3. Building Your Database:

Now you’ve got your foundation in place, you’ve got your MVP Flagship Lead Magnet ready to go, your leadership platform is set up, and you’re probably wondering, “Where are all the prospects?” Knowing how to find your best prospects and ideal clients, and how to connect with them, is the next step. We call it “Building Your Database” because that’s what it is. It’s a real database of prospects that you’ll be able to nurture and turn into qualified leads for years to come. There are really two phases to the process for building your database. The first is an initial blitz where you’ll reach out to hundreds of prospects. The second phase is where you’ll continue growing the database by regularly reaching out to new prospects on an ongoing basis. This second phase essentially never ends, as we recommend reaching out to at least a few new prospects every day. Well, not every day. You can take the weekend off if you’d like. There is a very systematic way to do this. When done correctly, you’ll attract hundreds of targeted prospects into your network overnight. Like I said in the last chapter, the database build comes after your leadership platform, in the form of a LinkedIn or Facebook group, is in place. Let’s look at an example. Bob Cherry is the owner of Cherry Consulting Group, LLC. He’s a management consultant specializing in the oil & gas industry. Currently, Bob’s LinkedIn headline reads “President, Cherry Consulting Group, LLC.” When Bob reaches out to a prospect, they’re going to check out his profile. When they see this, they’ll be immediately thinking “Uh oh, Bob’s gonna try and sell me something.” Naturally, the response rate will be very low. Luckily for Bob, he found this book and, after using the Booked system, he recently launched a LinkedIn group called “Oil & Gas Executive Network.” At the same time, he changed his headline to read “Founder, Oil & Gas Executive Network.” Now when a prospect views Bob’s profile, they view him as a peer and a leader in the industry. They’re much more open to connecting. That one little change opens the doors to some of the most senior decision makers that Bob has never before been able to get through to. That’s the power of this strategy, and it works regardless of your market or niche. Whether you’re targeting c-level hot shots at big companies, small business owners, marketers, retirees, holistic healers, you name it. The power is in creating a community that’s all about your prospects. Once your LinkedIn and/or Facebook profiles are positioned properly, now it’s time to begin the Database Build. Again, whether you will be reaching out to prospects on LinkedIn or Facebook (or both) depends on your business, your target market, and where your prospects can best be reached. Let’s look at LinkedIn first. Building a Database on LinkedIn Performing an initial database build on LinkedIn requires simply sending connection requests to a large number of targeted prospects. You’ll use the advanced people search (LinkedIn’s search tool) to find qualified prospects and send them a connection request. You’ll want to send at least 300 connection requests in the initial database build. If you really want to go all out, you can send up to 1,500. You might be thinking at this point, “Yeah, but Josh, am I allowed to connect with all of these people if I don’t really know them?” Yes. The key is including a personalized script in the connection request. Sticking with the stock script from LinkedIn is a mistake, and you’re response rate will go way down. Using a personalized script will typically get you 50- 70% of prospects to connect with you. Here’s a simple example of what this script might look like: Hey First Name, I came across your profile here on LinkedIn and thought we could benefit from being connected. Thanks! Your Name Founder, Your Group Name It will take you a few hours to complete this phase of the system, but you’ll pick up a large number of new connections very quickly. This will give you a tremendous database to launch your ongoing appointment generating campaign. And this is just the initial database build!

Building a Database on Facebook:

Let’s talk about Facebook now. Connecting with prospects on Facebook is a bit different. For one, it is not as easy to search for prospects, and therefor is more difficult to find them. One way around this is to join the groups they hang out in. If you’re looking to reach business coaches, find marketing or coaching groups. By joining these groups, you’ll have access to hundreds or thousands of prospects. The alternative is to identify them in other places (like LinkedIn) and then search for them by name on Facebook. Let’s say you’re looking to get in front of Dentists in the Chicago area. You know they are on Facebook. (If you’re doubting that fact, all I can say is that you just need to trust me. Everybody is on Facebook. Everybody.) It’s just a matter of finding them. You first need to know their name in order to look them up on Facebook. So how do we do that? Search for Dentists in Chicago on LinkedIn! Then, take the prospect list from LinkedIn, and search for them individually on Facebook. From there, you’ll want to take a two step process to becoming Facebook friends. Step 1 is to send them a message. The message could be something such as 58 Hi First Name, I came across your info here and thought it wouldn’t hurt to reach out! I’m the founder of the Dentistry Leadership Forum. Maybe we can benefit from being connected here. Thanks! Or, if you found them in a group, the message might say Hey First Name, we’re both in the National Association of Dentists Group and I thought it wouldn’t hurt to reach out. I’m the founder of the Dentistry Leadership Forum. Maybe we can benefit from being connected here. Thanks! Step 2 is to follow up with a friend request. You might be thinking, “Josh, come on buddy. COME ON BUDDY! People don’t like talkin’ business on Facebook. This is about as silly as a red-headed pecker willow on a Tuesday morning.” You’d be wrong. It’s a numbers game. A large percentage of these people will agree to be friends with you because of the way you framed the introduction. Some people just like having more friends, and others will want to connect with you because they perceive you to be a leader in the market, from your well positioned leadership platform. With Facebook, we recommend proceeding with a bit more caution in terms of the number of friend requests you send at once. You probably don’t want to send more than 100 per day, in the beginning. It’s also important that each message not be a carbon copy of the next. If Facebook thinks you’re spamming people, they could restrict your account. You can avoid that by making sure each message is a little bit different than the next. A couple tweaks to the wording will do the trick. Better safe than sorry with these things. Just like the LinkedIn process, doing an initial database build on Facebook can give you a solid foundation of hundreds of new prospects to begin working through the system. And this is just the beginning! Are you ready for hundreds of new prospects to line up phone calls and meetings with? It’s only days away! As I mentioned, the second phase includes ongoing prospecting and outreach. We recommend reaching out to 5 new prospects every single day as part of your ongoing marketing plan. This will provide you with a steady stream of new prospects being added into your leadership platform, as well as directly connecting with you. Using our proprietary messaging processes, you’ll be armed with a weapon that will convert a predictable number of these prospects into live appointments, consultations, and strategy sessions.

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