

S A A S A C A D E M Y

**LINKEDIN
PROSPECTING
TECHNIQUE™**



LINKEDIN PROSPECTING TECHNIQUE™



Hi, my name is **Dan Martell** and I help **B2B SaaS Founders** to generate more qualified leads, get their software into more hands, and build a more predictable revenue engine to scale their businesses.

I'm the creator of SaaS Academy and an investor in 40+ startups like Intercom, Udemy, and Unbounce. I've founded five SaaS companies & successfully exited three of them.

In this action-packed resource, I'm going to share with you the exact LinkedIn Prospecting Technique™ that my team and my clients have used to generate over 27+ warm leads every single week.

The end result:

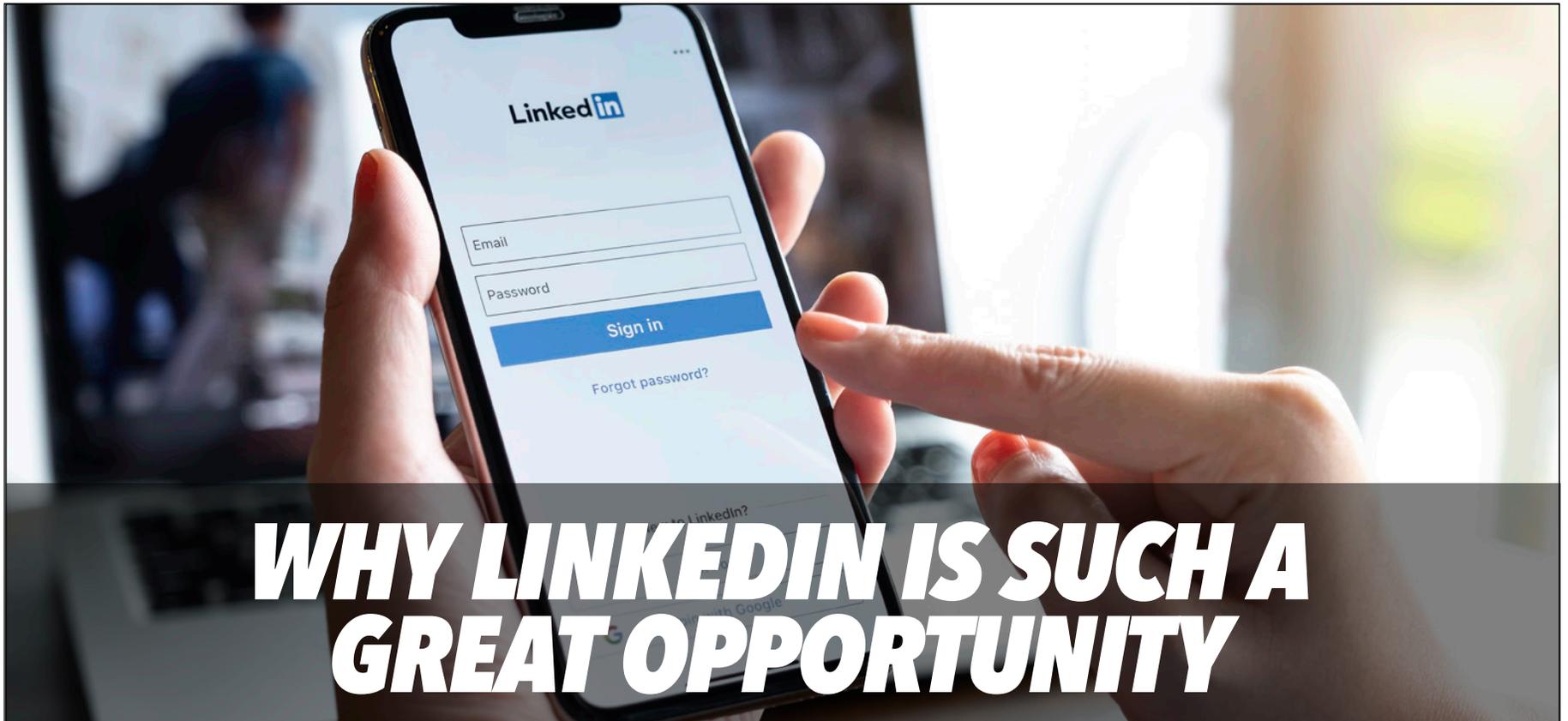
You'll fill your calendar with qualified demos on autopilot, and without a dime spent on paid advertising.

Sound good?

Really pumped to share this with you.

Let's get it!





WHY LINKEDIN IS SUCH A GREAT OPPORTUNITY

THE LINKEDIN GOLDMINE: A REAL OPPORTUNITY FOR B2B SAAS COMPANIES

Why is LinkedIn such a great way to build your customer base?

80% of all B2B leads generated by social media come from LinkedIn. And LinkedIn is growing bigger each year. There are now over 500M users on LinkedIn.

Point is, if you're not using LinkedIn to fuel your growth, you're leaving money on the table. LinkedIn is a goldmine for B2B SaaS companies.

Every customer you'll ever need you can find there. If you know how to use it right. And that's what I'm going to show you how to do in this resource.

LINKEDIN PROSPECTING TECHNIQUE™ PILLARS

1

**APPEALING
PROFILE**



2

**BUILD EXACT
LIST**



3

**AUTHORITY
GROUP**



4

**DROP VALUE
BOMBS**



5

**MULTI-TOUCH
MESSAGING**





1

APPEALING PROFILE



If you want to be on LinkedIn, your profile needs to be rocking and rolling. The expression “don’t judge a book by its cover” doesn’t work here. Truth is, people DO judge based on appearance. And your profile is the #1 thing that’ll affect your connection requests.

To make your profile stand out, Let’s go over the 8 elements of your profile that need to be optimized to set you up right for your perfect customers:

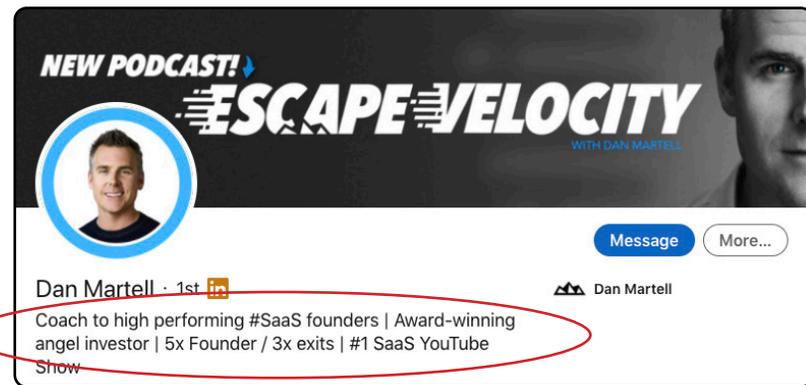
THE 8 STEPS TO CREATING A PERFECT PROFILE

STEP
1

CRAFT THE PERFECT HEADLINE

The headline is the 'make or break sentence' on your profile. So you need to be really thoughtful about each word.

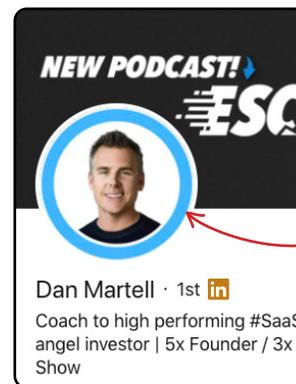
Pro-Tip: A good headline conveys how you help your ideal customer in 6- 8 words.



STEP
2

ADD A PROFESSIONAL PHOTOGRAPH

You want to use an up-to-date photograph that comes across friendly, approachable, and professional. When your connections see they're dealing with a professional, but also a human, they're far more likely to engage in a conversation.



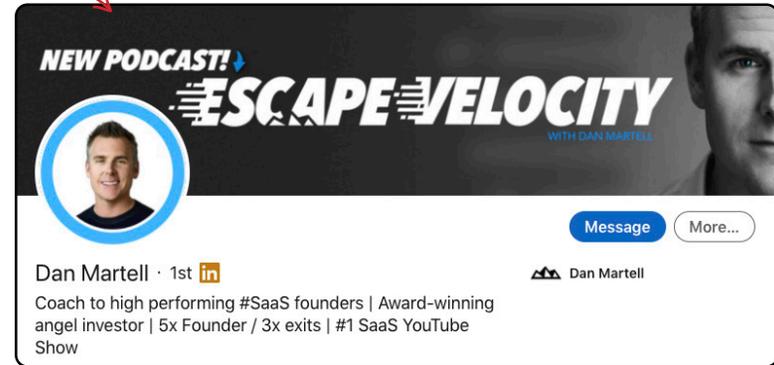
Fact: Adding a professional picture to your profile increases its number of views by 11%

STEP 3

A BACKGROUND IMAGE

Your background image is a great way to show off the accomplished side of you. If you have pictures from speaking engagements or conferences, this is a great place to showcase them.

Pro Tip: Choose a picture that also has your company logo prominently displayed.



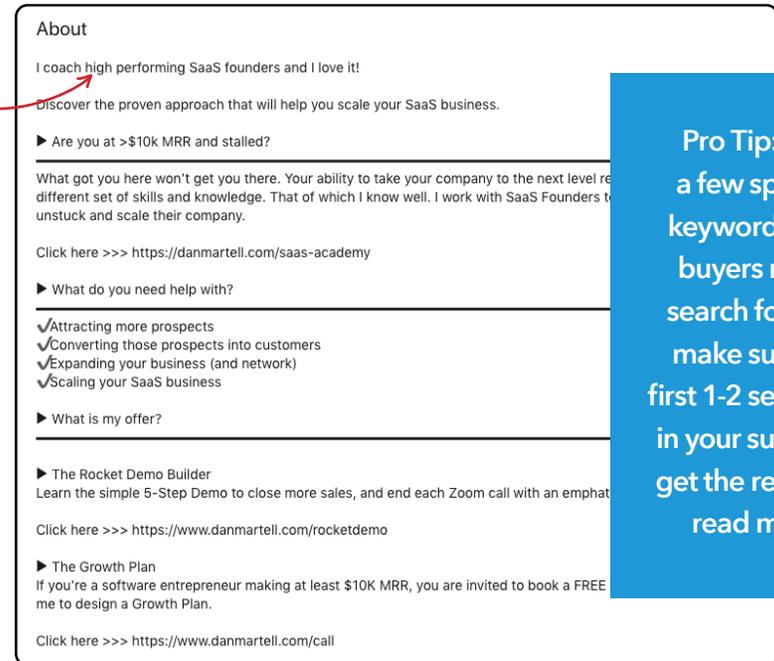
STEP 4

A MEMORABLE SUMMARY

Your summary is how people learn more about you on LinkedIn. This is where you show up like no one else and position your strengths to establish authority.

Getting your summary right can be tricky. You want to include the motivation behind your work, the results you've created, the pain points you've solved and your most noteworthy accomplishments.

The last few lines of the summary should describe why and how a prospect can connect with you.

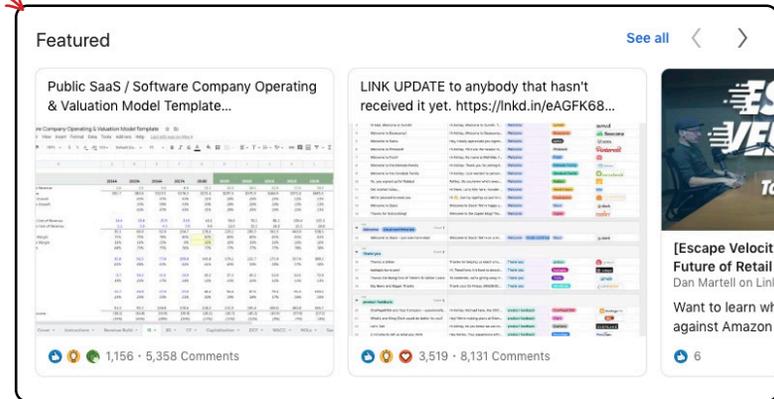


Pro Tip: Add a few specific keywords your buyers might search for. And make sure the first 1-2 sentences in your summary get the reader to read more.

STEP 5

SOME APPEALING MEDIA

You want to display interesting media that can stand as testimonials to your work and boost trust among your audience. You could do anything from videos, to blog posts, to PDFs, to presentations. Select your best work and add them up!

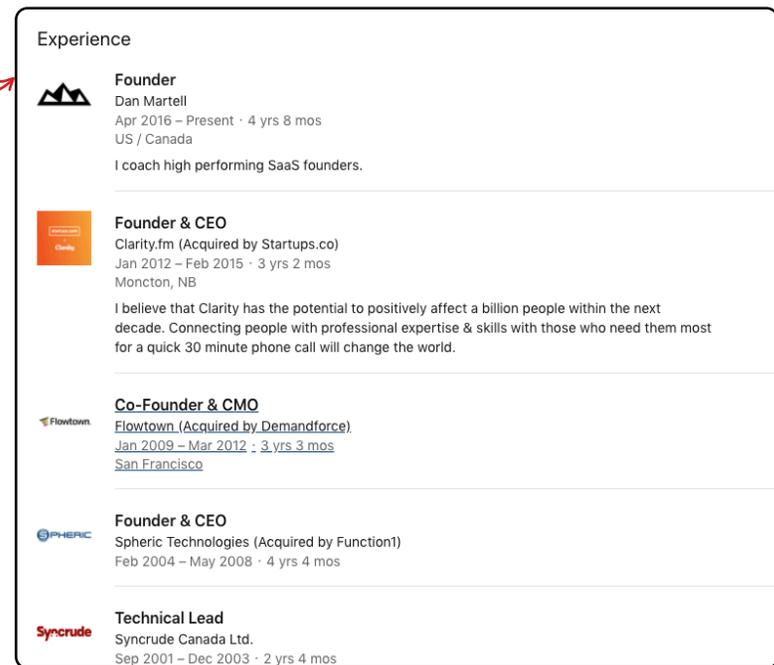


STEP 6

A CRISP EXPERIENCE SECTION

If you have ever written a resume, you know how this section works. Go ahead and be sure to fill it up.

Begin each work experience section with a small introduction about the organization and then brief about your work there. Ideally, make a small bulletin list of 3-4 points giving details of your role under each position.

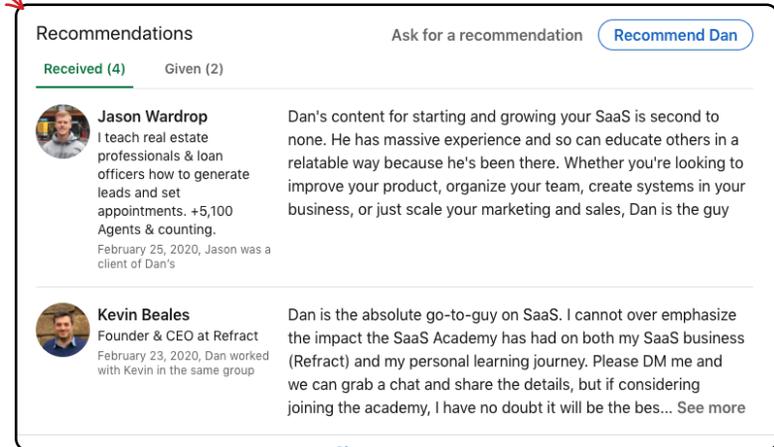


STEP 7

A FEW GOOD RECOMMENDATIONS

What others say about you is infinitely more powerful than what you say about yourself. A few good recommendations on your LinkedIn profile can do wonders for your prospecting! Go get some recommendations!

Pro Tip: Ask for recommendations from the people you know well - they'll be able to speak well about your accomplishments.



Recommendations Ask for a recommendation [Recommend Dan](#)

Received (4) **Given (2)**

Jason Wardrop
I teach real estate professionals & loan officers how to generate leads and set appointments. +5,100 Agents & counting.
February 25, 2020, Jason was a client of Dan's

Dan's content for starting and growing your SaaS is second to none. He has massive experience and so can educate others in a relatable way because he's been there. Whether you're looking to improve your product, organize your team, create systems in your business, or just scale your marketing and sales, Dan is the guy

Kevin Beales
Founder & CEO at Refract
February 23, 2020, Dan worked with Kevin in the same group

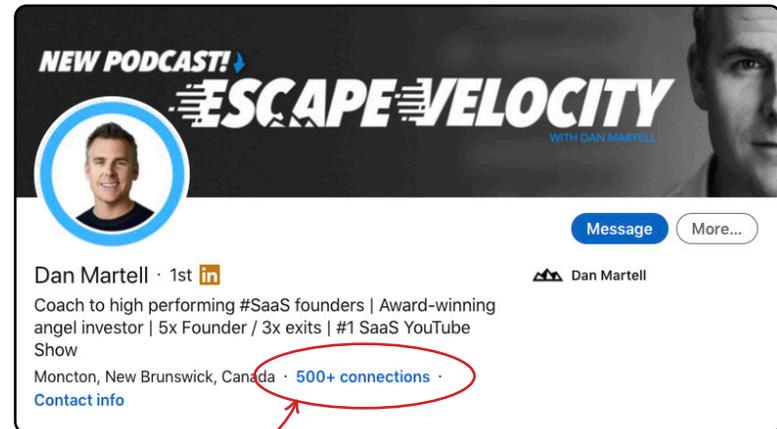
Dan is the absolute go-to-guy on SaaS. I cannot over emphasize the impact the SaaS Academy has had on both my SaaS business (Refract) and my personal learning journey. Please DM me and we can grab a chat and share the details, but if considering joining the academy, I have no doubt it will be the bes... See more

STEP 8

BUILD AN INITIAL NETWORK

If you already have 250-300+ connections, this step doesn't apply. But if you want to set up the perfect LinkedIn profile to magnetize new buyers, nothing screams "newbie" more than a profile with 20-30 connections.

Pro Tip: Start by adding with everyone you know; your friends, classmates, alumni, colleagues etc. Then you can start adding interesting connections as you grow.



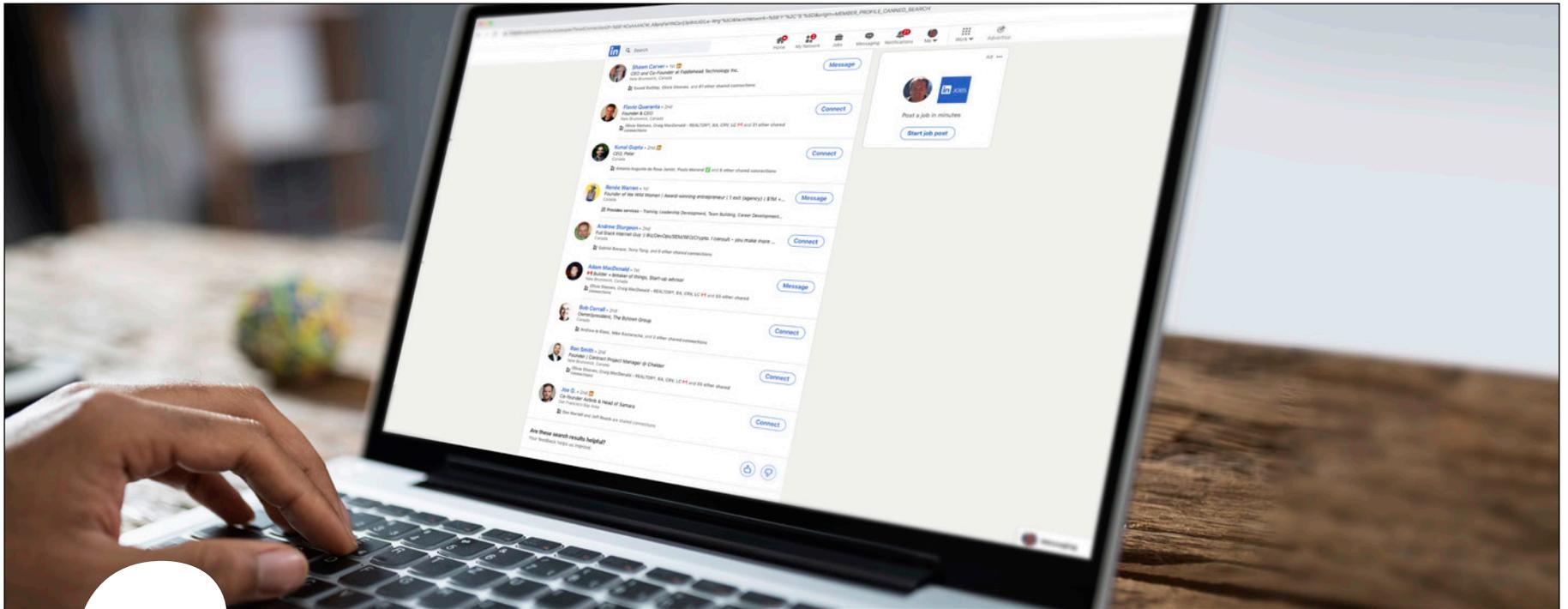
NEW PODCAST! **ESCAPE VELOCITY** WITH DAN MARTELL

Dan Martell · 1st  

Coach to high performing #SaaS founders | Award-winning angel investor | 5x Founder / 3x exits | #1 SaaS YouTube Show

Moncton, New Brunswick, Canada · **500+ connections** · [Contact info](#)

[Message](#) [More...](#)



2 BUILD AN EXACT LIST

An exact list is one created with your perfect buyer in mind. This list is a collection of people who truly value your product and would pay you the highest price for it.

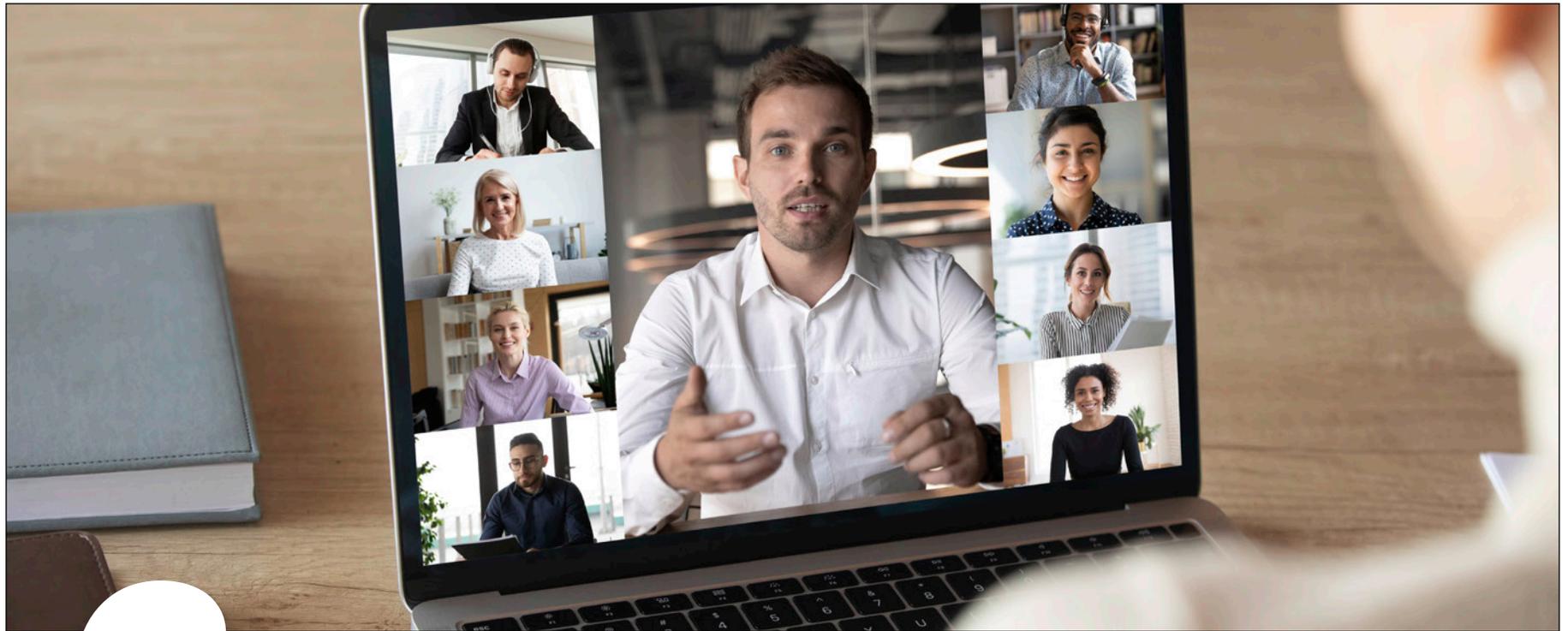
You want to zero down here. The more specific the better. Even if your list turns out to be 2000 people, that's okay. (Not every CEO needs to be on here.)

If you go too broad here, you'll run into trouble.



Instead, figure out EXACTLY who you want to target. Is it the marketing director of a medium-sized legal firm? Is it the head of sales at a luxury car dealership? Whoever it is, focus your efforts on people that'll respond positively to your message. You want them to feel like "this was made for me".

For exactly what questions to ask yourself when building your exact list, see the worksheet at the end of this resource.



3 AUTHORITY GROUP

A lot of people overlook creating a group on LinkedIn, but the return is huge. A LinkedIn group (Authority Group) is like your universe - a place for you to share your expertise with the world.

Once you've set one up, you want to bring people in through your Multi-touch Messaging (more on this soon). This is how you'll add value to them and establish your expertise. This way, you also get to build rapport while not coming across salesy.



Create an authority group so that you have something to invite people to and create value in and continue to post content, share resources. This is not something you absolutely have to do. But I've seen it work wonders for a lot of founders.

You can then harvest off that group and interact and connect with them.



4 **DROP VALUE BOMBS**

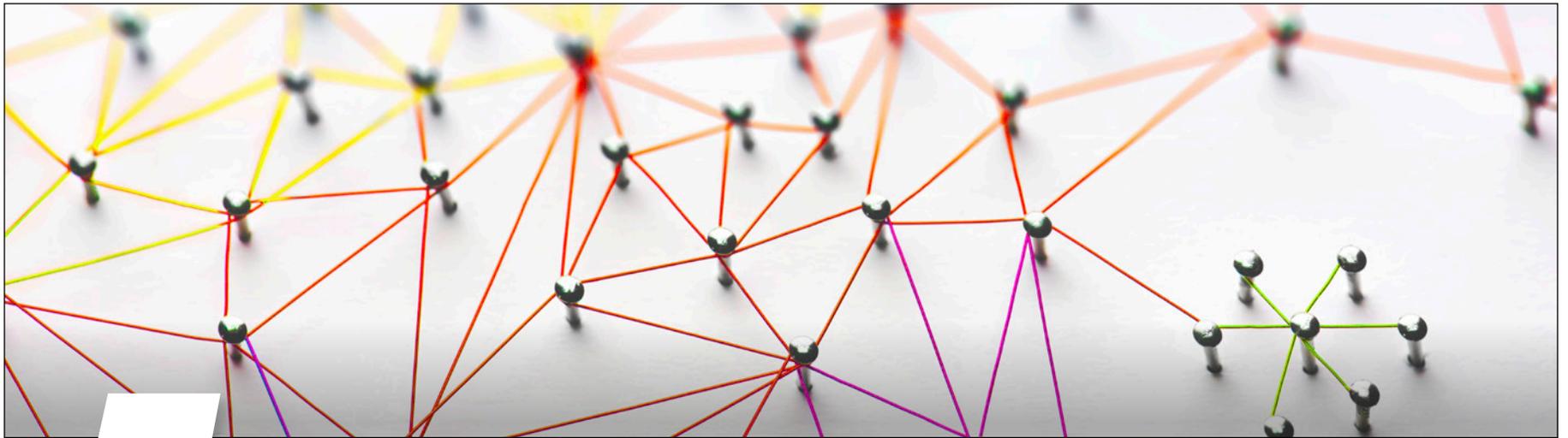
It's time to show up with cookies. Be the one person in your space that shows up differently than everyone else. Instead of sending the same salesy and spammy message most people send, come from a place of adding value.

Do this by giving value without asking anything in return. An example could be sharing an article. When you strategically add value, it's a catalyst to rapport

building and it rapidly turns skeptical connections into loyal friends and followers.

Remember. Your prospects are being bombarded by people wanting their time, money, and energy every day. So by being the one person dropping value bombs and making it all about them (and not about you), you win!





5

MULTI-TOUCH MESSAGING

They don't know you, and you don't know them - yet. And that's where your Multi-touch Messaging brings everything together. The Multi-touch Message is a personalized message that turns strangers into your paying customers. It's kind of like an email sequence but for a conversation.

There are 5 steps to the Multi-touch Message:

Message 1. Connecting.

Message 2. Resources.

Message 3. Discussion.

Message 4. Request.

Message 5. Follow Up

(See the worksheet on the next page for detailed instructions.)



This is where a lot of people are dabblers. For LinkedIn to work, you've got to commit to this long term. Week, after week, after week. Over 100 of my clients have "tried" LinkedIn, but some stopped early and they got distracted or busy with other stuff.

You don't want to do that. Set a target like: "I'm going to do 50 connection requests per day". Or "I'm going to message 200 prospects per week." Then I suggest you stick to it.

You also want to keep in mind how many people you're going to have to respond to. The great part is once you've got your outreach system set up, you'll be able to automate it.

LINKEDIN PROSPECTING CHECKLIST

To build a constant flow of leads to your pipeline using LinkedIn, you need to build the foundation, and set up a messaging cadence that will automatically generate deals. Use this checklist to get it right.

Name:

Date:

| PROFILE | TARGET | VALUE BOMBS | MESSAGES |
|---|---|--|---|
| <input type="checkbox"/> Attractive Headline? | LOCATION Where are they primarily located? | GROUP NAME ie. [Industry/Expertise] Experts Community Network Group Forum, etc. | 1. CONNECTING What value can you share? (ie. Group / Resource / Link) |
| <input type="checkbox"/> Professional Photograph? | INDUSTRY What industry are they in? | WEBINAR What 3 incredibly valuable strategies can you teach in a webinar? | 2. RESOURCE What quality resource can you share? |
| <input type="checkbox"/> Background Image? | JOB TITLES What are the primary job titles / roles you sell to? | LEAD MAGNET What checklist / list / resource can you create? | 3. DISCUSSION What link to a high quality discussion can you share? |
| <input type="checkbox"/> Memorable Summary? | COMPANY SIZE How many employees does your typical customer have? | RESOURCES Other value added information, resources or connections? | 4. REQUEST What value can you offer in a call? |
| <input type="checkbox"/> Appealing Media? | OTHER Role & Tenure? Function? Years of Experience? | | 5. FOLLOW UP What description about your UPS will you use? Social proof? |
| <input type="checkbox"/> Crisp Experience? | | | |
| <input type="checkbox"/> Good Recommendations? | | | |
| <input type="checkbox"/> Initial Network? | | | |



READY TO RAMP UP?

There you have it. The LinkedIn Prospecting Technique™: the same system that my clients and I have used to generate over 27+ qualified leads a week on LinkedIn.

With this system, you'll have far more control over your lead flow and you'll be able to scale without any paid advertising. And when deployed correctly, this system can be entirely automated.

So take some time to fill in the worksheet. And fully map out your LinkedIn Prospecting Technique™. This system could easily be the prospecting system you and your team look back on 3 months from now when you're toasting to a record-breaking revenue quarter.

I want you to PROMISE me you'll invest some attention here. Do not let this remain an underutilized tool sitting in your toolbox. Nothing moves forward unless there are fresh customers flowing towards your business every month. And it's your responsibility as the visionary of your company to make that happen.

If you're a serious SaaS founder committed to building your business stronger than ever before. And if you're looking for systems like this one to help take you to the next level.

You may qualify for hands-on help from me and my team. To get help from me on how to build a repeatable scalable growth engine for your SaaS, [book a growth session now](#).

You'll hop on a call and figure out the best way to help you grow/scale your business.

Talk soon.

Dan "prospecting machine" Martell

Click Here →

[BOOK A CALL](#)