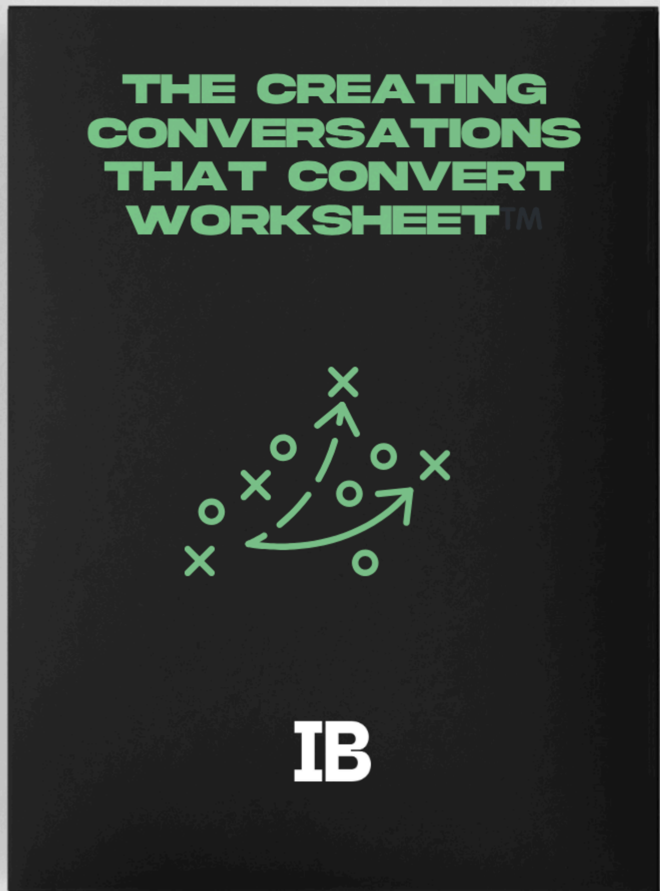
The Creating Conversations That Convert Worksheet™



7x Tactics To Create More Meaningful Conversations With Your ICP -

The Key Input To Increasing Revenue.

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The Creating Conversations That Convert Worksheet™

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In B2B sales, high-value conversations with your ICP are the key input that lead to more appointments and more revenue.

This worksheet gives you 7x tactics that you can implement in your business (we recommend focusing on 1 or 2 at a time).

How to use this Worksheet: type this up on a separate document (or grab a pen & paper if you wish) + answer the Q's below.

TACTIC #1 - Organic Social Media Content
Supports all other marketing efforts. Your LinkedIn profile is a landing page that potential clients will check out. Its free advertising to thousands of potential clients, partners and introducers of business. But most don't start, or give up too early because its difficult in the beginning or they don't see instant results. ***Mindset To Posting On Social Media:*** - It can be easier to share content when you think about posting to help 1 specific person. Who is that? What problems do they need help with? What symptoms are they experiencing as a result of those problems? You're not speaking to the whole world, you're speaking to potential clients that you can help and can eventually pay you money. - Sharing your experience can be an easier way to start because no one can say your experience isn't true or valid (or if they do they're not worth listening to). Sharing vs. preaching is a more comfortable place to start for most people. - Give less f*cks about what friends, family, ex-colleagues and internet Karen's might think. Focus on your goals, vision and reason for being in business. LinkedIn is a tool that can help you get there faster if you don't let those voices slow you down. - It gets easier. No one is born good at creating content. Its a key business skill that gets easier (and you get better) with practice. Get comfortable with being uncomfortable, stay consistent and see what happens after 90 days. - Likes/comments don't mean sh*t vs. views. Buyers are often snoopers. Focus on how many weekly eyeballs your content is getting. How much would you pay to get your message into a room with that many people in? Probably a lot! ***Content Pillars:*** Consider buyer psychology. Some people are aware that they need a solution like yours to solve their problem and are ready to buy - but this is generally only around 2% of your audience. For the other 98% there's an education piece on why they need your services. Content Pillars can move your audience through that journey so that when they're ready to buy, you're top of mind. Think of your ICP engaging with your content as "hand raisers" - signals to start conversations in the DM's.

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BUYER PSYCHOLOGY (YOUR AUDIENCE WILL BE IN DIFFERENT PLACES)	SYMPTOM AWARE (PROBLEM UNAWARE)	PROBLEM AWARE (SOLUTION UNAWARE)	SOLUTION AWARE (READY TO BUY)
<u>Content Categories:</u> Examples of types of content that can help shift beliefs and move your audience into taking action (Use this for ideas/ inspiration)	1. **Empathy Posts:** ○ Content that acknowledges and validates the audience's struggles. 2. **Identification Posts:** ○ Help recognise common symptoms they may be experiencing (and why they are). 3. **Engagement Questions:** ○ Asking the audience about their experiences with specific symptoms. 4. **Storytelling:** ○ Sharing relatable stories that highlight common symptoms. 5. **Polls and Surveys:** ○ Engaging the audience to	1. **Problem Explanation:** ○ Defining the specific problem and how it can be solved 2. **Consequences of Inaction:** ○ Outlining the potential negative outcomes of not addressing the problem. 3. **Common Challenges:** ○ Highlighting typical problems within the audience's situation or industry. 4. **Insights:** ○ Insights into the problem, why it occurs + how to solve it. 5. **Expert Opinions:** ○ Featuring insights from industry experts	1. **Client Testimonials:** ○ Sharing success stories and results from clients who have used your product or service. 2. **Product/Service Features and Benefits:** ○ Highlighting the key features and benefits of your product or service. 3. **Case Studies:** ○ Detailed posts that walk through how a specific problem was solved using your product or service and its impact. 4. **Demo Videos:** ○ E.g. a Loom showing a key part of your process in action,

	participate in polls about their experiences. 6. **Quotes and Anecdotes:** ○ Sharing quotes or short anecdotes related to common struggles. 7. **Comparisons:** ● Before-and-after scenarios sharing the impact of symptom relief (from solving the core problem)	about the problem. 6. **Statistics and Data:** ○ Sharing data that underscores the prevalence or impact of the problem. 7. **Interactive Content:** ● Asking Q's/sharing ways (e.g. your Attention or Time assets) to help the audience identify the problem and give them a solution.	solving the problem. 5. **Before-and-After Posts:** ○ Highlighting the transformation achieved with the solution. 6. **Customer Reviews:** ○ Sharing positive reviews and feedback from satisfied customers. 7. **Offers:** ● Providing offers or creating urgency to encourage trying the solution.

<u>Further support:</u>

- Use the above Content Categories along with Q's, frameworks and AI prompts in "The Unbound Infinite Content Worksheet" so you're never stuck for content ideas again.
- "The Support Feed" on the Unbound portal is a place you can get feedback on ideas or ask Q's.
- "Sales & Marketing Clinic" every Tuesday for accountability or getting a plan/direction

<u>Suggested Actions:</u>

Create a content plan and/or get some accountability (let Tristan or Rich know if you want to be added to an accountability group).

How often will you commit to posting? What is your "why" for posting? Write your why on a post-it note, leave it next to your desk.

Remember your ICPs commenting/liking and engaging with your content are "hand raisers" - signals of interest and triggers to start conversations in the DM's. Example: Agree with your comment on my recent post. What do you think about X when it comes to Y topic?

TACTIC #2 NEW ICP CONNECTIONS ON AUTOPILOT

LinkedIn makes it relatively easy to find and connect with ICPs (Sales Navigator / Boolean searches… see the Business Training Replay: “Ideal Client Hunting” if you’re struggling to find and create target lists of your ICP)

Two big benefits of creating new ICP connections:

1. When you make new connections with your ICP, they’re opting in to see your future organic content.
2. It’s the perfect opportunity to start a conversation

Suggested Action:

Create a target list of your ICPs and make x20 new connections per day.

Get this on autopilot. It’s a manual, time consuming task. You could outsource to a VA, or use an automation tool e.g. Dripify.

Start a conversation with new connections. Remember the PKLT scales (perceived value, know, like, trust). The goal isn’t to sell to them (at least not straight away). It’s to start a conversation. Not everyone will reply. If you avoid selling and ask questions / share value there’s no reason you can’t message the connection again.

The goal: start a conversation, explore whether they have a problem you might be able to solve. See Tactic #3 for a way to turbocharge this and make it even easier to book appointments.

Further Support:
For tips on DM messaging and how to move prospects to an appointment: see the “Effective DM Conversations Worksheet” on the Unbound Portal.

For support setting up Dripify, see the Business Training Replay: “LinkedIn Leads On Autopilot” on the Unbound Portal.

If you have Q’s: stick them on the “Support Feed” on the Unbound Portal, or bring them to a Tuesday Sales and Marketing Clinic.

TACTIC #3 CREATE A “TIME” ASSET

A Time Asset, is used so that when we’ve got someones attention, we have a way to deepen the relationship and conversation by getting them to invest some time. It’s a value exchange: whilst they’re not investing money (yet), they are investing time - in exchange for your insights/support.

If they prospects get value from your Time Asset, there’s a much higher chance they will invest in your paid services when they’re ready to buy. Conversely if it’s sh*t, they’re less likely to buy in the future.

Your Time Asset can be used with new connections and existing connections (inc. 1st degree LinkedIn connections).

Most don’t do it, because there is no certainty of instant gratification (or money). Done well, this will become one of the ***highest value assets in your business***.

Creating A High-Value Time Asset
Get specific:

- Who is this for (and who is it not for)?
- What is a key problem they need help solving? (Solve a specific problem, so you can promise a specific result + collect specific evidence to share in the future to add evidence of how valuable your Time Asset is)
- How quickly can you solve it? (Minimising your ICPs time investment, whilst giving them value is key)
- How will you deliver it? (If demand is initially low from your ICP you could start by delivering it 121. As demand increases you could move to group/workshop delivery, and even pre-recorded content (e.g. a Video Sales Letter).
- What outcome/result can you promise? (This is the hook to get your ICP to invest their time)
- What will you call it? (Having a named process/system increases the perceived value e.g. Business Healthcheck)
- What is the logical next step? (Can you make the next step getting help through your paid offer?)

Examples Of Time Assets:

- A quick “old-fashioned” 10 mins phone call to share market insights (using a Calendly link)
- A free 30-minute business MOT to identify opportunities/gaps in the growth strategy

Further Support:
For tips on creating a Video Sales Letter: see the “Create a 24/7 Digital Sales Rep Worksheet” on the Unbound Portal.
If you have Q’s: stick them on the “Support Feed” on the Unbound Portal, or bring them to a Tuesday Sales and Marketing Clinic.

TACTIC #4 - YOUR LOW HANGING FRUIT

Go through your phone book, email contacts, previous client lists, LinkedIn connections, Facebook, Instagram etc.

Identify 50 people who could potentially benefit from your services.

Objective:
Start a conversation with them to see if they have a problem you can solve, then book a meeting to see if they're a good fit for your services.

How:
By phoning them or sending a personalised message... remember the goal is to start a conversation.

Strategy:
Open the conversation like a normal human-being - make them feel good! Acknowledge/build rapport with something short, personal and genuine e.g. Hi Jane it's been ages. Saw you've just got back from Portugal looks like you had a great time.

Ask a question to start the conversation. E.g. Curious - who is looking after (the marketing strategy) for you at the moment?

Not everyone will reply and that's OK! When you get a reply - ask further questions to find out how things are going, how its working out, what else they've tried. Refer to the GPUNTQ (Goals, Pain, Urgency, Need, Trust Qualify) "Effective Questioning Framework" on the Unbound portal for support with great questions to ask.

When you spot a need you might be able to support: get them on a call. E.g. I get that, I have a load of clients who were facing the same issue. Have some ideas for you (if you want to hear them). Don't wanna give out unsolicited advice. Worth a 10 mins chat?

Further Support:
For tips on increasing your message to appointment, and appointment to sales conversions and how to move prospects to an appointment: see the "Effective Questioning Framework" on the Unbound portal.

If you have Q's: stick them on the "Support Feed" on the Unbound Portal, or bring them to a Tuesday Sales and Marketing Clinic.

TACTIC #5 - THE RULE OF 900

The Rule of 900: Contact 30 prospects per day and have a meaningful interaction (an exchange of messages - messages without reply are still useful, but don't count!).

Meaningful interactions with your ICP = telephone/Zoom calls, WhatsApp/DM exchanges, value-adding comments on social media posts/in groups.

Do this every day for a month = that's 900 meaningful interactions.

The cumulative impact on your pipeline is insane. Not to mention the insights you'll gather on your ICP (problems, symptoms, relationships etc.).

Consistent, quality activities = always produce insane results.

Eventually, you'll get to a point where most of your pipeline is just calling people who X months ago - told you to follow up with them now.

(Shoutout to Justin Michael for this one).

Suggested Actions:
Which channel(s) can you use to start 30 meaningful interactions with your ICP per day? E.g. LinkedIn DM's.

How can you make this activity something you look forward to? E.g. giving yourself a mini reward for completing 60 mins focused networking, or sending LinkedIn voicenotes whilst on a walk, or putting on some music you enjoy.

What are you committing to? How can you create massive accountability?
What challenges will you face? Tackle them ahead of time.

What's your "Why" for doing this? How will it move you closer to your goals + who else does that impact in your life? This is your fuel for the days you don't want to do it.

Further Support:
If you have Q's: stick them on the "Support Feed" on the Unbound Portal, or bring them to a Tuesday Sales and Marketing Clinic.

TACTIC #6 - SCRAPING LINKEDIN PROFILE VIEWERS

(You need a Premium LinkedIn account for this one).

Who's snooping on your profile? When your ICP sees your LinkedIn content, they won't always like, comment or connect. Take the lead and start a conversation with any of your ICPs that are checking out your profile..

Suggested Action:
Create a system for checking the data (e.g. fortnightly).

Scrape the data and use it fing new ICPs to connect with & then start conversations with (see Tactic #2 for what to do next).

How to scrape the data (without getting thrown in LinkedIn jail!):

- Do this from your laptop/desktop (and you'll need a Premium LinkedIn account e.g. Sales Navigator etc.)
- Go to Chat GPT and type: "Take the below list and make a table using the following: first name, last name, company name, current role, LinkedIn profile link, 1st or 2nd degree connection. Please format the data for copying and pasting into Google Sheets"
- If you prefer Excel to Google sheets, change the Chat GPT prompt above to your preferred spreadsheet.
- Go to your LinkedIn Profile
- Scroll down to "Analytics" and click on "Profile Views"
- Select the timeframe e.g. "Past 14 Days" then "Show Results"
- Scroll to the bottom of the list of profiles (keep scrolling until you get to the end)
- Using your curso, highlight and select all the profiles (click your mouse, hold down and scroll back up selecting all profiles - then copy and paste Command+C on Mac, or Ctrl+C on PC).
- Copy and paste the profile data from Linkedin into Chat GPT.
- Once Chat GPT has created the table, copy and paste the data into a spreadsheet and filter it for your ICP.
    - 2nd/3rd degree: connect then start a conversations (automate with a tool like Dripify, or outsource to a VA if #'s are high).
    - 1st degree connections: start a conversation
- Set a calendar reminder to scrape the data (e.g. every 14 days or 30 days).

Here's a link to see step by step instructions how to do this:
https://www.loom.com/share/a00f7bfb943b438a9972be3a15606b15?sid=f182a805-21eb-41c6-8c52-d5e097a35d3c

Further Support:
If you have Q's: stick them on the "Support Feed" on the Unbound Portal, or bring them to a Tuesday Sales and Marketing Clinic.

TACTIC #7 - HOT FIFTY LIST

If you could wave a magic wand, who are 50 clients you'd love to work with?

Make a list - this is your Hot Fifty List.

The goal isn't to sell to them, at least not straight away.

Think of it like dating, you want to work on the relationship before committing to marriage. However, some relationships end up being whirlwind romances!

The first objective is to make sure they know who you are. E.g. are you connected on LinkedIn? If not, send a connection request.

Next, you want to move them up the PKLT (Perceived value, Know Like and Trust) scales, by starting conversations and adding value.

Suggested Actions
What problems are your Hot Fifty List facing at the moment? Add these to your list.

What symptoms are they experiencing at the moment as a result of the problems? Add these to your list.

What valuable resources (Attention Assets) do you have (or you need to create) to build the relationship? Think Attention Assets and Time Assets.

How can you start conversations with them? When? How often? Which channels? Conversations across multiple touchpoints can accelerate the PKLT scale e.g. DM's, F2F events, email list etc.

How else can you help them/add value? Think connections (introductions, a community), profile/social media presence (hosting round tables, podcasts, industry reports), small meaningful gifts (personalised cards, messages, invites etc).

Further Support:
See the "Attention Assets" and "Nurturing Ecosystem" worksheets on the Unbound portal for further tips and frameworks.

If you have Q's: stick them on the "Support Feed" on the Unbound Portal, or bring them to a Tuesday Sales and Marketing Clinic.

WHAT ARE YOUR KEY TAKEAWAYS / ACTIONS - BY WHEN?

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