
- Test different variations.

5. Use Hashtags

- Indicate covered topics.
- Use 3-5 clear hashtags.
- Improve discoverability.

6. Featured Section

- Showcase company media, top posts, or personal website.
- Include meeting links or offers.

7. About SectionShare your personal story.

- Express opinions or stances.
- Connect with visitors.

8. Experience Section

- Detail responsibilities and achievements.
- Include skills for each role.
- Treat like a CV - just cooler.

9. Recommendations

- Request from colleagues, managers, customers.
- Use AI tools for drafting.
- Broaden beyond just managers.

Overall Goal: Make your profile a focused landing page with a clear objective.

BOOKING C-SUITE MEETINGS WITH VIDEO DMS

A large percentage of Darren McKee's meetings with C-suite leaders come from detailed but imperfect video DMs.

Here's how he does it:

Before Sending the Video:

1. Identify Your Target: Know who you want to reach.
2. Engage with Your Target: Interact with their content.
3. Study Your Target: Understand their interests and pain points.
4. Study Their Organization: Learn about their company.
5. Send a Connection Request: Wait for them to accept.
6. Be Patient: Give it a couple of days for them to accept.

Note: Following this process, 80% of targets will accept your request. Fast-tracking it reduces acceptance to 20%.

Creating and Sending the Video:

1. Grab Your Phone: Keep it simple.
2. Walk Outside: A change of scenery helps.
3. Start Recording: Be yourself. Imperfections make it genuine.
4. Send the Video: No edits, captions, or links - just a raw, organic message.

Send 6 of these videos per day and watch the responses roll in. In a world of templated messages and automation, organic and thoughtful messages stand out.

EFFECTIVE VOICE NOTES

Step 1: Understanding Voice Notes

- Install the LinkedIn app on your smartphone.
- Voice notes can only be sent to direct connections.
- Use the microphone icon in messages to record (up to 60 seconds).
- Focus on prospects who are active on LinkedIn, even if they don't post frequently
- Don't rely on pre-set sequences; be responsive to your prospect's recent activities.

Step 2: Crafting the Message

- Begin with a thank you for the connection.
- Show you've researched them and express genuine interest.
- Mention specific details like their company's location.

Step 3: Guidelines for Voice Notes

- Keep it brief, under 30 seconds.
- Use a friendly tone and show interest in their daily life.
- Make them feel appreciated and important.
- Plan to follow up within three days.

Step 4: Daily Practice

- Send one voice note each day for two weeks.
- Practice with friends.
- Record while standing or walking.
- Approach it casually, as if leaving a note for a friend.

AVOID THESE MISTAKES

1. Lack of Personalization

→ Sending generic messages without tailoring them to the recipient.

2. Over-Reliance on Scripts

→ Using scripted messages that feel inauthentic.

3. Ignoring Timing

→ Not considering the recipient's recent activities or interests.

4. Lengthy Messages

→ Sending voice notes that are too long and lose attention.

5. Targeting Inactive Users

→ Engaging with users who aren't active on LinkedIn.

6. Poor Tone

→ Using a monotone or negative tone that discourages engagement.

TIPS FOR SUCCESS

1. Engage with Company Followers

→ Notice when a prospect follows your company page.
→ Send them a connection request.
→ Engage with their content.
→ Jump into their DMs to book a meeting.

2. Create Relevant Content

→ Share posts about your expertise.
→ Engage with comments and build relationships over time.

3. Leverage Content Engagement

→ When someone engages with your post, send a connection request.
→ Thank them via DM and suggest a meeting.
→ Build a relationship that can lead to introductions to other prospects.

4. Use Boolean Search

→ Search for prospects with specific keywords relevant to your ideal customer profile (ICP).
→ Reference these keywords in your outreach.
→ Book meetings with targeted prospects.

5. Send Authentic Video DMs

→ Record a short, genuine video message.
→ Be natural and personal (e.g., walking outside).

6. Maintain Long-Term Engagement

→ Consistently engage with prospects' content over months or even years.

7. Engage with Prospects

Drop 10 comments per day on your prospects' content.

8. Show Up Daily

Be consistent. Like other ways of cold calling or cold email it can take multiple touches

9. Send Voice Notes

Use LinkedIn's mobile app to send voice notes. This is quick and personal.

Steps: Open the app, go to a message, click the microphone, and record.

10. Target The Right Personas

Not all professionals use LinkedIn equally. Engage with them where they are active.

11. Keep It Casual

Treat LinkedIn messages like text messages. Drop formal greetings.

12. Don't Pitch Immediately

Start conversations by providing value first.

13. Withdraw Requests

Go to the connections tab on LinkedIn and cancel any unaccepted connection requests. Withdraw old requests after a few weeks to keep potential connections alive.

14. Track Interactions

Keep organized records of contacts and follow-ups to maintain timely communications.

15. Focus On Your Readers

Publish for the long term. Ask yourself before publishing:

→ What problem am I solving?
→ How will this benefit my reader?
→ Will they read this six months from now?

16. Activity vs. Strategy

Don't try to be everywhere.

- Be clear about who you want to reach.
- Don't comment on just any post.
- Don't connect with everyone.
- Know who you are serving.

17. Comment Strategically

Be different. Share stories and learnings. Teach. Educate. Reference.

18. Maintain Professionalism

→ Avoid spamming or overly aggressive sales tactics.
→ Be respectful and professional in all interactions.

19. Engage First

Before sending a connection request, interact with the potential client's posts by commenting, liking, and sharing.

20. Develop an Outbound Strategy

Determine daily outreach goals to meet annual targets.

10 TIPS TO GROW YOUR LINKEDIN

1. **Comment every day:** Join this awesome global community with your opinion, experience, and advice.

2. **Focus on value not hooks:** How can you be useful to others? Help them grow, learn, save time, etc.

3. **Formating matters:** Make comments and posts easy to read and skim.

4. **Give to receive:** Focus on helping others and engaging meaningfully. That's the only algo you should care about.

5. **Your profile is a landing page:** Optimize it for your number one goal (new job, more sales, followers, etc.)

6. **Be unique:** Find your own rhythm and voice. Be human. Don't be a bot. Don't be a copy.

7. **Find your creative time:** Create content when you are in a relaxed, productive mood. Prepare in advance.

8. **Be consistent:** Staying consistent with your topics and type of posts will allow you to attract the right audience (that cares about your posts).

9. **Always be learning:** Learn from other creators, your audience, sales leaders, SDRs, and AEs. Embrace LinkedIn as an open library and network event.

10. **Have fun:** Don't force anything. See it as a great experiment. If it makes you happy, continue. If not, stop.