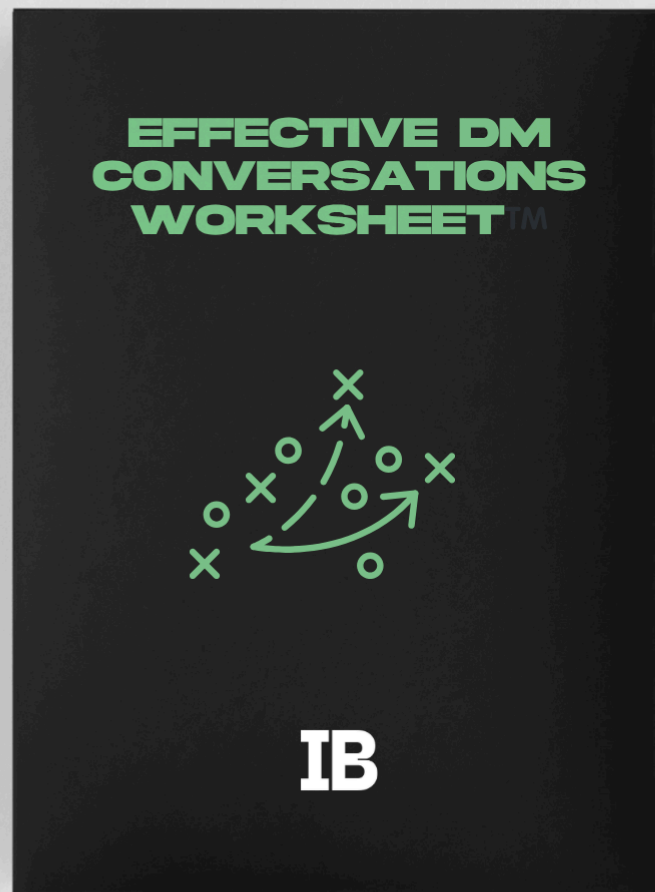




A framework for having more effective conversations via DM's.

To convert more prospects into leads and sales.

Sending messages via DM's is another form of advertising. The worksheet covers a framework for thinking about (and then testing) your approach to sending DM's - to create more quality conversations, leads, and sales with your ideal clients.

We're not going to give you a script because everyone has different businesses, brands, tones of voice, and ideal clients. But this framework will help you think about your ideal clients' buyer psychology to resonate faster.

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.

IMPORTANT NOTE: *As with all advertising (and anything in business), your DM messaging is an experiment. Also DM's (like any other form of advertising will work best when all x10 ATM assets are nailed (remember this is an infinite game - the more you improve them the better individual strategies and tactics will work).*

If you find your DM's aren't resonating - bring it up on a group session.

Understanding The 4 Scales (Perceived Value + Know/Like/Trust)

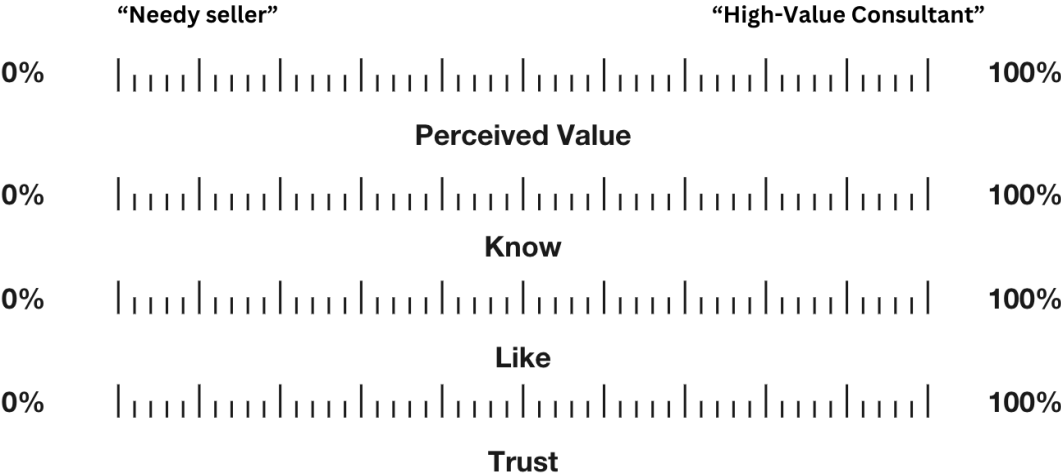
Successful advertising is about understanding buyer psychology. Any form of advertising can work (or can be sh*t). The way we advertise affects the perception of our brand - and whether prospects buy now (if they're ready), or in the future (if they're not ready right now).

The mistake many make with cold DM's is trying to sell (aka pitch slapping) on the first message. This is a losing strategy:

- 1) Because of the 95% rule. As a rule of thumb, 95% of your audience aren't ready to buy right now.
- 2) Pitch slapping comes across as desperate and destroys the chances of the 95% returning when they are ready to buy.

If you want to be a highly successful, trusted advisor - you need to think (and message) like one:

- What messages would a trusted advisor send? They wouldn't be "pitch slapping" prospects
- They also wouldn't be keeping their high-value services to themselves. They would be sharing value and ways they can help.
- To be successful we still need to do the reps, to find prospects, but in a smart strategic way.
- When we're sending DM's (or using any form advertising) there's 4 scales that can help position us as a trusted advisor (and mean prospects are MUCH more likely to buy from us when they are ready...



"Use advertising to rack up credits in the right direction."

“Perceived Value”

ICPs perceive you as providing high value (a trusted advisor that can solve their problems).
How: having “with or without you” energy. Not coming across needy or desperate to *take*, instead having value to *give*.

“Know”

ICPs are aware of your company, your offers, what makes you unique and how you can help.
How: visibility. Prospects won’t know you if you’re not showing up and advertising to them consistently.

“Like”

ICPs have a positive connection towards your brand, mission and purpose (people buy from people - even in B2B).
How: strong views and challenging norms can also create connection (as well as sharing personal stuff - people are nosey f*ckers)

“Trust”

ICPs have confidence that you can help solve their problems
How: social proof (case studies, reviews, testimonials) and building credibility and reputation in your ICPs industry.

Whenever you’re sending DM’s (or advertising) the aim should be to move prospects up the Perceived Value & KLT scales.

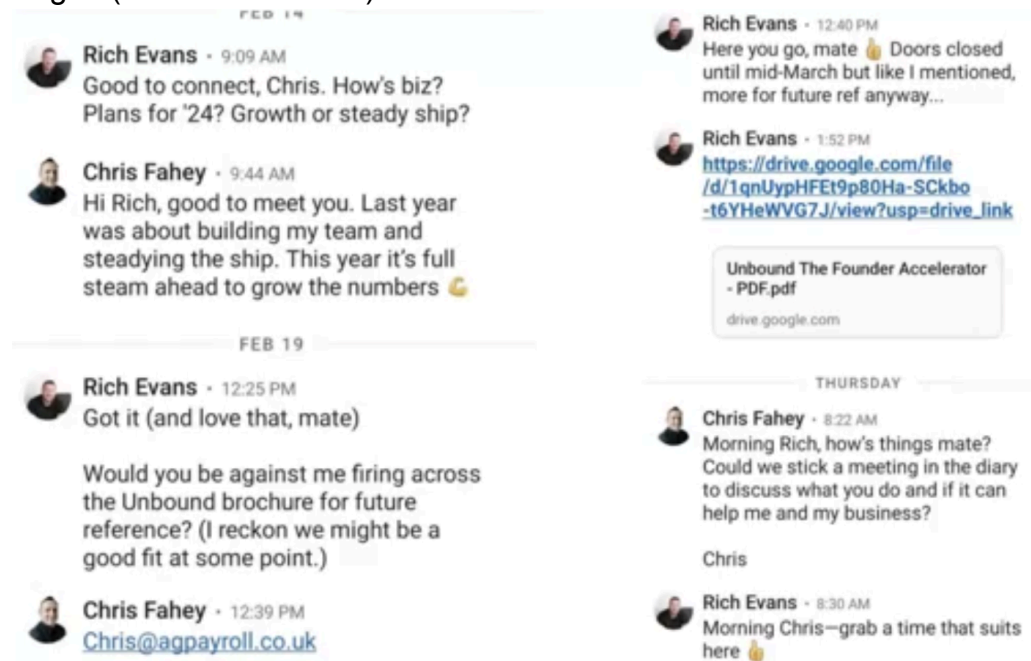
How to Move Prospects Up The 4 Scales Using DM's

Personality (being human as f*ck):

Showing personality more important than ever in the DM's in a world of automations and VA's sending messages. If the message could have been sent from anyone - then it's not good enough. Particularly on LinkedIn because it is social media. Things to avoid: "I hope you're well" "Regards" ... be *less* corporate and *more* yourself. If you're not clear on your brand personality or tone of voice - search for Jung's personality types.

New connections - messages to strangers:

Here are some example messages (that have worked):



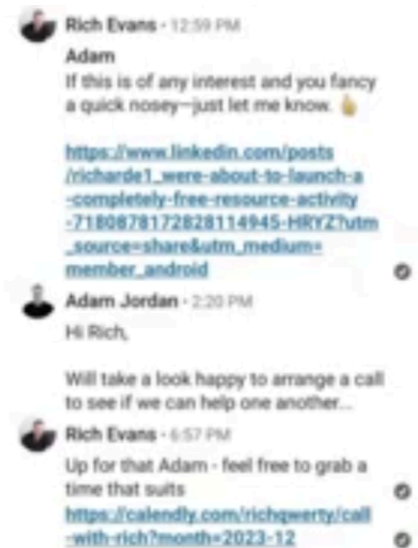
- The first message isn't a pitch. If they want to be sold to they can go check out what we do from our profile / website.
- A slight delay (intentional or not) between messages can reduce perceived neediness.
- The messages are all written how Rich speaks (personality and tone of voice matches rest of the advertising).
- There was a gap between the offer document being sent and Chris wanting a meeting, triggered by LI posts (and social proof on the website from someone he knows), which moved up the Perceived Value + KLT scales.

Messages to existing connections:

Starting a conversation and asking questions with new connections is natural.

Messaging existing connections and starting a conversation (especially if we haven't spoken before) can seem random (& needy).

A better way is to lead with sharing value:

**Messages to referrals/recommendations:**

We ask clients “what 3 people should I be connecting with on LinkedIn?”

Which creates an easy BD list.

Here's an example of a DM to a recommendation:



Key things to think about:

- Organic content supports your DM strategy: prospects will have a nose at your posts and website if they're interested.
- Advertising consistently helps us stay top of mind: so we're top of mind when they are ready to buy (if we've moved them up the 4 scales)
- Treat cold DM's like other forms of advertising: not everyone will respond - don't take it personally, people are busy
- Show up with valuable free gifts to build relationships: even if they don't respond they'll associate you with the topic of your free asset
- It's a numbers game: we can have the best offers in the world - but if no one knows about them we won't make sales (we recommend tracking x3 metrics:
 - Sales: How many sales do you need to make to hit ideal capacity?
 - Appointments: How many appointments do you need to get there?
 - Inputs: What action do you need to take (in your control - inc. #of DM's sent) to get the appointments you need?
- Treat advertising as an experiment: you need to do the reps and test what works. Test different messages, formats (e.g. voicenotes), sharing different forms of value
- If you're advertising is moving prospects up the 4 scales and you're building relationships, you can message again in the future (even if they haven't responded to the first message)
- Prospects rarely buy on the first contact - whether that's a DM, email, social media post etc. Keep moving prospects up the 4 scales and you'll be top of mind when they are ready to buy.

WHAT ARE YOUR KEY TAKEAWAYS / ACTIONS - BY WHEN?

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